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PRATIN EIMSUKSRI : EFFECTIVENESS OF APPLYING A SELF-
EFFICACY THEORY AND SOCIAL SUPPORT TO A HEALTH EDUCATION
PROGRAM ON HEALTH PROMOTION BEHAVIOR AMONG WOMEN, AGED
36 TO 55 YEARS , NAKORNTHAI DISTRICT , PHITSANULOKE PROVINCE.

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This quasi-experimental study was designed to determine the effectiveness of a health education program to promote desirable practice in food consumption, exercise and stress management for women. Self – Efficacy Theory and Social Support were applied to design the program intervention including a lecture with a video show, modeling and group discussion. Ninety-three females subjects aged 36-55 years, living in Nakornthai district of Phitsanuloke province, were divided into an experimental group of 48 persons and a comparison group of 45 persons. Interview techniques with structured schedules and physical exam processes were used for data collection before and after intervention over a period of 12 weeks.

The results showed that the health education program could significantly increase the subjects' positively perceived self-efficacy, outcome expectation, and desirable health behavior. The body weight, blood pressure, and resting pulse rates of the experiment group subjects were significantly improved after participating in the health education activities. Therefore, it is recommended that this health education program on health promotion behavior can be applied to other groups of women in similar situations.