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KEY WORDS : AIDS/ PARTICIPATORY RURAL APPRAISAL/ COMMUNICATION

BUABAN LANUMOU : PRA AS A COMMUNICATION PARTICIPATION TECHNIQUE
TO ENHANCE COMMUNICATION SKILLS OF HOUSEWIVES IN AN AIDS PREVENTION
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This quasi experimental research aimed to study the effectiveness of The Participatory Rural Appraisal applied to enhance communication skills among housewives in a community AIDS prevention program.

The sample consisted of 120 housewives. 60 subjects were assigned to the experimental group and 60 subjects were assigned to the comparison group. They were selected by simple random sampling method. The experimental group participated in 4 group processes aimed to enhance their communication skills. The comparison group did not. Data were collected by 2 qualitative methods : field notes and interviews. The quantitative data were collected 2 times, 1 week before the experiment and 4 weeks after the experiment. Housewives and their husbands were interviewed. Data were analysed by descriptive techniques. The results of the study indicated that after the experiment, the perceived risk, the perception and the communication skills in AIDS prevention of the experimental group were statistically higher than before the experiment at less than the 0.05 significance level, except for the perceived severity which showed no change. The experimental group were statistically higher than those of the comparison group at less than the 0.05 significance level in every factor.

In conclusion, this health education program was effective for enhancing the communication AIDS prevention skills of the housewives.