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AMITTA JANCHU-UM : HEALTH EDUCATION PROGRAM FOR
PREVENTION OF IRON DEFICIENCY ANEMIA AMONG PREGNANT
WOMEN, MUANG DISTRICT, KRABI PROVINCE. THESIS ADVISORS
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Iron deficiency anemia among pregnant women is a major public health problem in Thailand. It affects the health of the mothers as well as their babies.

The main purpose of this quasi – experimental study was to assess the effectiveness of a health education program on the prevention of iron deficiency anemia among pregnant women. Health Belief Model and social support concepts were applied to develop the program interventions which consisted of lecture with video, group discussion, demonstration and practice modeling and reminders given by village health volunteers. Thirty six pregnant women were selected and assigned into the experimental group, while 34 women were assigned into the comparison group. The experimental group was required to attend the health education program 3 times. Data were collected before and after the experiment through interview questionnaires.

The results of this study show that the knowledge on iron deficiency anemia, the perceived severity and susceptibility about iron deficiency anemia and the preventive behaviors of the study women were significantly improved. Thus, this study program should be applied in other health promotion programs for pregnant women in rural communities.