



tries utilizing the Primary Health Care approach in solving health problems, face a serious problem with volunteer health worker performance. Studies have revealed that these vital agents of change have been performing poorly.

This study was conducted to try to understand better the volunteer health workers' motivation for being health volunteers and how these affect their performance. Some socio-demographic characteristics were also studied vis-a-vis motivation on how they influence or affect performance. The framework used for this study is Maslow's theory on motivation, using the last four categories of motivation in measuring and analyzing VHW motivation. The main purpose of this research therefore, is to assess what type of motivations and socio-demographic factors contribute to better VHW performance. This can be of great help for PHC managers in improving present VHW performance and recruiting better VHWS in the future. However due to time and budget limitations, this study was conducted only on a micro level using a cross-sectional study design.

The data was analyzed using one-way ANOVA and Multiple Classification Analysis. The results revealed that only Self Actualization motivation, Age, Family Income and Distance of the health center from the volunteer's house,

have significant and strong association with performance. A low Self Actualization score was found to decrease performance and a high score is associated with a better performance. As for age, the age group 15 to 25 was associated with a lower performance, and the 46 and older agegroup was associated with higher performance. In the case of Family income, the higher the income the better the performance. And an annual family income of over 40,000 baht is associated with the best performance. With regards to the distance of the health center, VHWS living 3 or more kilometers from the health center have better performance than those living within 3 kilometers of the health center. In fact, those who live within 3 kilometers were associated with poorer performance. Therefore, VHWS with high self actualization motivation, aged 46 years old and above, has a family income of over 40,000 baht a year and lives 3 or more kilometers from the health center tend to be the best performers or most active.

Safety, Self Esteem and Affection motivations, Sex, Marital Status, Education Level, Status as VHC or VHV, Family Size, Occupation, Place of Work, Exposure to City Life and Selection Peocess, were not found to have any significant association with performance.