

Thesis Title The Effectiveness of Health Education Program on
Female Prostitutes' Venereal Disease Preventive
Behavior, Amphoe Muang, Payao Province.

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ABSTRACT

Venereal disease (V.D.) is one of the most significant public health problem. It is expected that prostitutes can play an important role in the V.D. prevention. Health education program may help those prostitutes to enhance their V.D. preventive behavior, therefore, the objective of this quasi-experimental research was to study the effectiveness of health education program on female prostitutes' V.D. preventive behavior in Amphoe Muang, Payao province. The Theory of Reasoned Action developed by Fishbein and Ajzen was applied for the research basis.

The sample consisted of 129 prostitutes working in the prostitute homes in Amphoe Muang, Payao province. The experimental

group, 66 prostitutes, received health education program (lessons) from V.D. Division officer and was stimulated by the owners of the prostitute homes every week. The comparison group consisted of 63 prostitutes.

Data were analyzed by the determination of percentage distribution, arithmetic mean, standard deviation, student's t-test, pairs t-test, pearson's product moment correlation coefficient, multiple regression, chi-square test and kendall's tau b.

The results revealed as follows :

1. After implementing health education program, the mean scores of the experimental group were significantly higher than the comparison group in the following aspects :

- 1.1 Attitude towards V.D. preventive behavior ($P < 0.001$)
- 1.2 Subjective norm against V.D. preventive behavior
($P < 0.001$)
- 1.3 Behavioral intention for V.D. prevention ($P < 0.001$)
- 1.4 V.D. preventive behavior regarding :
 - 1.4.1 Suggestion for using condoms of partners
before having sexual intercourse ($P < 0.001$)
 - 1.4.2 Observation of partners' V.D. sign ($P < 0.001$)
 - 1.4.3 Refrain from sexual intercourse when having
V.D. ($P < 0.05$)
 - 1.4.4 No self-remedy ($P < 0.001$)
 - 1.4.5 Regularity of physical check-up ($P < 0.001$)

2. In the experimental group, after experiment, the mean scores were significantly higher than before conducting experiment in the following aspects :

2.1 Attitude towards V.D. preventive behavior ($P < 0.001$)

2.2 Subjective norm against V.D. preventive behavior
($P < 0.001$)

2.3 Behavioral intention for V.D. prevention ($P < 0.001$)

2.4 V.D. preventive behavior regarding :

2.4.1 Observation of partners' V.D. sign ($P < 0.001$)

2.4.2 Refrain from sexual intercourse when having
V.D. ($P < 0.05$)

2.4.3 No self-remedy ($P < 0.05$)

2.4.4 Regularity of physical check-up ($P < 0.001$)

3. Attitude towards V.D. preventive behavior had positive relationship with behavioral intention ($r = 0.27$, $P < 0.05$). While about 7 percent of the variation in behavioral intention was predicted by the attitude, the subjective norm could not predict.

4. In the experimental group, after health education program had been implemented, the positive relationship was found between the behavioral intention and observation of partners' V.D. sign ($r = 0.21$, $P < 0.05$). It was found that behavioral intention could not be used to predict V.D. preventive behavior.

5. Before the experimentation, V.D. preventive behavior had relationship with external factors such as age, working period, income and V.D. admission history.

This research pointed out that when the health education program was implemented by bringing salient referent group of prostitutes to get involve in giving the lessons and stimulation, the prostitutes changed their own V.D. preventive behavior in correct manner. However, the application of health education theory should be studied in other aspects in order to improve health education program for prostitutes.