



Poster Presentation



ADMINISTRATIVE PLAN FOR THAILAND TO BE A QUALITY WELLNESS TOURISM DESTINATION

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Abstract

Background: To enhance the capacities for health tourism, it is essential for the development of a country's economy.

Objectives: This project aimed to develop a strategic plan and an operational plan for health tourism plans for sports and spas, to apply new knowledge sets on sports and spas for health tourism in real situations, and to collect the lessons learned from effective management of the research program.

Methodology: The sample included 121 experts and entrepreneurs from sports and spa businesses, 200 stakeholders, and 15 researchers from research projects. The research instruments consisted of the Strengths, Weakness, Opportunities and Threats (SWOT) data form, the entrepreneurs' interview guide, the interview guides for social return on investment (SROI), and in-depth interview guides. Data were collected during January to March 2021 and analyzed by using descriptive statistics and content analysis.

Results: The results revealed that: 1. The health tourism strategic and operational plans for sports and spas were comprised of four strategies; 10 strategic objectives and 34 operational plans were developed. 2. The completed new knowledge sets on sports and spas for health tourism can be used in real situations. The results from the analysis of the SROI found that the SROI ratios were 22.54 and 25.43 for a 1 baht investment in the 2020 Chombueng Marathon and a spa business, respectively, using a 3.5% discounted rate. 3. Six themes of lessons learned emerged from the implementation of the research program as follows: 1) the research implementation plan, 2) the research program implementation as planned, 3) the outputs and outcomes of the research program, 4) obstacles, 5) success factors, and 6) characteristics, knowledge, and abilities of the research program director.

Conclusion: The findings of this study can be used for the development of Thailand as a quality health tourism destination.

Keywords: Sport Tourism, Spa Tourism, Strategic Plan for Wellness Tourism



AN ASSESSMENT OF SOCIAL RETURN ON INVESTMENT OF KNOWLEDGE SET ON SPA LANNA

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Abstract

Background: The Lanna spa knowledge set consists of 5 main components, including inputs, processes, outputs, results, and impacts, which spa business owners use as guidelines for management, comprehensive implementation, and evaluation of all elements of the spa business.

Objectives: This study assessed the social return on investment (SROI) in Spa Lanna's business.

Methodology: The purposive sample consisted of 25 persons who were spa entrepreneurs, therapists, customers, and spa suppliers. Data were collected by using focus groups and in-depth interviews with semi-structured questions conducted from August to October 2021, as well as research and literature review. The analysis consisted of identifying stakeholders, mapping outcomes, measuring, and valuing outcomes, establishing impact, calculating SROI, and reporting. Data were analyzed using descriptive statistics.

Results: The study found the SROI of knowledge set on Spa Lanna business had economic outcomes from sustainable income, well-known well-being, and sustainable income and social outcomes from social collaboration and mobility to urban society. The spa business implemented the Lanna spa knowledge set, which had a net present value of 25.43 baht. This project's social returns on investment means that one baht on investment can obtain social benefits of 25.43 baht.

Conclusion: The SROI of the knowledge set on Spa Lanna's business was worthwhile compared to the investment. Therefore, it should be supported both in policy and in operations.

Keywords: social return on investment, knowledge set on Spa Lanna business



COST-UTILITY ANALYSIS AND HEALTH OUTCOMES

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Abstract

Background: Studies related to cost-utility analysis of Brisk Walking (100-150 steps/minute, 2.2 kms) among working group who have risks of pre-hypertension, stress, and work burnout are in need to support the decision making to be included in health benefit package for health promotion and prevention

Objective: 1) To compare health and clinical outcomes among persons with pre-hypertension before and after participating in the Brisk Walking Program, 2) to compare health and clinical outcomes among persons with pre-hypertension between those who receiving Brisk Walking Program and those who receiving usual activity, 3) To assess cost-utility analysis of the Brisk Walking Program compared with control group in the perspective of provider.

