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SARAVUT KONGSUMRIT : ROLE PERFORMANCE OF DISTRICT HEALTH
OFFICER REGION 8, 9 IN CONSUMER PROTECTION OF FOOD AND DRUG IN
RELATION TO 1979 FOOD ACT AND 1967 DRUG ACT. THESIS ADVISORS : NAWARAT
SUWANPONG, Ph.D., CHAWEEWAN BOONSUYA, M.A., SURACHAT NA NONGKHAI,
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Consumer Protection of food and drug is important for Public Health and many people have been arrested for violation of Food Act BE1979 and Drug Act BE1967. Sub-district health officers have authority for Food Act and Drug Act. But according to the National Health Policy 7, the role performance of the District Health Officer in region 8 and 9 was at low level, and violation of Act was at high level. This Research aims to study the role performance of District Health Officer region 8 and 9 in Consumer Protection of Food Act and Drug Act. The objectives were to evaluate the role performance of District Health Officer by checking level of knowledge, attitude and motivation Factors and the role performance of District Health Officer region 8 and 9 of Food Act and Drug Act. This was a descriptive study and consisted of 115 District Health Officers in region 8 and 9. The data was collected by using questionnaires which were sent by mail from 15 March 1999 to 15 May 1999. The total of 101 (87.73%) questionnaires were received.

The results showed that District Health Officer were male (92.1%) with an average age of 49 years, holding certificate(51.5%), married(90.1%), and average duration of job of 11.77 years, having experience in Health Consumer Protection for 10.78 years in average, and having training in Health Consumer Protection (82.2%). District Health Officer had overall knowledge, attitude, and motivation factors which were at the medium level of 81.2%, 70.3%, 50.5%, respectively. Role performance was at a low level about 55.4%. The analysis showed that the motivation factors in job performance were increased and the role performance was also increased.($p < 0.01$). The result of this study suggest that provincial health officer should evaluate the outcome of work, provide knowledge by continuous training and develop motivation factors in job performance such as achievement, recognition, work itself, and responsibility, and promote Health Consumer Protection to the people. Sub-district Health Officer perform planing and co-ordinating with other officers and set up campaign to provide knowledge of Health Consumer Protection to the people.