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<td>Author(s)</td>
<td>Adulya Viriyavejakul</td>
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Welcome Remarks

By

Adulya Viriyavejakul
Welcome Remark

by

Dr. Adulya Viriyavejakul
Vice President for Research and International Relations
Delivered at
Regional Seminar on Mass Media and AIDS in Southeast Asia
Bangkok Palace Hotel, Bangkok, Thailand
August 17 - 19, 1994

Your Excellency Dr. Udomsilp Srisangnam, Secretary-General of AMIC
Mr. Vijay Menon, Dean, Faculty of Public Health, Distinguished Guests.

It is an honor for me today to have an opportunity to welcome you all for the Seminar on Mass Communication and AIDS in Southeast Asia.

As you may know that Thailand has had many activities to prevent and control the spread of AIDS including the mass communication activities since the epidemic started to spread in the IV Drug population, then the heterosexuals. Many surveys results reported that the IV, radio and newspaper were their major sources of information. Eventhough the media has freedom to present the information freely and has tried to present the AIDS information in various formats, but the perceived personal risk and reported preventive behavior are still as yet low.

It is purposefully for us all today to share these experiences where the problems of transmission are influenced strongly by the beliefs, values and culture which is unique to this part of the world. We hope that this seminar will at least gear us toward a better understanding of the mass media role and enlighten us with a more creative ideas, to do this job as most powerful as it can be to save lives and mankind.

Again on behalf of the President of Mahidol University and Public Health Faculty Members, I would like to welcome to Thailand and Mahidol University where we can talk freely and openly in AIDS prevention strategies. I hope you all have a happy stay and our friendship starts and empowers us to protect more people from AIDS. If there is anything we can do for you while you are staying here please to not hesitate to tell us. We will try our best, and I believe you all will try your best to lead this seminar as fruitful, thank you.
Statistics used for analyzing the data were percentage, arithmetic mean, mode, Student's t-test, Paired samples t-test, Z-test, and Multiple Classification Analysis.

Results of the study revealed that after the experiment, the experimental group gained significantly more knowledge, perception, expectation of self-efficacy and AIDS preventive behavior than prior to experiment. The average score of the experimental group was significantly higher than comparison group. It also found that the proportion of the workers of the experimental group compared to the comparison group was better significantly in these respects: using condoms everytime when having sexual intercourse with other women besides their wives; using condom correctly; and stop having sexual intercourse with a women group at risk from AIDS. Other major finding was that there was no difference among the proposed variables on AIDS preventive behaviors.

From this study, it clearly indicated that health education program by training the voluntary peers as change agents to educate their own group combining with technique of self-efficacy development can change the factory workers of knowledge, perception, expectation, condom use when having sexual intercourse, stop having sexual intercourse with a risk group. Hence, the similar health education program should be utilized to the other factory workers.