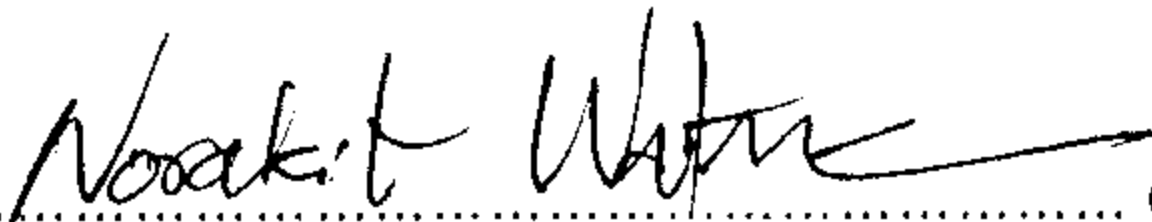



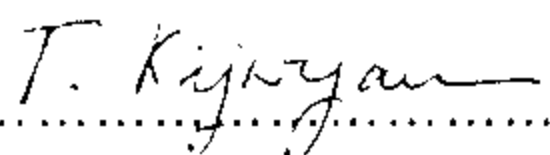
**THESIS TITLE : A STUDY OF THE PROBLEMS AND NEEDS OF MEDIA
UTILIZATION TO PROPAGATE HEALTH KNOWLEDGE
OF HEALTH PERSONNEL IN KHON KAEN COMMUNITY
HOSPITALS**

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ABSTRACT

The purposes of this research were to study the problems and needs of using media to propagate of health personnel in Khon Kaen community hospitals for providing health education.

The population of this study were health personnel in community hospital in Khon Kaen who took the responsibility of health promotion, disease prevention, medical care and rehabilitation. The 267 subjects were selected by stratified random sampling. The instrument for data collection was rating scale questionnaire. The data were analyzed by utilizing a computerized statistical program (SPSS/PC+, Statistical Package for Social Science/ Personnel Computer Plus) to compute the percentage, arithmetic mean and standard deviation.

The results of the study were as follows:

1. General data

1.1 Demography of subjects : The number of women were much more than men. The age of subjects was between 25-35 years old. Most of them were graduates. Their working experience ranged from 1-5 years. Most of them had experience in using media for providing health education.

1.2 Media usage : The subjects spent about 1-10 hours per month for providing health education and training. The most frequently used media were pamphlet and handbill.

2. Problems in using media for providing health education

The most problems were inadequacy of media, budget shortage, the lack of media in some contents, the lack of the survey for media need, the lack of the chance to participate in media selection, borrowing, purchasing, assessment and maintenance.

3. Media needs for providing health education

On the average the subject had the greatest need for the media which are in good condition, simple to use, beautiful and attractive. There are also needs for sufficiency of media, sufficient budget for producing media which are convenient to use, uncomplicated media, convenient and prompt service and the uncomplicated regulation of providing service, the center which collected the media from various media sources, The most needed media was handbill and pamphlet and the least needed media was film projector.