



**FACTORS AFFECTING ATTENDANCE OF GOVERNMENT HEALTH  
PROMOTION PROGRAM FOR ELDERLY: A SURVEY IN HOAMARK AREA,  
BANGKOK, THAILAND**

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### **ABSTRACT**

This study examined the effects of psycho-social factors on the elderly who participated in health promotion programs, in order to provide effective recommendations to the Sport Authority of Thailand for improving their programs. One hundred and fifty elderly aged 60-80 years living in the Hoamark area of Bangkok (50 regular participants in the health promotion program, 50 irregular participants and 50 non-participants) were interviewed by using a structured-interview schedule during December, 1996.

The study revealed that four of five psychosocial factors (i.e. perceived benefits of health promotion programs, knowledge about health promoting activities, family support and perceived health status) were associated with the elderly's attendance of the health promotion programs. The elderly who perceived more benefits from the health promotion programs were more likely to be in attendance compared to those who perceived fewer benefits. The elderly who had higher knowledge of health promoting activities were more likely to attend the health promotion program compared to those who had lower knowledge. The elderly who had more support from family were more likely to attend the health promotion program than those who had less family support. The elderly who perceived good health status were more likely to attend the health promotion program than those who perceived bad health status. The elderly's perceived confidence of physical exercise was not associated with their attendance to the health promotion program. Noticeably, the relationship between perceived benefits of health promotion program and attendance of the health promotion program was stronger in females than males, while there is no difference between the elderly who have low income and those who have high income. The relationship between family support and attendance of the health promotion program only existed in males, but not in females.

The study found that there was a relationship between perceived health status and attendance of the health promotion programs in females, but not in males, and likewise only existed in the high income group.

The study suggests that in order to improve elderly people's participation in health promotion programs, the Sports Health Promotion Program should provide basic knowledge of health promoting activities and their advantages to both elderly and their families so that family members may be more likely to support elderly people who may want to participate in the health promotion programs. The program should also provide physical exercise in a simple way so that it may be easily carried out by the elderly. The communication channels that should be used and developed effectively are the mass media (radio and T.V.), pamphlets, booklets and inter personal communications between health educators with the elderly.