Methodology: This study was an experimental research design. About 70 participants who were organization officers who have risks of pre-hypertension were randomly assigned to the Brisk walking and control groups with the ratio of 1:1 (35 participants/group) using simple random sampling. Different types of outcomes were measured, such as pain score, stress score, systolic blood pressure, diastolic blood pressure, costs, and quality of life. Data was collected from February-April 2023. Demographic and clinical outcomes were analyzed by T-test, rank sum test, and fisher exact. Incremental cost-effectiveness ratio (ICER) was estimated as the difference in total cost of intervention and control groups divided by the difference in quality-adjusted life-years (QALY).

Results: Comparing before and after experiment, pain score ($p=0.028$) and systolic blood pressure ($p=0.001$) statistically significantly decreased compared to pre-experiment for the Brisk Walking group. Persons with pre-hypertension receiving Brisk Walking Program had better pain score ($p=0.015$), stress score ($p=0.014$), and systolic blood pressure ($p=0.026$) after the program completion than those not receiving the program. The ICER of Brisk Walking program was 131,974 THA/QALY, which was below the Thai threshold of 160,000 THB/QALY.

Conclusion: Brisk walking is a cost-effective intervention which provides good clinical outcomes. Thus, incentives (1,350 Bath-Smart watch used in the Brisk Walking Program) should be considered for both ministry and working organizations to promote the wellness of the people.

Keywords: Cost-utility analysis, Brisk Walking, Health benefit package, health, and clinical outcomes



DEVELOPMENT OF A PROTOTYPE BED IN AN UPRIGHT POSITION FOR PATIENTS WHO ARE PARALYZED

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Abstract

Background: Patients who are paralyzed suffer from immobilization, which leads to many complications, including lung infections and pressure sores. The patients need caregivers to help them sit and move from bed. However, caregivers may encounter musculoskeletal problems from lifting patients who are paralyzed. Research and development design was used to develop and test a prototype bed for paralyzed patients.

Methodology: The study comprised two phases: 1) developing a prototype of an electric bed in an upright position through a literature review, surveys of beds available on the market, and expert consensus; and 2) testing the prototype bed through user feedback. Phase I used the computer program “Solid Works” to build a three-dimensional model, following recommendations from three experts. After being created, the prototype bed was tested using mannequins to assess its strength, functionality, and mobility. The research tools for Phase II included the prototype bed created in Phase I and the opinion questionnaire regarding the prototype bed. The content validity index was .70. Ninety users, including 45 users who acted as caregivers and 45 users who acted as patients who were paralyzed, rated the bed for its properties. Data analysis used means and standard deviations.

Conclusions: The findings indicated that the prototype bed consisted of three portable adjustable pieces. It featured a safety belt and folded armrests for patients up to 120 kg. In addition, the results revealed that the users in the caregiver group and those in the patient group had opinions at a high level ($\bar{x}=4.75$, $SD = 0.21$, $\bar{x} = 4.70$, $SD = 0.31$, respectively). The prototype of the upright positioning bed is possible to use in a real-life situation. Further study should examine the effect of using this bed for patients with lung complications who are paralyzed.

Keywords: Prototype bed in an upright position, Patients who are paralyzed



DEVELOPMENT OF MOBILE WEB-BASED APPLICATION ON CONTRACEPTIVE IMPLANTS EDUCATION FOR NURSING STUDENTS

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Abstract

Background: Using technologies in promoting learning of students is highly recommended for prevention of teenage pregnancy. Development of mobile web-based applications on contraceptive implants for nursing students is needed to enhance their self-study effectively.

Objectives: This study aimed to develop a mobile web-based application on contraceptive implants education for nursing students and to test its quality and satisfaction of students. This developmental research was conducted with the participants who were 35 nursing students at the Faculty of Nursing, Naresuan University.

