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VOLUNTEERS

SOONTRAPORN PIPATHAKUSOLKUL : THE EFFECTIVENESS OF HEALTH
EDUCATION PROGRAM IN PROMOTING BREAST SELF-EXAMINATION
BEHAVIOR AMONG WOMEN IN AMPHER VISESCHAICHAN OF ANGTHONG
PROVINCE. THESIS ADVISORS : CHANINAT VAROTHAI, D.P.H., CHANCHAI
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When considering cancer, breast cancer is the third-ranking cause of death among Thai women and, the mortality rate is increasing every year. Breast cancer can be cured if it is discovered in its early stage. Therefore, one of recommendations is for women to practice correct and consistent self-examination. The main objective of this quasi-experimental research was to assess the effectiveness of a health education program including Protection Motivation Theory, the housewife volunteer support and, goal setting. The above program consisted of lectures, modeling, group discussion, demonstration with practice, goal setting in skill training, and recording of breast self-examinations. The study group comprised 156 females aged 30 - 50 years. There were 76 females in the experimental group who lived in Tambol Bang-jak and 80 females in the comparison group who lived in Tambol Phaidam-Pattana, Viseschaichan district of Angthong Province. The experimental group was trained under the program's implementation for 16 weeks. Data were collected before and after the experiments, and at the follow-up sessions using structured questionnaires and interviews.

The results of this study showed that, after the program, the experimental group who participated in the intervention had significantly improved knowledge of breast cancer and breast self-examination, perceived severity and vulnerability to breast cancer, self-efficacy and response efficacy toward breast self-examination and the breast self-examination practices than those before attending the program and those of the comparison group. This meant that this health education program was able to motivate women to detect breast cancer by using the correct and consistent breast self-examination method. Thus the health education program should be applied at large (e.g., in workplace ; in woman association).