

Thesis Title The Study of Strategies of Measles Immunization
Practice for Children Age 9-12 Months,
Non-Municipal Areas of Amphoe Muang, Phetchburi
Province.

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ABSTRACT

At present, the measles immunization coverage in Thailand is quite far below from 90 percent target, even though measles immunization service has been carried out for children aged 9-12 months since 1984. The budget year 1987 report of Phetchburi province showed that the measles immunization coverage was only 27.5 percent. Thus, this study was aimed mainly to find out an appropriate strategy for motivating mothers to bring their children to get measles immunization. Three existing groups of people in the village namely, village health volunteers (VHVs), model mothers and housewives were trained to give advice, to encourage and to follow up the mothers about the measles immunization of their children. The samples, all 177 children, aged 3-12 months living in 8 tambons(sub-districts) outside Phetchburi

Metropolis, were divided into three groups. They were 63, 49 and 65 children under the responsibility of the VHVs, the model mothers and the housewives respectively.

After 6 months program implemented by three volunteer groups, the results showed that the measles immunization coverage of the target groups in 8 study tambons was significantly higher than measles immunization coverage before the program implementation ($p < 0.001$, $p = 0.0322$ and $p < 0.001$ for the VHVs, the model mothers and the housewives respectively). The ratio of increasing in immunization coverage among the housewives, the VHVs and the model mothers was 2.2 : 2 : 1. The increasing in immunization coverage by the housewives and VHVs were significantly different from the model mother ($p = 0.0192$ and $p = 0.0301$ respectively)

From this study it is expected that, it will be useful for tambon health officers to utilize the existing volunteer groups in the community to increase measles immunization coverage.