

3837206 SHPE/M : MAJOR : POPULATION EDUCATION; M.Ed.

(POPULATION EDUCATION)

KEY WORDS : HEALTH BELIEF / HIV / AIDS / PREGNANT WOMEN

VASINEE JONGPIPUTVANICH : FACTORS RELETED TO HEALTH BELIEVES IN HIV / AIDS OF PREGNANT WOMEN IN KANCHANBURI. THESIS ADVISORS : BOONTHAM KIJPREDABORISUTHI, M.Ed., KOWIT KRACHANG, D.Tech.Sc., SAVITREE TEANCHAI, Ed.D. 97 P. ISBN 974-662-079-7

The purposes of this research were to study health believes in HIV / AIDS of pregnant women in Kanchanaburi, as well as factors involving the Health Believes Model. The sample of this study was 400 pregnant women who visit antenatal care clinic for the first time at Phaholpolpayuhasana General Hospital during October-December 1997. The data were collected by using questionnaires and analysed by SPSS/PC⁺ program. The percentage, arithmetic mean, standard deviation, Pearson Product Moment Correlation, and multiple regression analysis were employed in this study.

The findings were as follows.

By our criteria, on the factor perceived susceptibility, 58.3% of pregnant women had fair level scores, while 35.7% had high level scores and 6.0% had low level scores. For perceived severity, 65.5% of pregnant women had high level scores, while 29.5% had fair level scores and 5.0% had low level scores. Concerning perceived benefits, 59.3% of pregnant women had high level scores, while 28.5% had fair level scores and 12.2% had low level scores.

The factors of age, ways of receiving information, knowledge about HIV / AIDS and education were assessed for their contribution to health beliefs about HIV / AIDS. Age, ways of receiving information, knowledge about HIV / AIDS, and education were found to be the key variables which could significantly predict and explain 40.3 percent of health belief about HIV / AIDS. The best regression equation to health believes about HIV / AIDS of pregnant women was :

$$Y' = 4.644 + 2.658x_1 + 0.154x_2 - 1.468x_3 - 0.055x_4$$

Result of this study showed that knowledge and information about HIV / AIDS were unsatisfactory. Promotion of HIV / AIDS preventive behaviors of pregnant women could be done by provide information at antenatal care clinic and out patient department including education program on HIV / AIDS in order to promote appropriate knowledge. These information and knowledge will help prevent pregnant women and their families from HIV / AIDS infection.