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OF PRIMARY SCHOOL TEACHERS UNDER THE PRACHUABKIRIKHAN PROVINCIAL  
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A teacher is a good role model for students and should have favorable health promotion behaviors. This cross-sectional survey research was designed to investigate the level of health promotion behaviors of primary school teachers in the Prachuabkirikhan Provincial Primary Education. The Pender's health promotion model was applied to determine the modifying and the cognitive-perceptual factors affecting the teacher's behaviors.

The study sample consisted of 95 male and 255 female teachers. They were proportionally selected, according to their sex, through simple random technique. Self-administered questionnaires were used to collect the data. Chi-square, Pearson's Product Moment Correlation Coefficient and Multiple Classification Analysis (MCA) were used to analyse the strength of relationship among the studied variables.

It was found that modifying factors, which were sex, marital status and receiving health promotion information from peers, spouses and headmasters, were significantly related to the health promotion behaviors of the teachers ( $p\text{-value} < 0.05$ ). When the correlation between the cognitive-perceptual factors and the teacher's behaviors was analysed, it was found that health promotion value, attitude towards health promotion, perceived health promotion self-efficacy, perceived benefits and barriers to performing health promotion behaviors, and health promotion behaviors of the teachers were significantly related to one another ( $p\text{-value} < 0.001$ ). From the MCA analysis, about 40 percent of the variance of the health promotion behaviors of the teachers could be explained by the modifying and the cognitive-perceptual factors. It was also found that, among the studied predictors, the perceived health promotion self-efficacy was the most important factor followed by sex of the teacher and the receipt of health promotion information.

The results of this study suggest that the perception of health promotion self-efficacy should be emphasized in the implementation of health promotion programs for primary school teachers in Prachuabkirikhan province.