

Thesis Title An Application of Protection-Motivation
Theory to Early Detection of Breast Cancer
Among Rural Women in Burirum Province.

Name Jirawan Kamolchai

Degree Master of Science (Public Health)
major in Health Education.

Thesis Supervisory Committee

Roongrote Poomriew, B.Sc. Hons., M.A., M.P.H., Ph.D.
Nirat Imamee, B.Sc.Hons., M.P.H., Ph.D.
Suree Chanthamolee, B.Sc., M.P.H., Dr.P.H.

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ABSTRACT

Breast Cancer, one of the threatening non-communicable diseases, is the second most prevalent of cancers among all women. It has become a nationally vital problem and a leading cause of death. Breast cancer can be cured if it is found in early detection by breast self-examination. Therefore, it is necessary to promote breast self-examination behavior among women in the community.

The study was designed as a quasi-experimental research and aimed to assess the effectiveness of a health education program. The Protection-Motivation Theory, primary health care concept, and group process were modified to formulate the health education activities. Ninety-eight women with age 30-50 years were selected. Fifty-one and forty-seven were assigned as the experimental group, and the comparison group respectively. The experimental group received the health education on training

breast self-examination and stimulation from community health volunteers. The interview technique with structured schedule was used for data collection before and after the experiment. Percentage, arithmetic mean, standard deviation, Student's t-test, Paired samples t-test, Pearson's Product Moment Correlation Coefficient, Chi-square and Fisher's Exact test were performed for data analysis.

The research findings showed that the health education program enabled women with age 30-50 years to significantly contribute to achievement in positive preception of the severity and susceptibility of breast cancer; self-efficacy expectation and response efficacy toward breast self-examination, and intention to practice in breast self-examination. Furthermore, it is also found that the self-efficacy was significantly correlated to practice in breast self-examination.

According to the results of this research the health education program with an application of the Protection-Motivation Theory, primary health care concept and group process could yield positive changes in breast self-examination, so it should be applied to the women with age 30-50 years in the other communities.