

Independent Study Title: The Diffusion and Adoption of Oral Rehydration

Salts by Karen Mothers for Treatment of
Diarrhoeal Diseases Among Children Under Five
Years: A Case Study of Ban Khun Puai, Tambon
Mae Win, King Amphoe Mae Wang, Changwat Chiang Mai

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Abstract

This study, "The Diffusion and Adoption of Oral Rehydration Salts by Karen Mothers for Treatment of Diarrhoeal Diseases Among Children Under Five Years: A Case Study of Ban Khun Puai, Tambon Mae Win, King Amphoe Mae Wang, Changwat Chiang Mai" was conducted for the purpose of 1) studying the pattern and diffusion process for oral rehydration salts of Karen mothers, and 2) how various factors such as socio-economics, the role of organized diffusion, and change agents, have contributed to adoption of oral rehydration salts by Karen mothers for treating diarrhoeal diseases.

The field survey method was used in this study. The unit of analysis was all mothers who have only one child under five years old. Descriptive statistics and multiple regression analysis were also used in this study.

This study found that the diffusion pattern of oral rehydration salts was by a face-to-face basis. Important change agents were public health officers. Others were relatives, neighbors and border police. Barriers to diffusion were twofold: 1) physical barriers to accessibility, such as mountainous topography, long distances and inadequate transportation, and 2) cultural barriers such as beliefs about disease causes and severity, language and literacy.

Factors which related positively to oral rehydration salts adoption included household income and contact with outside diffusion agents. Negative factors included the number of labours in the household and the age of mothers.