

4136908 PPH / M : MAJOR : HEALTH EDUCATION AND BEHAVIORAL SCIENCES;
M.Sc. (PUBLIC HEALTH)

KEY WORDS : DENGUE HAEMORRHAGIC FEVER / STUDENTS
PROTECTION MOTIVATION THEORY / SOCIAL SUPPORT

MANU TALUENGPET : THE EFFECTIVENESS OF PROTECTION
MOTIVATION THEORY AND SOCIAL SUPPORT AS APPLIED TO A HEALTH
EDUCATION PROGRAM ON DENGUE HAEMORRHAGIC FEVER PREVENTION
AMONG GRADE 5 STUDENTS. THESIS ADVISORS : ROONGROTE POOMRIEW,
M.P.H., Ph.D., USA LEK-UTHAI, M.Sc., Dr.P.H., THARADOL KENGGANPANICH,
B.Sc., M.A. 156 p. ISBN 974-663-992-7

Dengue Haemorrhagic Fever is presently a major public health problem. The highest morbidity rate of people getting this disease is found among primary school students, due to improper preventive health behavior. This classifies these students as the highest risk group. This study was a quasi-experimental research focused on the effectiveness of a health education program on Dengue Haemorrhagic Fever prevention among primary school students by applying Protection Motivation Theory and Social Support. The samples were 91 students, grade 5 in Nakhonsithammarat Province which were divided into two groups: the experimental group of 43 students and comparison group of 48 students. The experimental group participated in a health education program for 8 weeks. The program included various activities related to lectures with video presentations, demonstrations, skill practice, stimulating and reminding by words, praising and guaranteeing the results of these activities. Data were collected through questionnaires and survey forms both before and after the experiment. Statistical methods included percentage, arithmetic mean, standard deviation, student's t-test, and paired samples t-test.

The results of this study showed that after the program, the experimental group had higher perceived severity, perceived vulnerability, self-efficacy, response efficacy for Dengue Haemorrhagic Fever than before and also higher than that of the comparison group. This group also exhibited better prevention behavior at home and at school. These differences were statistically significant at p-value 0.05. Also, the Breteau Index, Container Index at home and at school and House Index of *Aedes aegypti* larva decreased after the experiment. The results of this study showed that the health education program by applying Protection Motivation Theory and Social Support improved preventive behavior for Dengue Haemorrhagic Fever in the experimental group. Thus this program should be applied to students in other primary schools.