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CHITTRA CHAICHANA : AN APPLICATION OF THE PROTECTION MOTIVATION THEORY IN THE PREVENTION OF CORONARY HEART DISEASE AMONG RISK GROUP, AGE 40-59 YEARS, MUANG MUNUCIPALITY, SONGKHLA PROVINCE. THESIS ADVISOR: SUREE CHANTHAMOLEE, Dr.P.H. CHANINÁT VAROTHAI, Dr.P.H. ROONGROTE POOMRIES, Ph.D. 242 P. ISBN 974-589-067-7

Cardiovascular disease is an important cause of death in Thailand. This non communicable disease is on the increase in Thailand. Coronary heart disease is frequently linked to many risk factors, such as eating behavior, smoking, non-exercise, stress and others. This quasi-experimental study was designed to document the effectiveness of a health education program using Roger's Protection Motivation Theory in the prevention of coronary heart disease. The program used modeling, exercise demonstrations and practices, menu development, group process and presented real-life examples of coronary heart disease to motivate the participants into preventive action. The study group consisted of males and females aged 40-59 years who lived in Muang Municipality. This age group represents the group at risk for high total serum cholesterol levels : the primary factor leading to coronary heart disease. The group was divided into two groups, 40 in each. One group, the experimental group, participated in the 12-week health education program. The other group represented the comparison group. The data were collected by use of a questionnaire. In addition, body weight and level of cholesterol were determined. The data were collected before and after the 12-week program.

The results showed that after participating in the health education program, the experimental group had a significant change in their perceived severity and susceptibility to coronary heart disease, self-efficacy, response efficacy, intention of, and carrying out of, coronary heart disease preventive behavior than that of the comparison group. The preventive behaviors consisted of care in eating, exercise, and non-smoking. It was also found that the experimental group had body weight and cholesterol levels lower than the comparison group after participation in the program. In addition, it was found that perceived susceptibility was significantly correlated with coronary heart disease preventive behavior. The study revealed that a health education program utilizing the Protection Motivation Theory and group process yielded positive changes in coronary heart disease preventive behavior. Thus, this program should be applicable to the other high- risk groups and with other non-communicable diseases.