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KHANITTHA THONGYORD : THE EFFECTIVENESS OF THE APPLICATION OF THE PROTECTION MOTIVATION THEORY TO THE HEALTH EDUCATION PROGRAM ON HIGH BLOOD PRESSURE PREVENTION AMONG ELDERLY PEOPLE IN DET-UDOM MUNICIPALITY OF UBON-RATCHATHANI PROVINCE. THESIS ADVISORS : CHALERMPOL TANSKUL. M.Ed., Dr.P.H., THARADOL KENGGANPANICH. B.Sc., M.A., TASSANEE NONTASORN. M.Ed., Ph.D., 192 p. ISBN 974-664-963-9.

At present, the population of the elderly increases rapidly. At the same time, high blood pressure in the elderly is one of the most important problems among non-communicable diseases that is one of the top ranking causes of disability and mortality. The health educator should create motivation and promote activities to prevent high blood pressure in the elderly people and to study the effectiveness of health education program by applying the motivation theory to prevent high blood pressure in the elderly people in all municipalities. This study is a quasi-experimental design study. It was done by dividing a sample group into two groups, the experimental group and the comparison group, and provided a health education program for the experimental group based on a pretest-posttest two-group design. It studied the elderly who lived in Det-Udom municipality between January and April, 2000. A sample group of 96 was divided into an experimental group and a comparison group of 48 each. The program for experimental group, that included various activities related to lectures with slide presentation, life modeling show, demonstrations, skill practice, set up the activity from the elderly knowledge group, promote the self esteem in their ability and stimulate activity groups. Statistical methods included percentage, arithmetic mean, standard deviation, student's t-test, and paired samples t-test.

The results of this study showed that after the program, the elderly in the experimental group had changed. The perceived severity, perceived vulnerability, believed response efficacy, and perceived self-efficacy, were higher and they had a better behavior in preventing high blood pressure in municipality than before and also better than that of the comparison group. This group also exhibited better prevention behavior in high blood pressure. All these differences were statistically significant at $p\text{-value} < 0.001$. Thus this health education program can create motivation to prevent high blood pressure and promote activities that reduce the risk of high blood pressure consistently. The result of this study should be used in the further studies.