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SIRIPORN PHOHOMSIRI : THE APPLICATION OF PROTECTION  
MOTIVATION THEORY AND SOCIAL SUPPORT TO REDUCE IRON DEFICIENT  
ANEMIA BEHAVIOR OF PRIMARY SCHOOL STUDENTS IN SAINOY DISTRICT  
NONTHABURI PROVINCE. THESIS ADVISORS : ROONGROTE POOMRIEW, Ph.D.,  
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The purpose of this quasi-experimental study was to determine the effectiveness of a health education program with application of the Protection Motivation Theory and Social Support to reduce iron deficient anemia behavior of primary school students. The sample was 119 primary school students selected using some criteria. Eighty students were assigned into the experimental group and thirty nine of them were in the comparison group. The experimental group participated in the health education program. Data was collected through interview before and after experimentation. The statistical analysis was done by using percentage, mean, Student's t-test, Paired samples t-test and Z-test.

Results from this study revealed that after experiment the experimental group had significantly more knowledge, threat appraisal which consists of noxiousness and perceived probability, coping appraisal which consists of self efficacy and response efficacy, and reduced iron deficient anemia behavior than prior to the experiment and than the comparison group ( $p < 0.001$ ). The results indicate that the health education program with application of Protection Motivation Theory and Social Support from the parents and teachers could enable primary school students to improve knowledge, perception, self efficacy and behaviors. This program should be applied and extended to the other educational levels and other schools.