Thesis Title: Study roles of VHV social marketing on maternal and child health at Sampran district, Nakhon Pathom province

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ABSTRACT

This research was a cross tabulation descriptive study, the main purpose of study is to assess characteristics of VHV and the roles of VHV social marketing on maternal and child health at Sampran District, Nakhon Pathom Province. The sample size of VHVs interviewed was 190. These were selected from 19 health centers by simple random selection method, with 10 VHVs being interviewed in every health center. The statistical analysis was used to determine the frequency and percentage of variables. Chi-square were used to identify the association of independent and dependent variables. The significance level was set up at 0.05.

The result of study shows that of the characteristics of VHV only duration of being VHVs was statistically association with the health problem analysis. For age and occupation of VHVs, a statistical significant relationship was found with the MCH activities. The others characteristics (sex, marital status, and education) have no statistically significant relationship between health problem analysis, implementation program, control/monitoring program, bring exchange of value and MCH activities.

A recommended effective roles of VHV social marketing on MCH is to carry out Simple Approach Training Need Assessment (SATNA). In the future it may necessary to develop the “Social Marketing Training Project for VHVs at Sampran District, Nakhon Pathom Province”.