Cultural Factors Related to Hookworm Thesis Title Disease in Southern Thailand : Case Study in Ban Si Yak Wat Not, Moo 5, Tambon Phothong, Ampher Thasala, Nakhonsithammarat Province, Narong Ardsmiti Name 64 F.A. Master of Arts (Cultural Study) Degree Thesis Supervisory Committee Phaiboon Duangchan, M.A.

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Date of Graduation

ABSTARCT

Nakhonsithammarat is a province in southern Thailand where the tropical cilmate frequently contributes to an epidemic of tropical disease such as hookworm infestation. This field study research was conducted in a small village named "Ban Si Yak Wat Not" located at Moo5, Tambon Phothong, Ampher Thasala, Nakhonsithammarat during the rainy and summer season of the year 1990. Using the qualitative method of study, the researcher spent over 6 months living with the villagers to observe in prevention and treatment of hookworm disease.

It was found that over 63 % of household did not have a lavatory buit in their home but would defecate on the ground in the nearby forest. Authough 37 % of houses had buit a home lavatory, most of older villages and the children still wanted to use the forest area for their toileting needs. Many of the village people preferred walking barefoot in the wet dirt all year round. This behavior provided the hookworm larva an opportunity to penetrate through the skin into the human body.

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Because most villagers do not understand about hookworm disease, they often think hookworm is a kind of normal flora living within the average person and therfore, hookworm infestation is not a serious medical condition to be cured. Moreover, since it is very common, most people with hookworm do not receive treatment for it.

The campaign run by the Disease Control Agency (Public Health) was not successful due to it's failure to convince the villagers to participate in the disease control program by learing proper toileting habits and by wearing shoes.

It is suggested that for this campaign to be successful, villagers should be informaed directly by the health care professional about the use of proper health care practices so they will learn more about the transmission of this disease and change their health behavior in future.