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NANTHIYA THONGCHAI : EFFECT OF PROMOTION ON FATHERS' ROLE
PERFORMANCE AND SATISFACTION IN PARTICIPATION DURING DELIVERY.

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The purposes of this quasi-experimental research were to determine the effectiveness of fathers' role promotion toward role performance and participative satisfaction during delivery. The purposive sample was composed of 60 first-baby fathers whose wives had vaginal delivered after attending antenatal clinic at Maharaj Nakhon Sri Thammarat Hospital during April to July 1997. Random assignment was done to divide the samples into experimental and control groups with 30 subjects in each. The promotion program which included given information, training and motivation, started with the experimental fathers when their wives were in third trimester of pregnancy. Both sample groups were allowed to be with their wives during delivery. After childbirth, the subjects were interviewed for demographic data and responded to two questionnaires, Fathers' Role Performance during Delivery Questionnaire, and Participative Satisfaction during Delivery Questionnaire. The findings indicate that the fathers who receive role promotion program perform more fathers' role than the fathers in the other group significantly ($p < .05$). However, there is no statistically significant difference of participative satisfaction during delivery between the experimental and control group at $p > .05$.