

The purpose of the research was to study the opinions of Meahongson public health officers on health media produced by the Department of Health. Five types of health media used in this study were folders, posters, flipcharts, tapes and videotapes. The subjects were 89 Meahongson public health officers. Questionnaires were analyzed by using frequency, percentage, mean, standard deviation and descriptive analysis. The result of this was summarized as follows:

The printed media was mostly used by public health officers to present information on public health. The reason for using printed media was its convenience for utilizing and carrying along. Especially posters were the most popular media among target audience. Flipcharts were the most appropriate media for information presenting because they contained complete information. Folders are the media type the subject found easy to produce by themselves. Meanwhile, tapes and videotapes had some limitations such as a limit number of tapes and equipment, no electricity in certain areas.

However, most of the subjects agreed that health media produced by the Department of Health had good quality. Most of health media was appropriate for people in the city or central part of the country. Hence, where health media was used in Maehongson province which was different in landscape, population, language and tradition than these in the city, some limitations were found in terms of the effectiveness in information presenting.

The subjects suggested that the Department of Health should therefore have analyzed the demographic data about the area first in order to use the data for media design and development. Especially, for formal, graphic and languages. In addition, public health officers should have been trained to develop media by themselves because they were the ones who understand well the problems and the needs of the people in the area.