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CHANTRAWUN TOOMPOO : FACTORS AFFECTING PERFORMANCE GOALS OF
SUBDISTRICT HEALTH PERSONNEL ON PREVENTION AND CONTROL OF IODINE
DEFICIENCY IN PRIMARY SCHOOL STUDENTS IN KANCHANABURI PROVINCE
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Prevention and control of iodine deficiency were continuous activities. Health personnel needed to have knowledge, a positive attitude and good motivation. The main objective of this cross sectional survey research was to study factors that affect performance goals of subdistrict health personnel concerning the prevention and control of iodine deficiency in primary school students in Kanchanaburi Province. Factors studied include attitude, knowledge, motivation, performance and geographical characteristics. Performance on prevention and control of iodine deficiency was classified into two : 1. Performance by which the objective could be achieved and 2. Performance by which the objective could not be achieved. The data was collected by using questionnaires from 140 subdistrict health personnels, each from a different subdistrict health office, responsible for prevention and control of Iodine deficiency. A total of 118 completed questionnaires were received. Data were analyzed by using statistical analysis, and discriminate analysis.

The results indicated that all dependent factors : knowledge, attitude, motivation, performance and geographical characteristics did not affect the goals on prevention and control of iodine deficiency in primary school students. However the raw score and standard score of analysis showed that attitude rated the highest, followed by knowledge, motivation and performance characteristics and geographical characteristics had the least effect on the goals. In order to achieve the objective of prevention and control of iodine deficiency in primary school students, the administrator should give the chance to improve skills and knowledge to obtain a positive attitude, among the personnel. Motivation should be developed by increasing salary or promoting job positions according to the performance result. Furthermore, the largest priority should be submitting the budget allocation on time.