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SUPOTCHONG KONPUTHORN : THE APPLICATION OF HEALTH BELIEF MODEL AND SOCIAL SUPPORT ON PREVENTIVE DENTAL CARIES BEHAVIOR OF PRIMARY SCHOOL STUDENTS UBOLRATCHATANEE. THESIS COMMITTEE : NIRAT IMAMEE Ph.D., CHALERMPOL TANSAKUL Dr.P.H., TUE YOUNGNOI D.D.S, M.P.H., 210 p. ISBN 974-589-581-4.

Dental caries is a dental health problem in all age groups especially among 12 year old children. The prevalence of caries in permanent teeth of this group is increasing. This quasi-experimental research was focused on the improvement of preventive dental caries behavior of Pratomsuksa 6 (grade six) students. The concepts of health belief model and social support were applied to develop the dental education program. The study group comprised 86 students. Forty five students were assigned into the experimental group and the rest, 41students, were in comparison group. The experimental group participated in the designated program activities for 6 weeks. Self-administered questionnaire and plaque index check list were employed for data collection before , after and one month after the experiment.

The results of this study show that the knowledge, the perceived susceptibility and severity about dental caries, the perceived benefit in complying with teacher, parents and peer group advice, as well as the preventive dental caries behavior of the experimental group were significantly improved. Their average plaque index was also significantly decreased. Thus the dental education program activities of this study should be applied for other primary school student groups.