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COLONEL CHUMPHOLE CORWANICH: APPLICATION OF PROTECTION MOTIVATION THEORY ON VENEREAL DISEASE PREVENTIVE BEHAVIORS AMONG THE CONSCRIPTS OF THE 2<sup>nd</sup> INFANTRY DIVISION ROYAL GUARD 1<sup>st</sup> ARMY AREA IN PRACHINBURI PROVINCE. THESIS ADVISOR: BOONYONG KEIWKARNKA, B.Sc., M.P.H., Dr.PH. NIRAT IMAMEE, B.Sc., Hons., M.P.H., Ph.D. ROONGROTE POOMRIEW, B.Sc., Hons., M.P.H., Ph.D., 276 p. ISBN 974-663-118-7

Among persons infected with venereal disease (V.D.), shown in the Health Statistic from 1993 to 1997, military conscript appeared to demonstrate high risk sexual behaviors. The objective of this research was to study the effectiveness of health programs on preventive behaviors for V.D. among conscripts. The PRECEDE Framework (L.W. Green, 1980) was applied to the design of a health education program. The Protection Motivation Theory (R.W. Rogers, 1983) and the Social Support Theory (R.D. Caplan, 1974) were chosen to guide development of behavior change activities. The sample of this quasi-experimental study were 80 conscripts from the 2<sup>nd</sup> Infantry Division, Royal Guard, 1<sup>st</sup> Army Area. 40 samples were assigned randomly to the experimental group and the other 40 to the comparable group. Data were collected three times by using self-administered questionnaires. Descriptive statistics, Student's t-test, Paired sample t-test and Multiple Classification Analysis were used for data analysis.

The results showed the experimental group's preventive behaviors for V.D. were significantly increased over the comparable group. All variables in the study were found to be able to predict preventive behaviors for V.D. by 57.40 percent. It can be concluded that the health education program was effective in increasing preventive behaviors for V.D. for the conscripts in the study. Thus, the program can be applied extensively to educate other soldiers of the same age in the Royal Army to prevent high risk sexual behavior and V.D.