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WORKSHOP / CASE STUDY / PREGNANT WOMEN

WIPAGON SONSNAM : THE EFFECTIVENESS OF THE HEALTH EDUCATION
PROGRAM APPLIED ON SELF EFFICACY THEORY TO DEVELOP PREGNANT WOMEN
FOR PROMOTING FETUS QUALITY AT ANTENATAL CARE IN BANGKOK
METROPOLITAN MEDICAL COLLEGE AND, VAJIRA HOSPITAL. THESIS ADVISORS:
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Thailand continues to experience a series of economic, social and technological changes. The successful national development towards international standards has relied on quality human resources which requires preparation beginning with infancy. Therefore, persons playing a key role in development are Thai mothers, children must be raised with care and proper development in terms of physical, intellectual, personality, emotional, social and ethical conditions to avoid social and health problems. Children will then grow to adult had able to follow life, a quality life in Thai society, become valuable resources for the country and a main driving force in national development.

This semi-experimental research was designed with a major objective of studying the effectiveness of a health educational program applied using self efficacy theory to develop promotion pregnant women of fetus quality. The sample group was chosen from women coming for antinatal care at Bangkok Metropolitan Medical College and Vajira Hospital. 80 persons were selected under criteria developed by the researcher. The health educational program put emphasis on subgroup training, panel discussions use of agent demonstrations, workshops and case studies the experimental period last 1/2 from October 27 , 1999 to March 27 , 2000. Data were collected through questionnaires, interviews and group discussions before and after the program was conducted.

Data was using paired sample t-test results indicated, outcome expectancy and behaviors on fetus quality promotion were better than in the pre-experimental period for both first time and multiple time pregnant women groups with statistical significance ($p < 0.05$). Therefore development of the self efficacy in mother groups towards fetus quality is beneficial to sustainable human resource development. These results support other agencies responsible for providing health services to pregnant woman should apply a similar health educational program in cooperation with effort to develop Thai society.