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NALINEE JARURUTPITUG : THE FACTORS INFLUENCING HEALTH EDUCATION PERFORMANCE OF TECHNICAL HEALTH EDUCATION OFFICERS IN REGIONAL HOSPITALS AND GENERAL HOSPITALS. THESIS ADVISORS : SURAPHOL SRIVITHAYA DOCTOUR D'ETAT EN DROIT (MENTION TRES HONORABLE), BHUSITA INTARAPRASONG M.P.A., Ph.D. (Dev. Adm.), WASANA JUNSAWANG MA.(Social development), CHANCHAI DUMKUM M.A, 113 p. ISBN 974-664-175-1

This cross – sectional study was designed to analyze the factors influencing health education performance of technical health education officers in regional hospitals and general hospitals. The data concerning a total of 165 subjects were collected through the use of questionnaires. The data were analyzed using the following statistics : frequency, percentage, mean, standard deviation, Pearson's product moment correlation, Chi-square and stepwise multiple regression analysis.

Findings of this study showed that rule perception and intensive performance correlated with health education performance of technical health education officers in regional hospitals and general hospitals were significant. Factors influencing health education performance were found to be rule perception of implementation of health education, intensive motivation to succeed, seminars and intensive motivation of perception. These were able to explain the factors influencing health education performance at the percentage of 23.4

The recommendations from this study were as follows : health administrators and heads of the department work intensively to solve problems of performance in health education. The important work should be provided to technical health education officers for continued implementation and support for receiving training and development of skills for providing health education especially in evaluation and diagnosis of the health status of populations. A orientation should be arranged for newly appointed technical health education officers in order to keep them informed of their responsibilities, evaluations and supervision, as well as their appropriate role performance.