Methodology: This developmental research was conducted with the 35 participants who were nursing students selected by purposive sampling at the Faculty of Nursing, Naresuan University. The 2 phases of this study included mobile web-based application development phase and the implementation phase. The quality and efficiency of the application were evaluated by three experts in terms of the practicality and the accurate content. The efficiency of the application development was estimated with efficiency criteria at 80/80. Furthermore, the evaluation form for the quality of application, and the questionnaires of the contraception implants knowledge and learners' satisfaction were applied to evaluate the efficiency of the application. The data was collected during November 2022 and September 2023. Descriptive statistics were used to analyze the data.

Results: The quality of the application in terms of the practicality and the content was at a high level ($\bar{X} = 3.93$, S.D. = 0.33 and $\bar{X} = 4.07$, S.D. = 0.35 respectively). The application development was efficient at 80.70/81.15. The learners' satisfaction was also at a high level ($\bar{X} = 4.28$, S.D. = 0.52).

Conclusion and Implications: The findings illustrate the efficiency of the mobile web-based application. The application should be used to improve knowledge about contraceptive implants and birth control planning of nursing students.

Keywords: Web-based Application, Contraceptive Implant, contraceptive implants



DIETARY PROMOTION PROGRAM BASED ON THE DIETARY APPROACHES TO STOP HYPERTENSION BASED ON FOOD CONSUMPTION BEHAVIORS AND BLOOD PRESSURE IN PERSONS WITH HYPERTENSION

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ABSTRACT

Background: Hypertension is the highest non-communicable disease in Thailand. One factor is food consumption behavior.

Purpose: The purpose of this research was aimed to develop a dietary promotion program based on the Dietary Approaches to Stop Hypertension Diet (DASH) regarding food consumption behaviors and blood pressure among person with hypertension.

Method: The research instruments were (1) The tools used for collecting data including demographic data questionnaire, dietary behavior questionnaire according to DASH guidelines, and blood pressure recording form (2) The tools used in the intervention consisted of 1) dietary promotion program based on DASH and 2) Dietary promotion manual for reducing blood pressure including lesson plans and DASH diet meal menu.

Results: The content validity index (CVI) of demographic data questionnaire, food consumption behavior questionnaire according to DASH guidelines, and blood pressure recording form were 0.85, 0.88, and 1, respectively. The reliability of food consumption behavior, tested by Cronbach's alpha coefficient were 0.84. The content validity of a dietary promotion program of the DASH and DASH diet meal menu were 1 and 1 respectively. The program based on Self efficacy theory, consisted of 8 activities (1) providing knowledge about the DASH diet and return demonstrating how to select food, (2) setting goals, (3) recording daily food consumption, (4) exchanging experiences on food consumption and apply it, (5) watching the video and exchange experiences with role model, (6) Encourage for continuous behavior, (7) Transferring the VDO about DASH diet via the LINE application, and (8) Home visit.

Conclusion: The study suggests that implementing the DASH dietary promotion program as an activity to promote dietary behavior can effectively reduce blood pressure levels. However, it is recommended to adjust the program format to suit the lifestyle and context of the target group.

Keywords: DASH diet, food consumption, person with hypertension



EFFECTS OF AROMATHERAPY ON MOOD STATES OF HUMANS

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Abstract

Background: Aromatherapy, using an essential oil, is one of the attractive and complementary therapies to improve the health status of human beings. Essential oils have been used in treating the subjects by subjecting them to inhaling essential oil vapor, massage, and bathing. *Litsea cubeba* (Lour.) Persoon is a potent fumigant plant. *L. cubeba* essential oil's chemical composition varies depending on the extraction methods and plant parts. (-)- β -pinene, β -citral, cis- and trans-citral, citronellal, limonene, linalool, and 6-methyl-5-hepten-2-one were found in *L. cubeba* essential oil (LEO).

Objectives: The current study aimed to determine the impact of aromatherapy using LEO on healthy people's mood states and salivary cortisol levels.

