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CHALAT GLINUBOL : FACTORS AFFECTING DENGUE HAEMORRHAGIC FEVER PREVENTION BEHAVIOR OF STUDENTS IN PRIMARY SCHOOLS IN PHETCHABURI PROVINCE. THESIS ADVISORS : SUPAVAN PHLAINOI, Ed.D., PRAPHAPHAN OON-OB, Ed.D., SIRIWAN KRISURAPONG, Ph.D. 126 p. ISBN 974-662-875-5

The purpose of this research was to study the dengue haemorrhagic fever prevention behavior and the factors which affect such behavior. The study population was 400 grade 6 students in the 1998 academic year under the Primary Provincial Education Department of Phetchaburi Province. The data collected by questionnaires and analyzed by employed, percentage, arithmetic mean, standard deviation and multiple regression analysis by stepwise methods.

The research revealed that subjects had medium levels of preventive behavior of dengue haemorrhagic fever. There were 3 variables related to dengue haemorrhagic fever prevention behavior; warning from health education teacher; information received concerned dengue haemorrhagic fever; knowledge of dengue haemorrhagic fever. All three variables were positively related to prevention behavior of dengue haemorrhagic fever and were capable of forecasting 20.4 percent of prevention behavior.

The research recommended that proper student disease prevention behavior should be encouraged by health education teachers in order to eliminate the places where the aedes aegypti hiding. The health education teachers should advise the assigned classroom teachers in order to help them prevent the disease in school because they were too busy. Information about dengue haemorrhagic fever considered chose the media that suitable for the student to develop an online audio programme in school catch the attention. Lesson about dengue haemorrhagic fever was necessary, and the contents and teaching methods should be appropriateness, which the health worker should provide and support. This programmes will help improve the knowledge and behaviors of the students.