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JITTIMA PANITCHAKIT : FACTORS RELATED TO MEASLES IMMUNIZATION PERFORMANCE OF HEALTH CENTER PERSONNEL IN NAKORNSAWAN PROVINCE. THESIS ADVISOR : SURACHAT NA NONGKHAI, LL.B., M.A., SUPACHAI RERKNGAM, M.D., PEERA KRUGKRUNJIT, B.S., M.Sc. (BIOS) AND SUKHONTHA KONGSIN, B.P.H., M.E. 179 p. ISBN 974-588-916-4

Despite the efforts in measles prevention in children under 1 year of age, success has been limited. The main objective of this study was to investigate factors related to measles immunization performed by health personnel. Questionnaires were sent to 174 health center personnel working in health centers in Nakornsawan province. One hundred and sixty-five completed questionnaires (94.8 %) were returned. The data was analyzed by the chi-square test and the Spearman Rank Correlation Coefficient.

The results of the analysis indicated that the health personnel performed their activities at a relatively satisfactory level. Knowledge and holistic motivation of the health personnel, working conditions, incentives, and progressiveness were all factors that had a significant positive correlation ($p < 0.05$) with measles prevention. Insufficient materials and geographical conditions (i.e. distance from health center to village) were negatively correlated to measles prevention ($p < 0.05$ respectively). The results of this study indicated that movement among the target population, insufficient materials and inconvenient geographic conditions largely explained the lack of success in measles prevention. The results suggested that health center personnel maintain their knowledge and high motivation. An increase in project materials and manuals for material utilization, as well as appropriate divisions of responsibilities, would also aid health personnel in performing effective, good quality work.