

**Thesis Title**            The Effectiveness of Health Education  
Program applying Rogers's Protection  
Motivation Theory on AIDS Preventive  
Behavior among Naval Supply Students in  
The Royal Thai Navy

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#### ABSTRACT

AIDS has become the major problem that is affecting the health of individuals as well as the economy, stability and the security of the nation. It is a dangerous disease that needs to be remedied because the number of people contracting AIDS have rapidly increased in all age groups and professions in both sexes. The foremost cause for the spread of AIDS is through sexual contract. Therefore, this study will focus on ways to change sexual behavior that has a high risk for contracting AIDS to safer practice through the application of Rogers's Protection Motivation Theory

which comprises health. Health education program is provided for these students by naval personnel, specialists on AIDS, and AIDS sufferers, twice as groups and one as panel discussion. Video tapes were shown twice before sleeping time.

A quasi - experimental research design using a purposive sampling technique was employed to obtain a sample of 118 2<sup>nd</sup> year rating students in Naval Supply School and Communication School of the Royal Thai Navy. The 58 students from Naval Supply School were assigned to be an experimental group and were participated in health education program activities. Other 60 students from Communication School were not allowed to participate in any activities and assigned to be a comparison group. The data were collected by self-administering in questionnaires which were asked prior to the experiment, post experiment, and 4 weeks after post experiment. Descriptive statistics, t-test and multiple classification analysis were used to determine the significant factors and their relationships.

The result showed that after the experimental group participated in health education program, changes in many aspects occurred namely, the threat appraisal consists of AIDS's noxiousness and perceived probability, the coping appraisal consists of self-efficacy and response efficacy on AIDS preventive behavior, intention to develop AIDS preventive behavior, with statistical significantly more

accurate and higher than that of comparison group. It was found that AIDS preventive behavior among the experimental group changed to be more statistically significant accuracy than prior to the experiment. In contrast, there was no statistically significant difference in AIDS preventive behavior between the experimental group and comparison group. It was also found that factors of income threat appraisal, coping appraisal, intention to preventive AIDS and alcohol drinking have positive correlation and can be clearly point out about behavior in prevention of AIDS repectively.

The study indicated that health education program applying Rogers's Protection Motivation Theory yielded several positive change on the Naval Supply students's AIDS preventive behavior namely, perception, expectation, intention, and protection behavior. Thus, in order to fulfill the effectiveness of AIDS protective behavior, it is recommended that this health education program be practiced to study in school students, university students, and other groups of the Thai population.