

CHAPTER V

PRESENTATION

This study deals with the issue of Persuasive Campaign to Reduce Aedes Mosquito Larvae for Preventing Dengue Haemorrhagic Fever in Tha Yai Village in Ratchaburi Province , Thailand. It was presented for the final examination on 8th May 2002.

The power-point program was prepared and used for the presentation. The content of the presentation is shown in the given presentation handout below, in the sequence as shown to the examination committee.

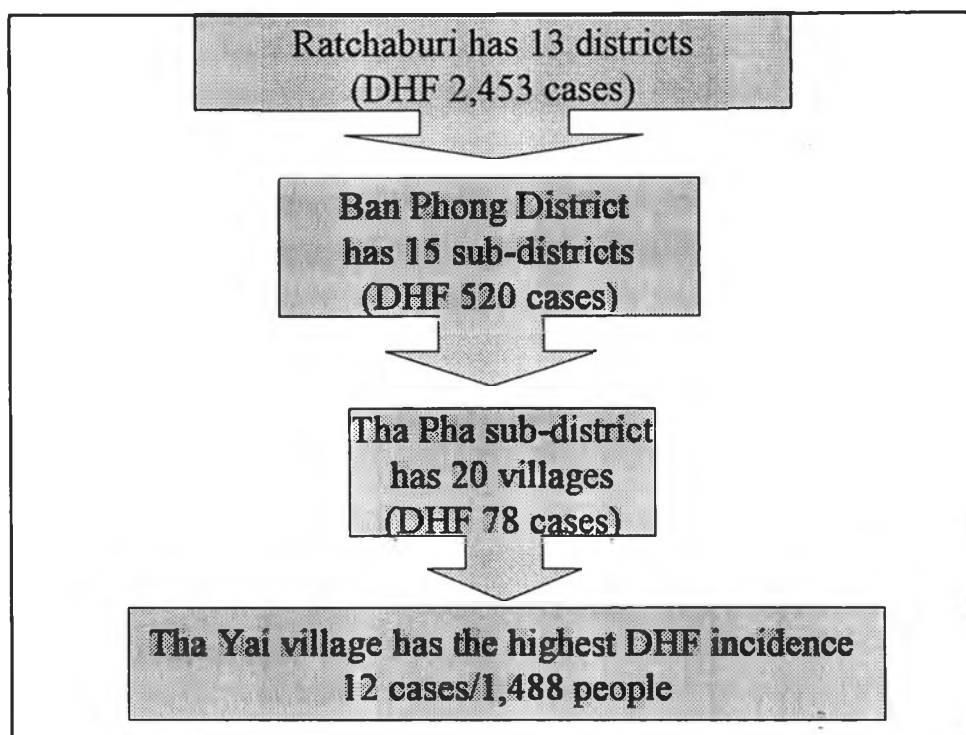
Persuasive Campaign to Reduce Aedes Mosquito Larvae for Preventing Dengue Haemorrhagic Fever in Tha Yai Village, Ratchaburi Province Thailand

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8 May 2001



Background

- Dengue Haemorrhagic Fever (DHF) is the first priority surveillance disease in Ratchaburi Province because the incidence has continued increase for more than two years since 2000.
(MOPH, Thailand)
- In 2000, there were 1,372 cases or morbidity rate/1,000,000 population = 167.74.
- In 2001, there were 2,453 cases or morbidity rate/1,000,000 population= 316.95.



DHF problem in Tha Yai village

- (1) The Tha Pha health staff found that DHF incidence cannot be decreased because:
- The villagers fail to get rid of larvae in their containers even though villagers know how to practice.
 - The villagers do not help themselves and wait for health staff.

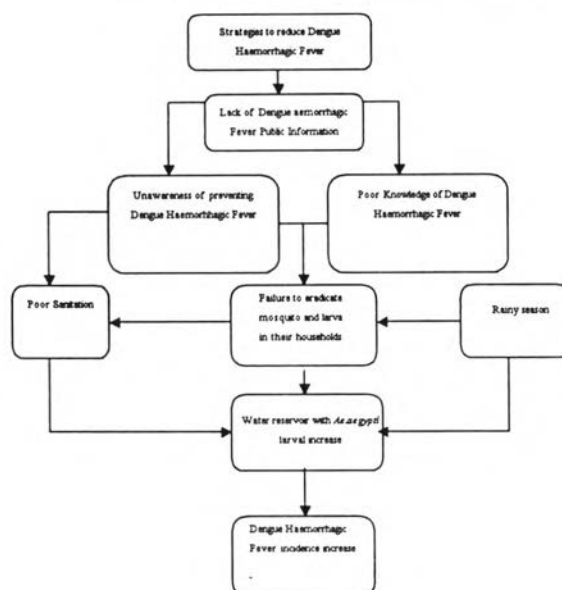
(2) From data exercise, I found that

- the containers that infest with Aedes larvae in Tha Yai village are at the high risk level of DHF occurrence.
- people need to have self-reliant to prevent DHF in their village.
- it is essential to sustain people's habit in reducing breeding sources.

