

**PERSUASIVE CAMPAIGN TO REDUCE AEDES MOSQUITO
LARVAE FOR PREVENTING DENGUE HAEMORRHAGIC
FEVER IN THA YAI VILLAGE, RATCHABURI PROVINCE,
THAILAND**



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ABSTRACT

In 2001, over thirteen thousand people in Thailand were infected with Dengue Haemorrhagic Fever. The number rose from eighteen thousand in the previous year. This high Dengue Haemorrhagic Fever incidence cases are the evidence that after the success of Dengue Fever Control Project in Honor of His Majesty the King of Thailand's 6th Cycle Birth celebration in 1999-2000, there was no continuity of the project during the following year.

The persuasive Campaign would be an effective intervention to solve this problem. The campaign aim to motivate self-reliance in the community of getting rid of mosquitoes larvae. The messages included (that create) in the persuasive campaign come from the information gained from the data exercise. For example, some houses feed larval as the fish food, even though get rid of pupae because the fish do not eat pupa. The message can be delivered to convince the people to get rid of pupae after they feed fish with larva. The information gained from data exercise can also be used in improving the questionnaire which will be used in the evaluation part of the proposed project.

This study is aimed to improve the situation of Dengue Haemorrhagic Fever in Thailand.