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PORNTHIP PHUENGON : OPERATIONAL EFFECTIVENESS OF HEALTH PROMOTION IN HEALTH CENTERS IN ANGTHONG PROVINCE. THESIS ADVISORS : PIYATHIDA TRIDECH DR.P.H., WONGDYAN PANDII Dr.P.H., CHOMYUPHA SESTHEE M.Sc.(PUBLIC HEALTH). 116 p. ISBN 974-664-857-8

The main objective of this study was to assess the operational effectiveness of health promotion in health centers in Angthong Province. The sample consisted of 76 health center staff responsible for health promotion. The data was collected by using questionnaires. Percentage, mean, standard deviation, Chi-square test and Pearson's Product Moment Coefficient were used for the data analysis.

Results showed that the operational effectiveness of health promotion in health centers was at a high level and administrative resources were at a medium level. Human resources were at a medium level. The financial resources were at a low level. The physical resources and the process of administration were at a high level.

The analysis of the relationship between each of the factors and operational effectiveness of health promotion indicated that administrative resources, human resources, and financial resources were positively correlated to operational effectiveness of health promotion. There were no significant relationships between personal factors, socio - economic factors, physical resources, process of administration and operational effectiveness of health promotion.

It is suggested from the study that provincial public health officers should train health center officers about theory, analysis, problem solving, research, information technology, and law. Role should be distributed to all persons in the health center and health center officers should set a plan to get financial support from both government and private organizations.