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LAWAN THAIPITAK : AN APPLICATION OF HEALTH BELIEF
MODEL FOR DIARRHEAL DISEASE CONTROL AND PREVENTION AMONG
WORKERS IN MUANG DISTRICT OF NONTHABURI PROVINCE. THESIS
ADVISOR : PRAPAPEN SUWAN, Ph.D., VASAN SILAPASUWAN, Dr.P.H., SUTHI
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Diarrheal is a public health problem of unskilled construction laborers especially those who are working and living in the construction site. The objective of this quasi-experimental research was to assess the effectiveness of a health education program in which the key elements of the Health Belief Model were applied for diarrheal disease control and prevention among construction workers in Muang district of Nonthaburi province. Two construction sites with a high incidence of diarrheal disease were selected and randomly assigned into experimental and comparison group. Fifty sample workers from each construction site were recruited. The workers from the experimental site were required to attend the health education program activities for 12 weeks. The main activities were comprised of group discussions, provision of information about diarrhea of the concentration of its susceptibility, severity, and benefit of controlling and preventing practices. Demonstration of practice about Oral Rehydration Solution (ORS) preparation was done in the third session. The workers also received information and support from their leaders once a week for 4 weeks. Data were collected before and after the experiment through interviewing and questionnaires.

The results of this study revealed that after the experiment, the experimental group had significantly better perception on susceptibility, severity and cost - benefits in performing recommended practices about diarrhea than before the experiment and than the comparison group. Their practices regarding diarrheal disease control and prevention were also significantly improved. Thus this type of health education program should be applied to other construction sites.