The Proposed Project

- Persuasive Campaign is proposed to reduce Aedes mosquitoes in Tha Yai village which has the highest DHF incidence.
- The main tactic is to persuade villagers in cleaning-up water in their households once a week.
- This is the best and cheapest approach to get rid of Aedes larvae because the larvae life-cycle is about 7 days before becoming mosquitoes.

Conceptual Framework of causes of DHF and strategies to reduce DHF.



The main feature of the project

- Use Topknot boy or “Hua Chuck” as a symbolic of getting rid of mosquitoes larvae.
- Use motivational message and visualization associate with comprehension in preventing DHF in cleaning-up water once a week.
- Conduct supported activities to strengthen “Just a weekly campaign.”

Just a weekly campaign's objective

- (1) To raise awareness in source reduction of *Ae. aegypti* breeding sites.
- (2) To increase action to reduce the number of mosquitoes and of larval breeding sources.
- (3) To reduce percentage of indices that infest with *Ae. aegypti* larvae and/or pupae from the present rate:

House Index from	73	to	35
Containers index from	15	to	7
Breteau index from	200	to	50

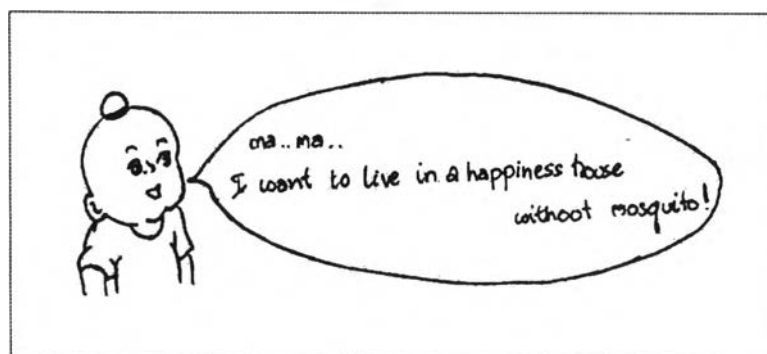
Product development plan for Just a weekly clean-up campaign in Tha Yai Village

Information format	Distribution sites In Tha Yai	Target group/audience	Activities (type of presentation)
1. Poster	- Central points in Tha Yai village	Parents and caretakers	Health Fair in Tha Pha Temple Happiness house contest
2. Colour cartoon book	- Tha Pha School	Primary school children	School Fair painting contest Exhibition contest
3. Sticker	- Tha Pha School	Primary school children	Health lesson distributed by teachers
4. Mobile speech	- Every street	All people in Tha Yai village	Public Announcement Message contest

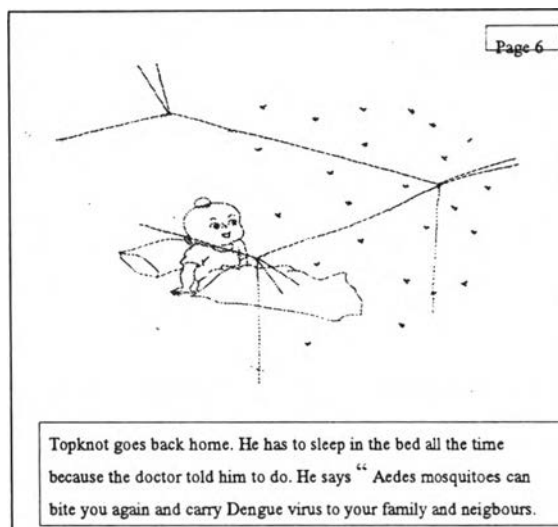
Poster



Sticker



Colour Cartoon Book



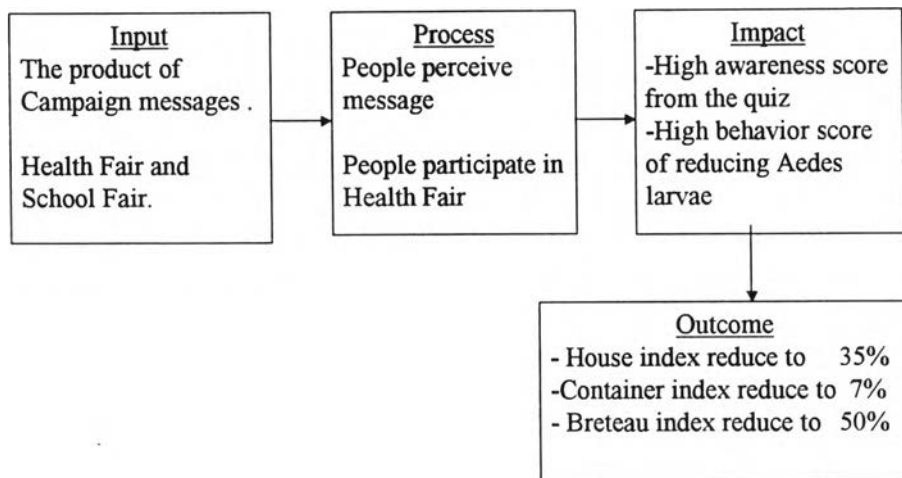
Topknot goes back home. He has to sleep in the bed all the time because the doctor told him to do. He says "Aedes mosquitoes can bite you again and carry Dengue virus to your family and neighbours."

