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KEY WORDS : DENGUE HAEMORRHAGIC FEVER / PROTECTION MOTIVATION  
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SUPATTRA SOMBUT : THE EFFECTIVENESS OF THE APPLICATION OF  
PROTECTION MOTIVATION THEORY WITH GROUP PROCESS FOR DENGUE  
HAEMORRHAGIC FEVER PREVENTION BEHAVIOR AMONG HEALTH VOLUNTEERS  
AT THOMBON KUDGONG, AMPHUR PANUSNIKHOM, CHONBURI PROVINCE. THESIS  
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In general, Dengue haemorrhagic fever occurred from inappropriate human behavior. The health volunteers who have important roles to prevent this dengue haemorrhagic fever, are the leaders who take care of people's health in the community. This research is a quasi experimental design to study the effectiveness of the application of protection motivation theory with group process for dengue haemorrhagic fever prevention behavior among health volunteers. The activities included group discussion, advice to people and excellent preventive community dengue haemorrhagic fever exam. The sampling group consisted of the health volunteers of the community. There were 42 volunteers together with people from 155 houses. The data were collected by using questionnaires and larva explorer form for both before and after the test.

Results of this research showed that community health volunteers had significantly higher perceived severity and perceived probability of dengue haemorrhagic fever infection than before intervention (p-value .001). Response efficacy to dengue haemorrhagic fever and the preventive behavior were also higher than before intervention significantly at p-value .05. The self-efficacy to prevent dengue haemorrhagic fever was not significantly higher than before intervention (p-value .42). The dengue haemorrhagic fever preventive behavior scores of people were higher than before intervention significantly at p-value .05. After the intervention, the larva index (BI) was also decreased. This study suggests that the application of protection motivation theory with group process is effective for health volunteers and people to develop preventive behavior against dengue haemorrhagic fever and it should be applied to other sampling groups in the future.