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; M.Sc. (PUBLIC HEALTH)

KEY WORD : HEALTH EDUCATION PROGRAM / HYPERTENSIVE PREVENTION
BEHAVIOR

CHITCHANOK HUSADEE : THE APPLICATION OF THE PROTECTION MOTIVATION THEORY WITH EMPOWERMENT MODEL IN DEVELOPMENT PREVENTIVE BEHAVIOR AGAINST HYPERTENSION OF THE NON-COMMISSIONED OFFICER (NCO), QUATERMASTER DEPARTMENT ROYAL THAI ARMY IN Nonthaburi province. THESIS ADVISOR : BOONYONG KEWKARNKA Dr. P.H. NIRAT IMAMEE Ph. D., CHANCHAI YAMARAT M.S.P.H. 225 p. ISBN 974-589-491-5

Hypertension is a chronic non-communicated disease which cannot be cured at present but its symptoms and complications can be controlled and prevented. The main objective of this quasi-experimental research is to assess the effectiveness of a health education program with the application of The Protection Motivation Theory and Empowerment Education Model in order to change the hypertensive prevention behavior among NCO, Quartermaster Department Royal Thai Army. The subject were 40-60 years old, and have a history of border-line hypertension as recorded in previous annual physical examinations and have never had drug treatment. Fifty were assigned into the experimental group and the rest, forty-eight, were the comparison group. The experimental group participated in the designated program activities for 12 weeks. Self-administered questionnaire was employed for data collection before and after the program implementation. The percentage, mean, standard deviation, Student's t-test, Paired Sample t-test, Pearson's Product Moment Correlation and Chi-square were performed for data analysis. The result shows that after the experimental group participated in intervention the members had higher perceived severity, susceptibility, self-efficacy and response-efficacy and greater intention to act than before and better than the comparison group. There was statistically significant difference between intention to act and perceived severity, susceptibility, self-efficacy and response-efficacy. Finally, there was also statistically significant association between preventive behavior for hypertension and intention to act and smoking history. The results indicate that the planned health education program can be applied to the other similar groups.