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WANIDA TANGAM : PAP SMEAR TEST BEHAVIOR PROMOTION OF MARRIED WOMEN BY PEER GROUP IN AMPHOE NAMKLIANG SISAKET PROVINCE. THESIS ADVISORS : ASSC.PROF. WASANA TITNSAWANG M.A., ASSC.PROF. POONSOOK SHUAYTONG M.Sc., LECTURER PONGPAN ANTARIKANONDA M.Ed. 215 p. ISBN 974-662-335-4

The incidence of cervical cancer is increasing, however, the prevalence of pap smear test is lower in amphoe Namkhang than Sisaket province in general. It is an important problem for amphoe Namkhang, Sisaket province. The study was designed as a quasi-experimental research aimed to assess the effectiveness of a health education program to promote pap smear test behavior among married women by peer group. Subjects consisted of 160 married women aged 25-59 years old, who had never done a pap smear test. Eighty women in one sub-district were selected and assigned to an experimental group and 80 women in another sub-district were in the comparison group. The health education program consisted of 2 activities. Firstly, a peer group was provided. Secondly, interaction for the exchange of perceptions was staged between the experimental group and the peer group. Interactions included lectures with media, flip charts, videos, and group discussions. Then, the experimental group also received social support which included calling home, promoting, persuading, prompting and reminding of pap smear utilization by the peer group. Data collection was done before and after the experiment with both structured interviews as questionnaires. For data analysis the following tools were used : percentage, mean, standard deviation, paired sample t-test and student's t-test.

The results of the study reveal that after implementing the program, the experimental group had significantly higher perception of susceptibility, severity, benefits and intentions of pap smear utilization than before the experiment, as well as higher than that of the comparison group (p-value=0.000). Pap smear utilization was higher (71.2%) than in the comparison group (35%). It can be concluded from this research that peer group leaders or guides were very important to the health education program. Finally, this health education program can be considered to be a guideline in solving other similar public health problems.