Methods: Fifteen healthy volunteers participated in the study. Profile of Mood States (POMS) Questionnaire has been commonly used to evaluate the mood state of study subjects. A randomized, double-blinded clinical trial was employed. POMS and ELISA methods were used to determine the mood states of the study subjects and salivary cortisol levels, respectively.

Results: The study subjects' heart rate and blood pressure were not significantly affected during LEO exposure. The study revealed that LEO inhalation significantly improved total mood disturbance and reduced confusion in healthy subjects. Also, LEO inhalation significantly reduced the salivary cortisol level.

Conclusion: The study claimed that using LEO-based aromatherapy could improve the cognitive wellness of healthy humans, and further studies using different subjects, including people with diseases and disorders and trauma, are needed to extend the health benefits of LEO.

Keywords: Aromatherapy, Essential oils, *Litsea cubeba*, Profile of Mood States



FACTORS RELATED TO MENTAL HEALTH LITERACY AMONG COLLEGE STUDENTS

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Abstract

Background: Mental health, as a term, encompasses emotional, psychological, and social well-being, with mental illnesses potentially leading to adverse and deleterious effects not only on individuals but also on the broader social economy. Nonetheless, the prevalence of mental health disorders has been on the rise globally. Mental Health Literacy (MHL) refers to knowledge and beliefs held by people about mental illnesses that aid in their recognition, management, or prevention, thus playing a crucial role in individuals seeking help from healthcare institutions.

Objective: This cross-sectional study aims to investigate factors associated with MHL among nursing students in Yunnan province, China.

Methodology: A stratified random sampling approach will be employed in the recruitment of nursing students (N=619) from three universities in Yunnan province, the People's Republic of China. To analyze MHL and intended help-seeking, data collection will be completed in 2024 by utilizing three instruments: a demographic data form, the Mental Health Literacy Scale, as well as the General Help Seeking Questionnaire. Additionally, multiple linear regression analysis will be used to explore the determinants of MHL.

Results: Educational level, and socio-economic status are anticipated to positively correlate with MHL, whereas male gender and ethnic minority status are expected to show negative correlations. MHL showed a positive relationship with intended help-seeking. Besides, the results showed that nursing students in different cultural background may have very different opinion towards MHL.

Conclusion: The researchers encourage scholars in future to explore the factors influencing MHL in different countries, regions, and cultures, to improve MHL of college students by using different ways.

Keywords: Mental Health Literacy, Intended Help-Seeking, Nursing Students



HEALTH IMPACTS AND HEALTH PROMOTING BEHAVIORS AMONG PRESCHOOL CHILDREN ATTENDING ONLINE LEARNING DURING THE COVID-19 PANDEMIC

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Abstract

Background: The COVID-19 lockdown had a significant impact on education, leading to a notable development in online learning. Preschool children might consume more food and be less active.

Objectives: To examine health impacts of pre-school children, and to examine health promoting behaviors for pre-school children among parents of pre-school children studying online classes during COVID-19 crisis.

Methodology: The study encompassed 206 parents whose preschool children were enrolled in child development centers at Mueng District, Phitsanulok province. Two questionnaires were employed in the study: one health effects and the other on health management behaviors for pre-school children. The Cronbach's alpha coefficients for reliability were 0.81 and 0.98, respectively. Data were analyzed using frequency, percentage, mean, and standard deviation.

Results: The results revealed that health effects of pre-school children studying online classes included gaining more overweight than before studying online classes and having more weight than normal weight (76.2%), having a good level of development ($\bar{x} = 37.88$, S.D. 3.27), and having overall good level of physical health ($\bar{x} = 54.4$, S.D. 4.18). Overall, the health promoting behavior of pre-school children of parents was at a high level ($\bar{x} = 196.99$, S.D. 18.88).

Discussion: The findings indicated that it is important to prevent and manage overweight in preschool children learning online. Further research should explore a health program to prevent overweight among preschool children who are pursuing online learning.

