

Thesis Title	The Effectiveness of Smoking Cessation Program Through the Provision of Direct Experience for Students of Technology, North Bangkok.
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### Abstract

Smoking is a health hazard, an economic loss, a deterioration of environment and society, and considered as a serious public health problem. Nowadays, the prevalence of smoking among teenage students is increased. The provision of proper smoking cessation program is considered helpful for them to quit smoking. The main objective of this quasi-experimental research was to assess the effectiveness of smoking cessation program provided through direct experience for students of King Mongkut's Institute of Technology, North Bangkok. The direct experience, behavior modification, social learning theory regarding live modeling, prompt and remind were applied to develop the smoking cessation program. One hundred and fifty-five first year students of King Mongkut's Institute Technology North Bangkok were purposively sampled and divided into 82 of experimental group attending the smoking cessation program. Seventy of them participated through the whole program. The rest were assigned as the comparison

group. The structured written questionnaires were used for data collection, and administered by those students concerning knowledge, attitude, and practice on smoking. Percentage, Arithmetic mean, Standard deviation, Paired Sample t-test, Student's t-test, Point Biserial Correlation and Chi-Square test were employed for data analysis.

The results showed that, after the program ended, knowledge about smoking, attitude towards smoking and the quitting rate of the student in the experimental group were significantly higher than those before attending this program. In addition, there were significantly positive relationships among knowledge, attitude and quitting rate. Regarding control variables, there was only significantly negative relationship between the number of years of smoking and smoking cessation.

According to the findings, the smoking cessation program of this study would be definitely effective if the following activities namely direct experience, positive reinforcement, proper live modeling, and continuity of prompt remind would be taken into consideration and apply to teenage students in various setting.