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PARANATH SUKSUTH : FOOD CONSUMPTION BEHAVIOR RELATED
TO IODINE DEFICIENCY DISORDERS : A STUDY IN THE COMMUNITY IN
CHIANGRAI PROVINCE. THESIS ADVISOR : BENCHA YODDUMNERN ATTIG,
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This study is developed to investigate the food consumption behavior of people in a community in Chiangrai province, Thailand. The project concentrates on behavior of iodine-containing-food consumption to understand the relationship between people's food taking behavior and iodine deficiency disorders (IDD) which is one of the health problems in this community. Data were gathered through anthropological methods and approach for three months. The results indicate that this community has its own patterns of food taking behavior. Although 'modern culture' such as eating out and 'modern food products' such as instant food had some effects on their eating behavior, traditional food consumption culture 'Lanna food' are still dominant. This community obtains varieties of foodstuffs from natural resources, agriculture, markets, groceries and neighbourhood. People have received the information about iodine deficiency disorders from health care providers, health volunteers, school teachers, and mass media. They therefore have the knowledge of curing and preventing the syndrome especially for children and pregnancies. Salt is a daily and essential food additive within cuisines. Iodine-salt is easily accepted. However, seafood is still an uncommon iodine resource because of its high price, unfamiliar taste, cooking methods, contamination and availability. Fish sauce and 'Pla-ra', salt preserved fish, are commonly used as food additive in this community. These might be used as a new channels for adding iodine for people.