

3837203 SHPE/M : MAJOR : POPULATION EDUCATION ; M.Ed. (POPULATION EDUCATION)

KEY WORDS : HEALTH PROMOTION BEHAVIOR / THE ELDERLY

SOMMAI WONGKASANT : FACTORS RELATED TO HEALTH PROMOTION BEHAVIOR OF THE ELDERLY IN PHRA - PUTTABAT MUNICIPALITY, SARABURI PROVINCE.

THESIS ADVISORS : THAWATCHAI CHAIJIRACHAYAKUL, Ph.D. SIRICHA CHINATANGKUL, Ph.D. SUBPHACHAI SUKARAWAN, M.S. 114 p. ISBN 974-664-562-5

The number of the elderly population is rapidly rising. The elderly is considered one of the important and urgent social problems that need to be relieved and resolved. The significant changes in the elderly in terms of their physical, psycho-social, and economical aspects demand compatible support and assistance. Health promotion behavior of the elderly in particular is therefore examined so as to set up the guidelines for their health and quality of life enhancement.

The purposes of this study were to explore the relationship between the elderly's health perception, health motivation, incentives for health practice and the health promotion behavior. The sample for study was composed of 321 elderly people whose ages were sixty and above and lived in Praputtabat Municipaty, Saraburi Province. Survey research was employed as The method of study. An interview was used for data collection. SPSS program in terms of percentage, arithmetic mean, standard deviation, and Peason's Product Moment Correlation Coefficient were used for data analysis.

The results were as follows :

1. The overall mean scores of health perceptions in the elderly were at a low level.
2. The overall mean scores of health motivation in the elderly were at a rather high level.
3. The overall mean scores of incentives for health practice in the elderly were at a moderate level.
4. The overall mean scores of health promotion behavior in the elderly were at a moderate level.
5. Health perceptions in the elderly had a positive correlation with health promotion behavior at the statistically significant level of 0.01.
6. Health motivation in the elderly had a positive correlation with health promotion behavior at the statistically significant level of 0.01.
7. Incentives for health practice in the elderly had a positive correlation with health promotion behavior at the statistically significant level of 0.01.

Based on the results of the study, the elderly who had a low level of health perception, a rather high level of health motivation and moderate level of incentives for health practice tended to have good health promotion behavior.

It is recommended that the elderly be equipped with knowledge on healthcare, essential nutrition, exercises, and stress management. Furthermore. The family should play active roles in promoting quality of life of the elderly.