

## C442241 : MAJOR AUDIO-VISUAL COMMUNICATIONS

KEY WORD: STATE/ VILLAGE PUBLIC ANNOUNCEMENT/ PRIMARY HEALTH CARE/ NORTH-EASTERN

SOMPORN PORNCHAN : STATE, NEEDS AND PROBLEMS CONCERNING VILLAGE PUBLIC ANNOUNCEMENT IN DISSEMINATING PRIMARY HEALTH CARE KNOWLEDGE IN THE NORTHEASTERN REGION. THESIS ADVISOR: ASST.PROF. ONJAREE NATAKUATOONG, Ph.D. 127 pp. ISBN 974-583-703-2.

The purpose of this research was to study state, needs and problems of village public announcement in disseminating primary health care knowledge in the northeastern region. The sample was comprised of 12 village public announcement, 120 local people and 35 village public announcement officers. The constructed interview was designed for this study. The data were analyzed using percentage, mean and standard deviation.

The findings were as follow:

1. Village public announcement building was a single pole tower located at Kumnun's house and at the temple. There was a committee served 4 to 6 different functions. The available equipments included power amplifiers, radio and tape players, microphones and magnetic tapes.

2. The responsibility of each officer based on broadcasting time table. There was co-operation with health care personnel concerning epidemic. Media used the most were magnetic tape presented health care knowledge in folk song style produced by government. Budget collected from Kathin and Bhapa Ceremony. The villagers were participated in the follow-up study.

3. Village public announcement was highly presented 3 topics of primary health care knowledge.

4. The most wanted broadcasting time was in the morning and each program lasted for 15-30 minutes with intermission of Thai folk song. Male announcers speaking local language and hospital and health care personnel as guest speakers were the most preferred. Eleven topics of primary health care knowledge were needed. The activity follow-up study should be conducted each month.

5. Obtaining information for broadcasting, insufficient supporting media and lack of officers in charge of broadcasting from time to time were the problems of village public announcement.