

4037219 PHPH/M: MAJOR : HEALTH EDUCATION AND BEHAVIORAL SCIENCES ;
M. Sc. (PUBLIC HEALTH)

KEY WORDS :BREAST SELF-EXAMINATION/BREAST CANCER/FAMILY HEALTH
LEADER

JONGKON SAKTRAKOON :THE APPLICATION OF THE PROTECTION
MOTIVATION THEORY TO PROMOTE BREAST SELF-EXAMINATION AMONG EARLY
ADULTHOOD FEMALES IN MUENG DISTRICT, NAKHONRATCHASIMA PROVINCE.
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664-071-2

This quasi - experimental research was designed to assess the effectiveness of a health education program to promote breast self - examination among early adulthood females in Mueng District, Nakhonratchasima Province. Protection Motivation theory with social support was applied to develop the program interventions which consisted of lectures with slides, modeling , group process, demonstration with practice and support from family health leader. The 102 samples of this study included women between 20-40 years of age. Fifty women were assigned to the experimental group while 52 women were included in the comparison group. The experimental group what exposed to the planned health education program. The duration of the program was 15 weeks. Data were collected 3 times (before and after providing interventions and follow - up) through scheduled interviews. Statistics used in analysing the data were percentage, Student's t-test, Paired Samples t-test.

The results of this study showed that the experimental group had significantly better knowledge of breast cancer and breast self-examination, perceived susceptibility and severity about breast cancer, self-efficacy expectation and response efficacy toward breast self-examination and the breast self-examination practices than prior to the experimentation and than the comparison group. The results mentioned above lead to the recommendation that this health education program should be applied for other health promotion programs for women in other communities.