

Abstract

The objective of this study is to evaluate the “Malaria” prevention both pre- and post- knowledge and behavior how the campaign or advertisement sources affect to change of involving people in this project. “Tha Sae” district in Chumphon province is area of this study. Descriptive research and questionnaire were used to be the evaluation method and to be collection data method together with statistical values such as average and percentage. The 115 people, who were chosen to join this project in May 2551, locally live in two regions of Tha Sae district: Moo 9 of Hong Chareon region and Moo 15 of Tha Kam.

The result found that signs, posters and bags that composed of type, picture, color and text, are effective to Malaria preventive behavior in high level. Most of the people behavior (95.7%) conduct by sleeping in the chemical coated net while least of the people behavior (69.6%) conduct by anointing the mosquito repellent before going outside. The query was conducted more on samples and found that the percent of mosquito repellent usage is not so much because mosquito repellent is not available, glutinous and expensive. As the result of Ketsanee (2551), the sleeping in net behavior of 98% samples have decreased 3.7% that may be caused from decreasing of people awareness. Although the result showed the decreasing trend, it is still in limited aspect of WHO (World Health Organization). The WHO pronounces that sleeping in net is the effective way to prevent Malaria at least 80%. Ketsanee (2551) also found that the increasing percentage of behavior of anointing the mosquito repellent is 58% that may be caused from better understating of people.

The behavior of wearing the sleeve shirt and trousers during the night time that was assigned for selected samples was found 67.8% while data of pre-evaluation was not available. The result of query survey for this behavior found that due to the hot condition of Chumphon, this behavior might make the samples uncomfortable and annoyed especially rubber planter.

Finally, this study recommends the results of evaluation should be compared between pre- and post- campaigning and then developing the results for next study. The advertisement production for study area implementation should be continuously controlled and followed to correct it appropriate. The personal communication is one of effective sources therefore the leveling up of people skill and knowledge and expanding the supports such as number of mosquito repellent, net and knowledge lecturing officer are a must and should be conducted.