Keywords: Pre-school children, Health promoting behavior, Online learning, COVID-19



HEALTH SPA SERVICES MODEL USING THAI WISDOM TO SUPPORT WELLNESS TOURISM

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Abstract

Background: Thai traditional medical knowledge is employed in health spa services by combining Thai culture and wisdom, including health spa elements such as image, taste, smell, sound, and touch, to establish the identity of health spa services in Thailand. However, no systematic study of the model and methods for using Thai wisdom in health spa services has been conducted.

Objectives: To study the model of health spa services using Thai wisdom science to support wellness tourism among spa managers or operators.

Methodology: Qualitative research was conducted through focus group discussions between February 2022 and January 2023. The open-ended questions were interviewed with 12 spa managers or operators, who were purposively selected from Chiang Mai and Krabi provinces. The participants were divided into small groups, six participants per group, The data were analyzed using qualitative content analysis.

Results: The finding of this study showed that the spa service model integrated the science of Thai traditional medicine, which was comprised of four elements, including earth, water, wind, and fire. These four elements also generated beliefs and function of the body. A spa service model was divided into six main categories: 1) Image referred to decorating buildings according to the color of the four elements, such as the fire element decorated in red. 2) Taste were beverages based on the four elements. For example, the wind element was a mixture of lemongrass juice and ginger juice. 3) Smell was using essential oils according to the four elements, such as the wind element, which was essential oils extracted from oranges and bergamot. 4) Sound music was created to balance the factors based on four elements. For instance, music from water element was suitable songs with romantic rhythms and melodies that were easy to listen to. 5) Touch was providing the massage program according to the four elements, such as the earth element, which was massages with relatively strong weights. 6) Health spa services included screening clients to divide services as the four elements followed their date of birth.

Conclusion: This health spa service model can be expanded as a health spa service to support wellness tourism. It establishes cooperation between the public and private sectors. Moreover, the results of this study can be commercially valuable, and create economic value in health tourism by utilizing knowledge of traditional Thai medicine for health promotion.

Keywords: Health spa service, Thai wisdom, Wellness tourism



NURSES' REFLECTIONS ON NURSING STUDENT VOLUNTEERS' PALLIATIVE CARE SERVICE FOR PATIENTS WHO ARE TERMINALLY III

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Abstract

Aim: To describe nurses' reflections on nursing student volunteers' palliative care service for patients who are terminally ill.

Design: A qualitative descriptive approach was applied.

Methods: In-depth interviews were undertaken in 2020 with 14 registered nurses having been involved in palliative care and the study of the 32 students' volunteerism. Data were analyzed using qualitative content analysis.

Results: The results emerged into one theme: 'It is a mutually beneficial situation, but it is a journey for all involved.' This main theme is abstracted from four sub-themes: benefits of the service, nurses' involvement, the volunteers'– roles and requirements, and the changes needed for the improvement of the service. Nursing student volunteers have provided essential complementary care to patients at their terminal life stage and the nurses are appreciative of the nursing students' contribution. More support to student volunteers and nurse mentors is required to maximize the effects of volunteerism in palliative care.

Keywords: palliative care, registered nurses, reflections, students, nursing, volunteers



PERCEPTIONS AND KNOWLEDGE OF ELDERLY CAREGIVERS IN THE COMMUNITY ON PREVENTION ELDERLY EMERGENCY ILLNESS

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Abstract

Background: Caregivers for the elderly are crucial in managing emergency illnesses among the elderly. A literature review on the perceptions and knowledge of elderly caregivers regarding emergency illness prevention revealed a dearth of information.

Objectives: To study the perceptions and knowledge of community-based caregivers for elderly people regarding preventing emergency illnesses of the elderly.

