

4136916 PHPH/M : MAJOR: HEALTH EDUCATION AND BEHAVIORAL SCIENCES; M.Sc. (PUBLIC HEALTH)

KEY WORDS : AIDS KNOWLEDGE /SEXUAL BEHAVIORS /ADOLESCENT SALILLA ROUJANAVONG: THE EFFECTIVENESS OF A HEALTH EDUCATION PROGRAM ON THE DEVELOPMENT OF AIDS PREVENTIVE BEHAVIORS AMONG FIRST YEAR FEMALE STUDENTS OF THE PRIVATE VOCATIONAL COLLEGES, RATCHABURI PROVINCE. THESIS ADVISORS: ROONGROTE POOMRIEW, M.P.H., Ph.D., CHANCHAI YAMARAT, B.Sc., M.S.P.H., SUREE CHANTHAMOLEE, M.P.H., Dr. P.H. 131 p. ISBN 974-664-469-6.

AIDS is a growing problem in every region of the world. It has direct and indirect negative effects on economic and social development. It also creates changes in our culture and population pattern. Thailand is a country severely affected by AIDS. This epidemic has spread to all age groups. Many female teenagers in particular are infected through sexual relations because they have no knowledge of the risk behaviors that result in their AIDS infection.

This quasi-experimental study's objective was to examine the efficacy of a health education program in developing AIDS preventive behaviors of first year female students attending vocational schools at the certificate level. The samples were 136 students, 69 of whom were in the experimental group, with 67 students in the comparison group. The Protection-Motivation Theory and social support theory were applied to the basic concept in organizing the five-session health education program for the experimental group. The health education program included collection of three data sets using questionnaires. The first was conducted before the program and the second and the third were done after the program. The data were examined using percentage and standard deviation. The mean scores, then were compared to find the differences within the group using the Paired samples t-test and the differences between the two groups using Student's t-test.

Following the program, the experimental group showed statistically significant changes in AIDS knowledge, perceived vulnerability, intention to conduct AIDS preventive behaviors, refusal skills and AIDS preventive behaviors in contrast to the comparison group. However, the study found no significant change in perceived severity of AIDS infection and expectation in self-efficacy.

In conclusion, this study shows that a health education program, in order to be effective in the development of AIDS preventive behaviors caused by sexual intercourse of female students, should focus on a rationale to affect the perceived severity of AIDS. Furthermore, in giving AIDS information to encourage the change of improper behaviors leading to sexually transmitted diseases and HIV/AIDS to those at risk, the intervention groups should be divided into small groups of the same sex and with similar characteristics. The reason for dividing into such groups is that they will be able to freely discuss and exchange their experiences within each group and they will be able to use the experiences from the learning through the discussion in their own lives.