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PATCHARAPORN YENBAMROONG : THE EFFECTIVENESS OF HEALTH  
EDUCATION PROGRAM WITH LEGAL MEASURES UPON CHANGING SAFETY  
MOTORCYCLE RIDING BEHAVIOR AMONG FIRST YEAR MALE STUDENTS IN  
TECHNICAL COLLEGE OF NAKORNPATTHOM PROVINCE. THESIS ADVISORS :  
CHANINAT VAROTHAI , Dr.P.H. , CHANCHAI YAMARAT : M.S.P.H. , PASUWAN  
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Motorcycle accident is a significant cause of injury and death among teenagers. This group of people is recognized as one of the significant human resources of the country in the future. For this reason it is an urgent need to find an appropriate strategy to decrease the present rate of motorcycle accident.

The objective of this quasi - experimental research was to assess the effectiveness of health educational program with legal measures upon changing safety motorcycle riding behavior among technical college students. In designing the program, the Protection Motivation Theory, Social Support and Legal Measures were applied to the conduct of health education activities. The sample of this study consisted of 80 first year technical college students. They participated as the experimental group attending the designated activities during the 12 weeks program. Self – administered questionnaires, motorcycle riding behavior records and observation forms were used as tools for data collection from the experimental group before and after the implementation of the educational program.

The results of this study showed that the experimental group had significantly better perceived severity of and perceived vulnerability to motorcycle accidents and gained more self – efficacy, response efficacy and safety motorcycle riding. Therefore, this program should be applicable to other groups of students in different settings.