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KEY WORD : SMOKE-FREE / PROGRAM / MALE SCHOOLS

KRISSANA CHUENJIT : A STUDY OF SMOKE-FREE PROGRAMS IN BANGKOK SECONDARY MALE SCHOOLS. THESIS ADVISOR: VEENA SIRISOOK, Dr.P.H., PRECHA UPAYOKIN, Ph.D., ORATAI RAUYAJIN, Dr.P.H., VARABHORN BHUMISWADSI, M.D. 210 p. ISBN 974-589-190-8

This study was conducted in retrospective to investigate smoke-free program activities in the four awardee secondary male schools in Bangkok. The study aimed to know the smoke-free program characteristics which include activities and contents, communicator characteristics and media characteristics. Also, it aimed to investigate the relationships among students' internal mediating process (participation in the smoke-free program, attitude toward the program and attitude toward smoking behavior) and smoking behavior.

Data collection' was purposively selected which included, in each school, one administrator and five teachers responsible for the smoke-free program, and three students who quit smoking. In addition a self-administered questionnaire was administered on a simple random basis to 238 teachers and 808 students who participated in the smoke-free program. Altogether, 1082 individuals made up the sample group. The study was conducted during January to March, 1997. The data collected from interview and document which related to the smoke-free program were analyzed through program content analysis. Data from questionnaires were analyzed on the SPSS/PC+ system with statistical analysis, by using descriptive statistics, Pearson Product moment Correlation, t-test and ANOVA.

The smoke-free program activities in four schools were organized to provide a wide range of information. It aimed to impart knowledge to students through a variety of activities. There was no statistically significant difference in program participation for both the smoking and the never smoked groups. All sample groups who participated in the smoke-free program had high level of positive attitude toward the program. The never smoked group had higher positive attitude toward the program than the smoking group with statistically significant difference ($P < 0.05$) in 3 schools, except one school which had higher positive attitude toward the program with no statistically significant difference. All sample groups had high level of negative attitude toward smoking behavior, however, the never smoked group had higher negative attitude toward smoking behavior than the smoking group with statistically significant difference ($P < 0.05$). Although there was no correlation between participation in the program and attitude toward smoking behavior, there was moderate positive correlation between attitude toward the program and attitude toward smoking behavior with statistically significant difference ($P = 0.001$) in all four schools. Therefore, in order to achieve maximum effectiveness to prevent cigarette smoking, there must be careful planning and systematic implementation.