

Thesis Title A Focus Group Study of Health Education
 Model on Primary Health Care and Family
 Planning in Surin province, Thailand

Name Pen Sok Serey

Degree Master of Primary Health Care Management

Thesis Supervisor Committee

 Drapin Singhadej
 M.D.,M.P.H.,Dr.P.H.

 Chaweewon Boonshuyar
 M.S.(1st.Hons).,M.S.P.H.

 Tassanee Indrasuksri
 B.A., M.A.

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ABSTRACT

A qualitative research was conducted by means of a focus group discussion with the objective of studying the effectiveness of flipcharts on agricultural approach related to Primary Health Care in Bangkenoy village, Muang district, Surin province.

A focus group interview of 21 respondents divided into three groups was conducted, the married women at reproductive age(MWRA) between 15-44 years, men in active reproductive life age(MARL) between 20-44 years and a group of elderly between ages of 50-65 years respectively.

The baseline interview information was collected through the depth then the flipcharts were used for intervention one week later the assessment of health education model amongst the same groups was performed. The depth interviews were conducted to determine the knowledge, perception and practice on Primary Health Care. The socio-demographic factors like income, education, number of children, their membership in village development committees etc.were explored.

The results of the study revealed that the knowledge and perception between group I (MWRA)and II (MARL)were almost similar. However the practice varied between group I, II and III(the elderly).

The knowledge, perception and practice of married women at reproductive age were however better than men in the same age group and the elderly group.

By the intervention of the Health education model, it was assessed that the flipcharts were moderately effective in making the respondents understand the unfamiliar by making it more familiar using the agricultural approach first and draw a parallel concept to human health.

The picture drawings on 16 different analogies were tested to undergo a process of transferring PHC and Family Planning concepts. The MWRA group perceived most of the

concepts but fewer among the MARL and the elderly group. However some limitations were observed. Some agricultural examples cited may need to be modified to fit different situations.