

4136913 PPH/M : MAJOR : HEALTH EDUCATION AND BEHAVIORAL SCIENCES ; M.Sc. (PUBLIC HEALTH)

KEY WORDS : HEALTH EDUCATION PROGRAM / PROTECTION MOTIVATION THEORY / HEALTH BEHAVIOR

VITCHUORN PUNNEANG : THE EFFECTIVENESS OF HEALTH EDUCATION PROGRAM ON THE COMPLICATION OF PREGNANCY AMONG PREGNANT WOMEN ATTENDING ANTENATAL CARE CLINIC AT RATCHABURI HOSPITAL. THESIS ADVISORS : THARADOL KENGGANPANICH; M.A., SUREE CHANTRAMOLEE, Dr.P.H., ANCHALEE VONGTANGSWAD, M.Ed. 97 p. ISBN 974-664-759-8

The complication of pregnancy is presently a major public health problem that has detrimental effects on health of mothers and babies. Part of the cause is due to improper health behavior of pregnant women. This quasi-experimental research was to study the effectiveness of health education program on complication of pregnancy among pregnant women attending antenatal care clinic at Ratchaburi Hospital. The sample consisted of 103 respondents who were attending antenatal care clinic at Ratchaburi Hospital. There were 50 respondents in the experimental group and 53 in the comparison group, selected by random sampling. The experimental group received a planned health education program. The Protection Motivation Theory was applied as a construct of behavioral change. The experimental group participated in a health education program for 7 weeks. Data were collected by using questionnaires and antenatal records before and after the intervention. Statistical analysis was done by using percentage, mean, standard deviation, student's t-test and paired samples t-test.

The results revealed that after the intervention, the experimental group had changes in choosing food, resting and exercise, tension relaxation, excretion, observation of unusual signs and symptoms, and follow-up. The mean values of perceived severity, vulnerability, self-efficacy, response efficacy and health behavior were higher than those of the pre-test and comparison group with statistically significant differences, showing the effectiveness of the health education program. Because of limited time, the change of health behavior was not clear for decreasing Pregnancy-induced Hypertension but it was valuable for decreasing severity. Thus, it is recommended that this program should be applied to pregnant women for changing health behavior, as a means of decreasing risk of severe complications in another hospital.