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PRASARN WONGWATTANADILOK : SOCIAL NETWORKING COMMUNICATION TO PROMOTE PAP SMEAR TEST AMONG BANNASAN WOMEN SURATTHANI. THESIS ADVISOR : CHANUANTONG TANASUGARN, Dr. P.H., CHANINAT VAROTHAI, Dr. P.H., PRAPAPEN SUWAN, Ph.D. 137 p. ISBN 974-589-080-4

Cervical cancer is one of the major causes of death among Thai women. Although it can be detected early and can be completely cured, women still neglect to take preventive measures such as early detection. This quasi-experimental research was conducted to evaluate effectiveness of networking communication in increasing Pap smear service utilization among married women aged 25-59 years. Social Network and Health Belief Model (HBM) were used as a conceptual framework for designing and evaluating the intervention. The sample consisted of 111 married women who were selected by simple random sampling method. 54 were assigned to an experimental group which was divided into 6 small groups based on their identification of the social networks. Each group had one opinion leader who was selected by sociometric technique. The members received cervical cancer information from their opinion leaders. Another 57 married women were assigned to a comparison group who received no information from this project. The intervention was implemented for 8 weeks. Data were collected by an interview questionnaire before and after the intervention. Percentage distribution, mean and standard deviation, Paired Samples t-test, Student's t-test, Z-test and Pearson's Product Moment Correlation were administered in analyzing the data.

The result of the study revealed that after receiving the intervention, the mean score of knowledge, perception of susceptibility, severity and cost-benefit of the experimental group was statistically significantly higher than before and than those of the comparison group at $p < 0.05$. The proportion of subjects in the experimental group who sought Pap smear was statistically higher than that of the comparison group. This result indicated that social network communication with the emphasis of the network lifestyle is effective in increasing women's perception and the Pap smear seeking behavior.