Methodology: This qualitative descriptive study was conducted in Maechai District, Phayao Province, Thailand, from February to March 2024. The sample was caregivers for the elderly in the community, including both village caregivers and village health volunteers. The sample was selected using purposive sampling. A total of 10 participants were interviewed in-depth using a structured interview guideline regarding perceptions and knowledge. Notes were taken, and interviews were recorded and transcribed verbatim. Data were analyzed using thematic analysis.

Results: The study identified two key issues: first, the caregivers for the elderly had unclear perceptions of the symptoms of emergency illnesses in the elderly, and second, they lacked knowledge on how to prevent these illnesses.

Discussion: The findings indicated that caregivers for the elderly have unclear perceptions and insufficient knowledge about preventing elderly emergency illnesses. Therefore, it is recommended that relevant organizations and health professionals in the community develop projects and activities to enhance understanding of emergency illness symptoms in the elderly and provide necessary knowledge for prevention. Further studies should investigate additional variables related to preventing emergency illnesses in the elderly.

Keywords: Elderly caregivers in the community, Perceptions, Knowledge, Prevention of emergency illness in the elderly



PERSISTENCE OF LONG COVID AFTER THREE MONTHS AND ITS PHYSICAL AND MENTAL RISKS AMONG COVID-19 SURVIVORS REGISTERED AT A SECONDARY-LEVEL HOSPITAL IN CENTRAL THAILAND

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Abstract

Background: Clinical sequelae of COVID-19 survivors or Long COVID is one of biggest challenges for healthcare professionals taking care of them.

Objective: This study aims to explore factors associated with Long COVID.

Methodology: The sample was 268 survivors who received service at a secondary-level hospital in central Thailand from December 2022 to January 2023 were recruited into the study. Data was obtained from medical records and telephone using three questionnaires to measure loneliness, stigma, and Long COVID. To determine the associations between reported clinical sequelae and selected factors, Chi-square was used.

Results: Among the 268 COVID-19 survivors, 167 (62.31%) reported having clinical sequelae. Symptoms often reported were fatigue (44.8%), memory loss (26.1%), tachypnea after activity (23.9%), joint pain (22.4%), and sleep disorder (22.4%). Factors significantly associated with long COVID ($p < 0.05$) were 1) male gender, 2) $BMI \geq 25 \text{ kg/m}^2$, 3) Charlson Comorbidity Index (CCI) > 4 , 4) having severe disease of COVID-19, 5) receiving antiviral drugs, 6) requiring oxygen 6) high scores for loneliness and 7) high scores for stigma.

Conclusion: Our data provides insight into the long-term effects of COVID-19 and the factors involved in the long COVID symptoms was gender, BMI, comorbidity, severity of initial COVID-19, and mental health issues related to the occurrence of long-term COVID-19 symptoms. Nurses and healthcare professionals taking care of this group of patients should be aware of these factors and use them to determine whether an individual is at risk of long-term COVID-19 symptoms. Nursing practice guidelines for long-term COVID-19 symptoms often reported, should be developed.

Keywords: Clinical sequelae of COVID-19, COVID-19 survivors, Factors associated with Long COVID, Long COVID



SOCIAL RETURN ON INVESTMENT OF “CHOMBUENG MARATHON YEAR 2563”

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Abstract

Background: Chombueng Marathon, Rachaburi Province, has been a well-known running event in Thailand. Social return on investment (SROI) is a method to measure the impacts of the program in terms of social, economic, and environmental values.

Objective: The aim of this study was to assess SROI of Chombueng Marathon Year 2563

Method: The researchers used an analysis process of SROI consists of 6 steps as follows: identifying stakeholders, mapping outcomes, measuring, and valuing outcomes, establishing impact, calculating SROI, and writing report (Davies, Taylor, Ramchandani, & Christy, 2016). Participants included stakeholders from the public, the private, and social sectors who were 7 event organizers, 104 accommodation, restaurant, and store operators, 11 community volunteers, 15 persons from public and educational institutions, and 13 runners, resulting in totally 150 participants. Instruments included semi structured questions regarding social, economic, and environmental impacts of Chombueng Marathon Year 2563. Content analysis was conducted.

