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KEY WORD : EVALUATION PROJECT/ FAMILY HEALTH LEADERS

ARUNEE THUNTHANAVITTAYA EVALUATION OF THE DEVELOPMENT PROJECT OF FAMILY HEALTH LEADERS : A CASE STUDY IN NAKAUNSEAI SUB-DISTRICT NARYOUNG DISTRICT TRANG PROVINCE. THESIS ADVISOR: ASSISTANT PROFESSOR NUNTAVARN VICHIT-VADAKAN, M.S., M.P.H., Dr.P.H. 189 pp. ISBN 974-9599-71-3

This study evaluated the Family Health Leaders project, in terms of, input, process, output and outcome. The main objective of this study was to evaluate the knowledge and behavior level of the family health leaders who played the main role in the Family Health Leader Project of Na Khao Sia Sub-district, Na Yong District, Trang Province. Both quantitative and qualitative data were collected. Then, all data were analyzed employing descriptive and inferential statistics using Statistical Package for the Social Science for Windows Program.

Results of the study indicated that the family health leaders had high level of knowledge on subjects dealing with AIDS, diarrhea, diabetes, hypertension, primary care for flu, pre-natal care, nutrition of children below 5 years old, consumers protection, and health insurance; medium level on subject of hemorrhagic fever; and low level, in terms of fundamental public health services, family planning and immunization. In addition, the family health leaders had high behavioral level, in terms of diarrhea, diabetes, hypertension, family planning, immunization, pre-natal care and health insurance, whereas, medium level in terms of hemorrhagic fever, primary care for flu and nutrition of children below 5 years old.

This study also examined the relationships between various personal factors (age, family income, education, gender, and occupation) and knowledge, as well as, behavior. The results indicated that family income was statistically associated with knowledge at p-value of 0.002, and age was statistically associated with behavior at p-value of 0.009. Additionally, educational and knowledge had a marginal relationship with a p-value of 0.06; while both education and family income also showed a marginal association with behavior with a p-value of 0.068 and 0.059, respectively.

Field of study Health Systems Development **Student's signature**

Academic year 2004 **Advisor's signature**