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**JEERAPORN KUMMABUTR : THE EFFECTIVENESS OF A
HEALTH PROMOTION PROGRAM APPLYING THE SELF-EFFICACY
THEORY TO ATHEROSCLEROTIC CORONARY HEART DISEASE
PREVENTIVE BEHAVIORS AMONG A HIGH RISK-AGE GROUP
RESIDENT IN A CONGESTED AREA IN BANGKOK. THESIS
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There has been a variety of strategies to prevent atherosclerotic coronary heart disease, which is a leading cause of death and major public health problem in Thailand but the morbidity rate is still high. Therefore, great attention has been paid to atherosclerotic coronary heart disease prevention. This quasi-experimental research design was conducted in Banpug-rodphai-korsrang (The state railway of Thailand worker housing community) in Bangkok. The main objective of the research was to study the effectiveness of a health promotion program against atherosclerotic coronary heart disease among high risk-age group. Self -Efficacy theory was applied to the program, which emphasized exercise for health and consumption behaviors. The subjects comprised 68 male and female aged 40-60 and 50-60 years respectively with no history of coronary heart disease. The health promotion program was conducted in the period of 8 weeks. Data were collected through interviewing with questionnaire. Frequency, percentage, mean, standard deviation, and paired t-test were used for analysis of the data.

Results showed that the subjects had significantly higher post-test mean scores in perceived self-efficacy, outcome expectation and preventive behaviors against atherosclerotic coronary heart disease than the pre-test scores at p-value < 0.001. One month after the experiment, the mean scores of perceived self-efficacy, outcome expectation and preventive behaviors against atherosclerotic coronary heart disease were almost the same as the post-test. This study revealed that a health promotion program in which the Self-Efficacy theory was applied yielded a positive change on the preventive behaviors against atherosclerotic coronary heart disease. Therefore, it is recommended that this health promotion program should be applied in nursing practice and research.