Results: the findings revealed that A ratio of social return was 22.54 to 1 Baht invested by using 3.5% discount rate. The total outcomes were 144,113,735.63 Baht dividing into 18,046,018.05 Baht for economic outcome, 123,874,561.57 Baht for social outcome, and 2,193,156.00 Baht for environmental outcome.

Discussion: Social outcomes from the running event included increased health, quality of life, province's reputation, and confidence. They are beneficial for people in their communities as well as tourism. They are also concretely valuable for economy, society, and environment.

Keywords: Social return on investment, Running event, Chombueng Marathon Year 2020



THE ASSOCIATION BETWEEN BODY MASS INDEX WITH BLOOD PRESSURE, THE LIPID PROFILE AND FASTING PLASMA GLUCOSE AMONG PRE-AGING WITH OVERWEIGHT

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Abstract

Background: A literature review revealed a limited number of studies investigating the relationships between Body Mass Index (BMI) and blood pressure, lipid profile, and fasting plasma glucose among pre-aging individuals who are overweight.

Objectives: To investigate the relationship between BMI and blood pressure, lipid profile, and fasting plasma glucose among individuals who are pre-aging and overweight.

Methodology: This study is a cross-sectional analysis conducted in February 2024 in Mueang Lamphun District, Lamphun Province, Thailand. The population of interest consists of pre-aging individuals with a BMI of 23 kg/m² or higher who are not suffering from chronic diseases requiring medication. The sample size consists of 138 participants. Data collection included: 1) general demographic data, 2) BMI measurements, 3) blood pressure readings, and 4) blood samples. Data analysis was performed using the SPSS software.

Results: The study sample had an average age of 53.55 ± 3.76 years, with the majority being female (67.39%). It was found that BMI has a very low, positive correlation with diastolic blood pressure (R = .209) and triglycerides (R = .187) with statistical significance.

Discussion: BMI has been found to have statistically significant relationships with diastolic blood pressure and triglycerides. This finding indicates that the pre-aging group who are overweight is at a higher risk for health issues such as hypertension and dyslipidemia. Consequently, strategies for weight reduction and prevention of chronic diseases related to obesity should be developed for this group, as well as preparations for the various conditions associated with aging in the future.

Keywords: Body Mass Index, Blood Pressure, Lipid Profile, Fasting Plasma Glucose



THE DEVELOPMENT OF SPA TOURISM STRATEGIES FOR QUALIFIED WELLNESS TOURISM DESTINATION IN CORONA VIRUS-2019 PANDEMIC SITUATION

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Abstract

Background: Spa is considered a wellness tourism that can produce high economic value for the country.

Purpose: This study aims to analyze the situations and define strategies for spa tourism.

Methodology: The samples were 12 experts who are president of spa association, spa entrepreneurs, academicians, and 113 association representatives. The data were collected with the use of a form for recording of events and guidelines of questions for in-depth interview. Data were analyzed by using content analysis.

Results: The results revealed that the strong points are the Thai unity and identity, internationally recognized service standard, beautiful scenery, attractive price, and format, and high-quality raw materials. The weak points include the lack of the body of certifying knowledge, the number of spa products that meet the standard, readiness of entrepreneurs, efficiency of the data system and public relations, and ability to speak English of spa therapists. The opportunities are the policy to promote health tourism, advanced communication technology, tourists' interest in health care, the number of businesses associated with spa, and vaccination development. The threats are the expenses and tourists' decision to travel, the need for safety in using spa services, and the slow recovery of international airline service companies.

Conclusion: The results of an analysis of the strength, weakness, opportunity, and threat revealed 2 strategies of spa tourism which are the restoration of spa business to maintain the business sustainability and the upgrading of competitive capability of Thai spa business to the global level. The results of this study can be applied for formulation of strategic and operational plans for spa business to enable Thailand to be the quality wellness tourism destination.

