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SASITHON CHALEOYPONG : THE EVALUATION OF AIDS COUNSELLING  
PERFORMANCE OF THE COUNSELLORS IN GOVERNMENT PUBLIC HEALTH REGION

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Performance evaluation plays an important role in personal and job development. The purpose of this cross-sectional explanatory research was to evaluate the AIDS counselling performance of counsellors and to find out the relationship between counsellors' performance and personal characteristics, knowledge of AIDS counselling, attitude of AIDS counselling, communicative skills and motivation. The study population of this research consisted of 312 counsellors in government public health Region II. The data was collected by self-administered questionnaires. 306 questionnaires were returned (98.08 %). The data was assessed by descriptive statistics, Pearson's product moment correlation coefficient and multiple regression analysis.

The major findings were as follows: Most counsellors have good level of performance. 93.5 percent of the counsellors are female; 80.7 percent were between 26-40 years of age, 63.1 percent were married and 78.4 percent had Bachelor's degree. The average working time as a counsellor was 3 years. Knowledge of AIDS counselling, attitude of AIDS counselling, communicative skills, and overall motivation of performance were at the moderate level. The highest average scores were found in motivation toward work itself, responsibility and job security; the lowest average scores were found in motivation advancement, growth and salary and compensation. The results also showed that personal characteristics during work as the counsellors, training and refreshing course for counselling, total number of counselees per month, knowledge of AIDS counselling, attitude of AIDS counselling, communicative skills, and overall motivation of performance(all sub motivation), all had a positive significant correlation with the performance of counsellors.(P-value < 0.05).

In conclusion, it is recommended to develop motivation for the performance and knowledge of AIDS counselling by supporting their continuing education. Counsellors should have a good knowledge and attitude towards AIDS counselling, and should be selected before working as counsellors in order to have effectiveness in AIDS counselling and good performance.