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SUTHEERA VISUTTHIWAN: THE EFFECTIVENESS OF A HEALTH EDUCATION PROGRAM WHICH APPLIED THE HEALTH BELIEF MODEL TO PROMOTE SELF CARE AMONG ADOLESCENT PREGNANT WOMEN AT QUEEN SAWANGWATTANA MEMORIAL HOSPITAL, CHOLBURI PROVINCE. THESIS ADVISORS: CHANUANTONG TANASUGARN Dr.P.H., NIRAT IMAMEE Ph.D., ROONGROTE POOMRIEW Ph.D. 120 P. ISBN 974-334-818-2

Pregnancy is a natural process which causes change in the physical, mental, emotional and social well being of a pregnant woman. Pregnant women age lower than 20 or adolescent pregnant women have a high risk of complications both prenatal and postnatal that can result in mortality of mother or child. This is due to the incomplete physical development of adolescence for a safe pregnancy of their own physical and pregnancy growth. This quasi-experimental research is mainly focused on self care behavior change of adolescent pregnant women who attended the prenatal clinic at Queen Sawangwattana Memorial Hospital, Cholburi. The program had applied the Health Belief Model as a scope for creating an effective Health Education Program. The program consisted of lectures, slide presentations, a demonstration session, group meetings, and skill development sessions which aimed to arouse the sample group to take care of themselves. They were divided into 41 mothers in the experimental group and 44 mothers in the comparison group. The experimental group received 3 sessions of the Health Education Program in a 4 week period. Data collections were done through a questionnaire and body weight measurement record. Data were collected twice in pretest and posttest.

The results indicated that:

1. The adolescent pregnant women in the experimental group perceived susceptibility and severity of complications in adolescent pregnancy, perceived benefits and barriers in taking expert's advice in practicing self care and self care practice better than those of the pretest with statistical significance at 0.05 confidence level.
2. The adolescent pregnant women in the experimental group perceived susceptibility and severity on complications in adolescent pregnancy, perceived benefits and barriers in taking expert's advice in practicing self care and self care practice better than those of the comparison group with statistical significance at 0.05 confidence level.
3. The adolescent pregnant women in the experimental group had a proportion of standard weight gain higher than that of the comparison group with statistical significance at 0.05 confidence level.

Based on the result, it can be concluded that the Health Education Program which applied the Health Belief Model has effectively promoted adolescent pregnant women to perceive their susceptibility of complications, severity of complications, benefits and barriers in taking expert's advice in practicing self care and self care practice. This program should be applied as a regular service for adolescent pregnant women.