Keywords: social return on investment, spa tourism, Chombueng Marathon Year 2020



THE EFFECTS OF A SECONDHAND SMOKE SELF-PREVENTION PROGRAM ON SELF-EFFICACY AND SELF-PREVENTION BEHAVIOR OF PREGNANT WOMEN WITH SMOKING FAMILY MEMBERS

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Abstract

Background: Pregnant women living with family members who smoke are more likely to be exposed to secondhand smoke (SHS), which can have a negative impact on their pregnancy. Prevention of secondhand smoke is therefore crucial. The social cognitive theory (SCT) highlights the mutual link between individuals and their environments, giving a potential framework for developing an intervention for sustainable behavioral change.

Objectives: This study aimed to investigate the effects of the SHS self-prevention program on increasing self-efficacy for SHS prevention and SHS self-prevention behavior of pregnant women with family members who smoke.

Methodology: This was a one-group pretest-posttest study. The participants were 30 purposively selected pregnant women with no more than 16 weeks gestational age who lived with a family member who smokes in a province in central Thailand. They received the 8-week SHS self-prevention program developed based on SCT. Data were collected using demographic data forms for pregnant women, self-efficacy for SHS prevention, and SHS self-prevention behavior questionnaires. Data were analyzed using descriptive statistics and paired t-tests.

Results: The scores of self-efficacy for SHS prevention and SHS self-prevention behavior after the program ($\bar{x} = 69.07$, $SD = 5.91$; $\bar{x} = 1.55$, $SD = 0.28$, respectively) were higher than before the program ($\bar{x} = 55.17$, $SD = 9.64$; $\bar{x} = 1.32$, $SD = 0.32$, respectively). The self-efficacy scores for SHS prevention and SHS self-prevention behavior before and after the program were different with statistical significance ($t = 7.966$, $p < .001$; $t = 3.074$, $p = .005$, respectively).

Discussion: The SCT-based SHS self-prevention program was effective in promoting pregnant women's self-efficacy for SHS prevention and SHS self-prevention behavior. Health professionals can apply the program and incorporate it into routine care to increase awareness of the harms of SHS and confidence in preventing SHS exposures among pregnant women.

Keywords: Secondhand smoke, Self-efficacy, Self-prevention behavior, Pregnant women



Z-SIZE LADIES: UTILIZING 3D MODELING FOR DIETARY BEHAVIOR CHANGE AND WEIHT CONTROL IN PREGNANCY

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Abstract

Background: The "Z-size ladies" program was a 3D model used as a tool for understanding and managing weight gain during pregnancy, which influenced dietary behavior change. Excessive weight gain is a common problem among pregnant women caused by lacking awareness and motivation.

Objectives & methodology: A descriptive review aimed to examine the utility of the Z-size ladies' program to motivate dietary behavioral change for weight control in 30 pregnant women purposively selected with inclusion and exclusion criteria. Data were collected using a semi-structured questionnaire, followed by a survey questionnaire. Data were reported using frequency, mean, standard deviation, and opinion description.

Results: The program effectively motivated weight control by providing clear visual representations of body size changes. Its accessibility allowed for independent usage beyond hospital setting. The program was more effective when combined with dietary education, acting as a reminder of physical changes associated with weight gain, with 17% of pregnant women reporting a high level of opinion that the program could increase motivation and support dietary behavior change for controlling weight gain (x 4.03, S.D. 0.67; x 4.23, S.D. 0.63, respectively), and 20% reporting high satisfaction with the program (x 3.73, S.D. 0.52).

Conclusion: Further research should develop this program in a Thai version and present maternal and fetal weight, along with information on weight control diet and food to increase fetal weight. Finally, program will be implemented as a part of a larger intervention for dietary behavior change and weight control in 96 pregnant women.

Keywords: Z-size ladies, weight control, pregnant women