

Thesis Title The Application of Social Marketing Approach
 in Promoting Pap Smear Examination Among
 Rural Women in Surin Province
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ABSTRACT

Cervical cancer is a major health problem. Among cancers, it is most commonly found in female. The efficient measure to prevent cervical cancer is early detection by Pap smear examination, however the Pap smear utilization rate of the rural females is quite low. Thus, this quasi-experimental research was aimed at promoting the Pap smear utilization among rural women in Jompra district, Surin province. Factors related to Pap smear utilization were also examined. Concepts and methods of social marketing were applied to design this study program mainly the following three aspects:- (1) the analysis of providing service system, target segmentation, media, and communication channels (2) planning for product marketing based on service to be offered, service price, place where the service will be provided, and appropriate promotion strategies (3) developing and testing media and its content. The study process was comprised of two major phases. The qualitative data, regarding to the first aspect, for planning purpose was collected in the first phase. The second phase involved the implementation of the marketing plan. The plan included; providing Pap smear service at the local health center for 20 bath per one

examination; besides the Pap smear service, blood pressure examination, urine sugar and albumin test were given free of charge; the services were provided during official days for four weeks; only Friday that the Pap smear examination was performed by health officer from outside the study area; health information about cervical cancer and Pap smear and other services was disseminated through various means namely action poster made from cloth, poster, leaflet, village broadcasting tower, village headman, community leaders, peers, local health officers, and abbot. Ninety four married women were assigned in the experimental group, while 71 were in the comparison group. Data about susceptibility and severity of cervical cancer, cost-benefit in taking Pap smear examination, as well as the number of women who took the examination were collected both before and after the examination. Univariate, bivariate and multivariate analysis especially the Multiple Classification Analysis (MCA) were used to analyse the data.

The result of the study revealed that after the experimentation the experimental group perception on the susceptibility, the severity, and the cost-benefit was significantly better than before the experimentation and than the comparison group. The proportion of the women who took Pap smear examination was significantly higher than the comparison group. The susceptibility, The severity, the cost-benefit, and intention to take Pap smear examination were significantly related to Pap smear utilization. It was found that age, income, experience in taking Pap smear examination, communication between husband and wife, and perception of health information were not significantly related to the utilization. It was surprisingly found that the intention to take Pap smear examination was the most important factor to predict the Pap smear utilization following by the perception on cervical cancer and the Pap smear examination. The results above indicated clearly that the activities which were applied from social marketing concepts can be used to increase the coverage utilization of Pap smear examination.