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SIWARA THIARAWIBOON : THE APPLICATION OF THE PROTECTION-MOTIVATION THEORY WITH SOCIAL SUPPORT IN DEVELOPING PREVENTIVE BEHAVIOR AGAINST DENGUE HAEMORRHAGIC FEVER AMONG THE HOUSE-WIFE GROUP AMPHOE MUANG, PATHUMTHANI PROVINCE. THESIS ADVISORS : BOONYONG KEIWKARNKA, B.Sc., M.Ed., M.P.H., Dr.P.H., CHANINAT VAROTHAI, B.Sc., M.Ed., M.P.H., Dr.P.H., CHALERMPOL TANSAKUL, B.Ed., M.Ed., Dr.P.H. 185 p. ISBN 974-662-433-4

Dengue haemorrhagic fever is a major public health problem at present, due to improper preventive health behavior, especially among the house-wife group. Housewives are important in the family because they look after the high risk group, children under 14 years of age. This quasi-experimental design was focused on the effectiveness of a health education program to develop the preventive behavior for dengue haemorrhagic fever by applying Roger's Protection-Motivation Theory with Social Support Theory, group discussion, campaign, temporary exhibition and prompting by letter and mobile public announcement vehicle. The study group was 120 housewives who had children under 14 years of age and lived in Amphoe Muang, Pathumthani Province. They were divided into an experimental group (n=57) who were assigned to the 9-week health program and a comparison group (n=63). Data were collected before and after the experiment through interviewing questionnaire.

Results from the study showed that the experimental group had higher perceived severity, perceived susceptibility, self-efficacy, response-efficacy, intention to act and prevention behavior for dengue haemorrhagic fever after the intervention period than before, and also better than that of the comparison group. This difference was statistically significant at  $p\text{-value} < 0.05$ . It was also found that perceived severity, self-efficacy and response-efficacy were significant correlated with preventive behavior, but age, education and family's income were not correlated with preventive behavior.

In conclusion, the health education program by applying Protection-Motivation Theory with Social Support Theory improved preventive behavior for dengue haemorrhagic fever. Thus, this program should be applied to other similar target groups.