

Thesis Title An Application of Direct Sale Marketing Strategy to the Prevention of
Liver Fluke Among Housewives in Wapi Pathum District,
Mahasarakham Province.

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ABSTRACT

Liver fluke is the one of major public health problems in Northeast Thailand. It has been known as the cause of cholangiocarcinoma and deaths which will affect economic, social and physical health conditions of labor-age people. Since 1981, it has been found that the liver fluke infection rate has not yet been specified in the target. This is due to the people's food habit of eating improperly cooked or raw fish. In order to solve the mentioned problems, this research applied the direct sale marketing strategy for the prevention of liver fluke among housewives in Wapi Pathum District Mahasarakham province. Health education activities were organized based on the direct sale strategy in the single stage, pattern of beliefs in health, knowledge-giving, attitudes, and motivation approach.

This study was a semi - experimental study, conducted from November 1996 to February 1997. The sample consisted of 86 housewives aged 15-60 years, divided into one experimental group of 40 subjects and one comparison group of 46 subjects. The experimental group was given health education program with an application of direct sale marketing strategy comprising the training of 8 leaders of housewives acting as representatives in extending the network of knowledge, access to risk opportunity, access to violence, and access to advantages of the prevention of liver fluke to all the members of housewives' group in the village. Knowledge was given door-to-door to each individual four times in continuity. Explanations were given

accompanying turn-over pictures, demonstration, practices and participation in campaigning for preventing liver fluke of all the members of housewives' group in the village. The party plan included mobile exhibitions, parade campaigns, cooking contests, saying soi (poetical intention in a Mohlam) contests on the abstinence of eating raw fish, Soeng dancing and Mohlam sing (Isan singing style) to prevent liver fluke, distribution of documents and pamphlets, and continuous urges of housewives twice a week for four weeks (8 times).

Data were collected by using an interview for recording answers, observations, and results of stool examination. Data were collected before the experiment, after the first experiment, and after the second experiment in order to stimulate and follow up the actions in the prevention of liver fluke continuously and consistently.

Data were analyzed by the use of the SPSS program calculating percentage, mean, standard deviation, paired t-test, t-test, and Pearson Product Moment Correlation Coefficient.

Results obtained are as follows. After the experiment, the experimental group was statistical significantly possessive of knowledge about preventing liver fluke, perceived benefits of prevention of liver fluke, health behavior in food cooking, consuming of well cooked fish, correct disposal of waste raw fish, excreta disposal in sanitary latrine, and taking the stool for examination of liver fluke eggs than those before the experiment. After 4 weeks of the experiment, the experimental group was statistical significantly possessive of knowledge about health behavior in food cooking, consuming of well cooked fish, correct disposal of waste raw fish excreta disposal in sanitary latrine and taking the stool for examination of liver fluke eggs than those before the second experiment.

An application of direct sale marketing strategy to the prevention of liver fluke is, therefore, a good strategy in promoting the prevention of liver fluke because it can increase the subjects' knowledge about liver fluke prevention, perceived susceptibility and perceived severity of liver fluke, perceived benefits of liver fluke prevention and health practice for preventing themselves from liver fluke infection using housewives as leaders to change the behavior. Since housewives are highly responsible persons in households and live in the community all the time, they are therefore able to sustainingly promote this liver fluke prevention behavior very well. As the consequence, this direct sale concept should receive attention and be implemented in other woman health development programs.