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PASITH PANMAUN : THE EFFECTIVENESS OF HEALTH SERVICE FOR UNDERPRIVILEGED GROUPS IN SAMUTPRAKARN PROVINCE. THESIS ADVISORS : PIYATHIDA TRIDECH, Dr.P.H., PEERA KRUEGKRUENJIT, M.Sc., CHAINAT JITWATNA, M.P.H.M. 163 p. ISBN 974-662-366-4

The purpose of this research was to evaluate the effectiveness of health service and impact for underprivileged groups in Samutprakarn. The target population was 21,370 households from which 210 samples were selected by Two-Stage, 30 Cluster, Sampling Probability Proportional to Size technique. The interview of the head of household was performed by health officers. The 180 completed questionnaires (86%) were analyzed for descriptive and statistical analysis such as homogeneity, chi-square test and Pearson 's Product Moment Correlation.

The result of this research showed that the effectiveness of health service and impact met the criteria set in the 8th National Socioeconomic Development Plan (1997-2001), regarding Basic Health Service coverage (25%), Health Status (33%), and Health Behavior (20%) of each activity component. These include usage of sanitary latrines, complete ANC, complete BCG vaccination, body weight monitoring in children under 5, newborn weight under 2,500 grams, habitual alcohol drinkers in 15-59 age-group, and considering food items' expiry date before purchase. The remaining factors did not meet the criteria. There was a significant difference in basic health service in terms of sex, age, education, and between communities ($P < 0.05$), except in occupation and income. Moreover, basic health service was significantly correlated to health behavior ($r = 0.16$, $P < 0.05$), but not to health status. Besides, health service accessibility and satisfaction of utilization were significantly associated to bypassing behavior ($P < 0.05$). It was suggested that health policy planning should focus on the underprivileged groups for welfare coverage, active integrated health service strategies, and drugstore quality improvement. Home health care by household volunteers and active health education programs in the community by health officers should be emphasized.