Message 3 (Topknot sound)

How is everyone!....I am helping my mum and dad to clean-up the containers. How about you? I know some of you are feeding fish with the larvae from your container but don't forget to take the pupae away, get rid of them before they become mosquitoes.

" you know the danger of striped mosquito... don't leave the pupae in your container, take a look every 2 or 3 days and get rid of them....."

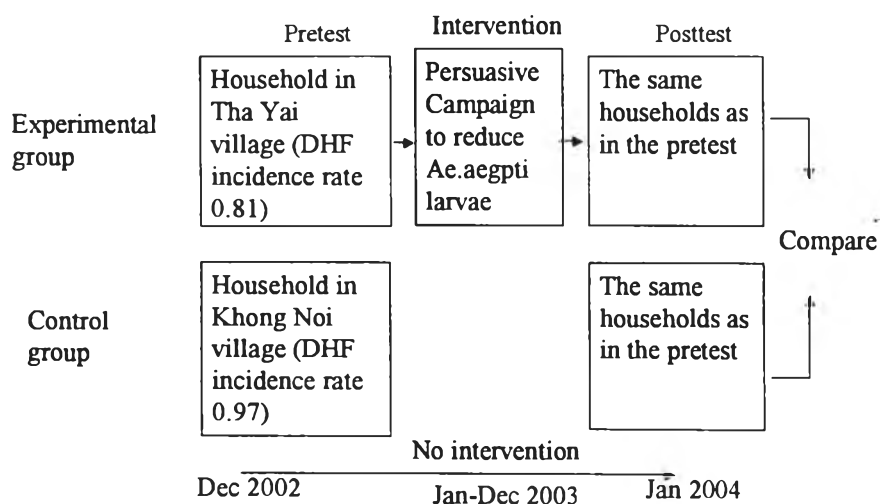
The input-process- impact and outcome of the persuasive campaign



Evaluation the campaign

Evaluation question: *Are Ae.aegypti indices satisfactory?*

Quasi-experimentation: *Before-and-After Design with a control group*



Data Exercise
Tha Yai Village Survey



***Ae. aegypti* larval infestation and
perception, knowledge, awareness and
behaviour of preventing
Dengue Haemorrhagic Fever**

Objective of data exercise

- To collect the information that related to perception, knowledge, awareness and behavior of DHF of Tha Yai residents.
- To test larval survey form and determine the Aedes infestation for use as a measuring guideline in pretest of Persuasive Campaign Project.
- To test the quality of questionnaire guidelines in term of wording, sequence understanding of people etc. for use
- in the evaluation of the Persuasive Campaign Project.

Study design

Cross-sectional design descriptive study

Data Collection

The data collection was done in the field during 24-29 March 2002.

Both quantitative and qualitative data collection techniques are use. The instruments were:

1. Face-to-face (interviewed) questionnaire
2. *Ae.aegypti* larval survey
3. Focus group discussion
4. Observation

The data collection team comprised of the investigator and 2 residents of the Tha Pha sub-district who are familiar with the area.

Sampling technique for quantitative survey

Face-to-face (interviewed) questionnaire and *Ae.aegypti* larval survey

Cluster random sampling is modified by circling the pen and wait until it stop. Any head and tail direction that the pen points to, the surveyor team go to interview.

Four group of households in Tha Yai are sampled.

Sampling technique for qualitative survey

Focus group discussion

The purposive technique is used because the health volunteers are acted as the key informants.

The information needs is the experience in working with people of Tha Yai village that concerned with dengue haemorrhagic fever prevention.

Discussion

Dengue Haemorrhagic Fever knowledge's are provided to people by health volunteers, health officials and municipal officials but not by public announcement.

The *Ae.aegypti* larval survey is made in March which is the dry season and the numbers of indices are high. The percentage of HI = 73.33 , CI = 15.23 and number of positive containers/ 100 households or BI = 200.

People prefer to put abate sand in their water containers, These kind of behavior will waste government money because the abate sand is very expensive.

Lesson Learned

Cleaning-up water once a week behavior is a key point to promote because abates sand is expensive that cost 200 Baht- per kilogram.

The message in the campaign will create to convince the people in getting rid of pupae after they take the larvae for selling or feeding the fish.



*Thank you very much
for your kind attention*