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KEY WORD : AIDS/HEALTH BELIEF/HEALTH BEHAVIOR IN PREVENTION/  
BLOOD DONORS

BURANEE CHEEPBORISUT : A STUDY OF KNOWLEDGE OF AIDS, HEALTH BELIEF AND HEALTH BEHAVIOR IN PREVENTION OF AIDS IN BLOOD DONORS.  
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AIDS is a rapidly growing epidemic, mostly occurring among the group of people with improper prevention behavior. Especially important are all blood donors who may transmit the virus to patients.

This research explored the knowledge of AIDS, health beliefs and health behavior in prevention of AIDS by studying 300 male blood donors. Self-answered questionnaires were used as the research tool and data analysis was conducted with Pearson's Product Moment Correlation.

The result showed that the blood donors had incorrect knowledge about using needles or any sharp matter with people nearby and about storing their own blood for emergency to prevent AIDS. On the other hand, they had correct knowledge about the fact that infection with AIDS would cause immune deficiency, and that there is no absolute cure for AIDS. Moreover, blood donors had correct health beliefs to promote better health, especially health motivation as quality work should derive from good health, and agreed that AIDS causes serious torture for all infected patients. Some health beliefs which might cause harm to them were that annual physical check might not find AIDS and the thought that AIDS would not affect the careers of patients. The incorrect health behaviors of blood donors were sharing the same nail clipper with other persons and having sexual intercourse with prostitutes without using condoms. Furthermore, the results also showed that average monthly income and age were correlated with the AIDS prevention behavior ( $r = .16$ ,  $p < .01$  and  $r = .12$ ,  $p < .05$ ) but the knowledge of AIDS and health belief wouldn't have any correlation with the AIDS prevention behavior ( $p > .05$ ).

The researcher suggests that providing more information of AIDS regularly and continuously to all organizations and mass media, organizing for trainings, special lectures, exhibitions and health consellings about AIDS would strengthen the correct knowledge and understanding to change some improper behaviors by emphasizing influences such as traditions, culture, values and environment. Further study should be expanded to investigate other groups.