

**Thesis title:** The Development of a Health Promotion Activity Model for Elderly in Elderly Klungpunya Club, Ban Pong District, Ratchaburi Province  
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### Abstract

The research and development study aimed: 1) to identify the problems and needs of health promotion activities of Klungpunya elderly club in Banpong district, Ratchaburi province, 2) to develop a model of health promotion activity of Klungpunya elderly club, and 3) to examine the effectiveness of the health promotion activity model for the Klungpunya elderly club.

The sample was divided according to the study phases. 1) The study of problems and needs of health promotion activities, the sample was 26 elderly leaders. 2) The model development of health promotion activities, the sample was 27 developmental team, and 3) the study of the effectiveness of the developed model, the sample was 55 elderly members of the elderly club. The sample in all phases was selected by purposive sampling. The research tools comprised: 1) focus group guidelines for study of problems and needs, 2) focus group guidelines for model development, 3) questionnaires of knowledge, health promotion behaviors, and satisfaction towards health promotion activities. Content validity indexes were .98-1.00 and the reliability coefficients were .80-.94. Quantitative data was analyzed by descriptive statistics and t-test. Qualitative data was analyzed by content analysis.

The results revealed that 1) the health promotion activities of the elderly club were not well established and discontinuous. Moreover, all dimensions of health promotion were not covered, so a few elderly members joined the activities. 2) The model of health promotion activities comprised health assessment, training to use the empowerment and knowledge sharing between the networks, and maintaining the health promotion activities in monthly meeting. 3) After model implementation, knowledge and health behaviors of elderly members were significantly higher than before implementation ( $p < .05$ ). The elderly satisfied with the health promotion activities at the high level.

**Keywords:** Model, Health promotion activity, Klungpunya Elderly Club