

Thesis Title Effectiveness of Peer Group Training Model in
Promoting AIDS Preventive Behavior among Leather
Factory Workers in Samutprakarn Province

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ABSTRACT

At present, one of the most important public health affecting the health of the Thai people and the whole world is AIDS. It is an incurable disease by medicine or vaccine. From health statistics of Thailand, it shows that number of infected people increase continuously, especially among the factory workers. The main cause of HIV infection is by sexual intercourse. The researcher interested to determine the effectiveness of a health education model using peer group as a change agent to provide informations motivate, and guide their group to change their preventive behavior.

The study was designed as a quasi-experiment. The sample was 120 leather factory workers in Samutprakarn province. They had risk behavior of AIDS infection. All of them volunteered to join the program. Sample was selected purposively, 60 of factory workers were assigned as the experimental group. The equal number of workers was assigned as the comparision group. The experimental group received AIDS information and advice from the peer. The peers were identified and selected by sociometry technique. The peers had leadership character and verbal communication skill. The peers attended voluntary a training program organized and conducted by the researcher. The training course covered basic knowledge on AIDS, teaching skill, and counselling skill. After completing of training, each voluntary peer was assigned to conduct peer education, providing knowledge and advicing for 3 people of their group.

In conducting peer education, the voluntary peer used flip-chart which its contents covered knowledge, perception, self-efficacy, preventive behavior, condom use, utilization of government and non-government health service when person got AIDS. In addition, videotape produced by the researcher employed a concept of modeling was shown to the group after discussion. The purpose of using video was to motivate the factory workers to build and develop their self-efficacy. The heads of the factory working units acted as motivators to encourage the workers to develop AIDS preventive behavior.

Tool for collecting data was interviewed schedule. Data were collected 3 times:- first: prior to experiment, second: after the experiment, third: three months after the end of the experiment.

Statistics used for analyzing the data were percentage, arithmetic mean, mode, Student's t-test, Paired samples t-test, z-test, and Multiple Classification Analysis.

Results of the study revealed that after the experiment, the experimental group gained significantly more knowledge, perception, expectation of self-efficacy and AIDS preventive behavior than prior to experiment. The average score of the experimental group was significantly higher than comparison group. It also found that the proportion of the workers of the experimental group compared to the comparison group was better significantly in these respects: using condoms everytime when having sexual intercourse with other women besides their wives; using condom correctly; and stop having sexual intercourse with a women group at risk from AIDS. Other major finding was that there was no difference among the proposed variables on AIDS preventive behaviors.

From this study, it clearly indicated that health education program by training the voluntary peers as change agents to educate their own group combining with technique of self-efficacy development can change the factory workers of knowledge, perception, expectation, condom use when having sexual intercourse, stop having sexual intercoures with a risk group. Hence, the similar health education program should be utilized to the other factory workers.