

**FACTORS RELATED TO THE ACCEPTANCE OF
THE NEW ANTENATAL CARE PROTOCOL
AMONG HEALTH PERSONNEL IN
SUPHAN BURI PROVINCE, THAILAND**

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ABSTRACT

A cross-sectional study was conducted to determine the factors related to the acceptance of the new antenatal care protocol (ANC) among health personnel in Suphan Buri province. The sample consisted of 179 personnel who were working in the ANC field in this province. Data were collected from 7th January to 29th January 2007 by using self-administered questionnaires accompanied by a comparison form between the new protocol and the conventional one. Data analysis was performed using Pearson's Product Moment Correlation, Chi-Square test and Multiple regression analysis using Stepwise procedure.

The study revealed that 63.9% of the health personnel accepted the new ANC protocol. The favorable attitude towards the new ANC protocol, available facilities, the presence of supporting policies, and favorable peer opinions were found to be significantly associated with the acceptance of the new ANC protocol among health personnel (P-value < 0.05). The regression model with these four factors could explain up to approximately 65% of change in the acceptance of the new antenatal care protocol among health personnel.

These findings suggest that health administrators should provide health personnel with information and training about the new ANC protocol as well as providing supporting policy and adequate facilities. The four factors mentioned above would be critical factors to be considered in implementing the new ANC protocol.

**KEY WORDS: ACCEPTANCE/ THE NEW ANC PROTOCOL/ HEALTH
PERSONNEL**