

Thesis Title                      The Effectiveness of Health Education  
Program on the Motorcyclists' Safety  
Behavior of Secondary school Students,  
Khon Kaen Province.

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Degree                              Master of Science in Public Health  
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Date of Graduation                12 March B.E. 2533 (1990)

### Abstract

The purpose of this Quasi-Experimental research was to study the effectiveness of health education program on the motorcyclists' safety behavior of secondary school students, Khon Kaen province. The learning theory concept, health belief model, prevention motivation theory, fear drive model and group process were utilized to create correct knowledge, favorable attitude, and safety practice in driving a motorcycle. Sample of the study were co-ed secondary school students from 2 municipal schools. The reason to choose these 2 schools because there were many students using motorcycles. The total of 212 male and female students were divided into two groups: 112 samples was an experimental group whereas other 100 samples was a control

group. The experiment was done from November to December 1989. The instruments of collecting data were questionnaires asking about knowledge, attitudes and practice in motorcycle riding behaviour and self record form. The data were analyzed by using statistics of percentages, arithmetic mean, standard deviation, t-test and pairs-t-test. The level of confidence was safe at 95%.

The main results of this study indicated as follows :

1. After experiment, experimental group had average score of knowledge of safety motorcycle driving behavior higher than pre-experiment. The difference was statistically significant ( $p < 0.001$ ).

2. After experiment, experimental group had average score of knowledge of safety motorcycle driving behavior higher than control group. The difference was statistically significant ( $p < 0.001$ ).

3. After experiment, experimental group had average score of attitude toward safety driving higher than pre-experiment. The difference was statistically significant ( $p < 0.001$ ).

4. After experiment, experimental group had average score of attitude toward safety motorcycle driving higher than control groups. The difference was statistically significant ( $p < 0.001$ ).

5. After experiment, experimental group had average score of practice in safety motorcycle driving behavior higher than pre-experiment. The difference was statistically significant ( $p < 0.001$ ).

6. After experiment, experimental group had average score of practice in safety motorcycle driving behavior higher than the control group. The difference was statistically significant ( $p < 0.001$ ).