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TAWEESAK FAICHID: KNOWLEDGE, ATTITUDE AND PRACTICE REGARDING LIVER FLUKE INFESTATIA IN HILL TRIBE COMMUNITY: A STUDY AT BAN TONPEUNG, TUMBOL ROMYEN, CHIANG KHAM DISTRICT, PHAYAO PROVINCE, THAILAND. THESIS ADVISOR: ASSISTANT PROFESSOR NUNTAVRAN VICHIT-VADAKAN, MS., M.P.H., Dr. P.H., 97 pp. ISBN 974-9599-18-7

This research aimed to identify level of knowledge, level of attitude on liver fluke, practice of raw fresh-water fish consumption, practice of prevention and control, and association among level of knowledge, level of attitude and practice of raw fresher fish consumption of hill tribe people in Chiangkham district, Phayao province, Thailand. The sample group was tribal people (the Yao nationality) 15 – 55 years of age, totally 184 people from 84 households. Interview form was used for data collection as the team carried on face-to-face interview. Percentage, mean, standard deviation, and  $x^2$ -test for association analysis were used and the results were as follow.

- 1. Most of the sample group had moderate level of knowledge and level of attitude on liver fluke
  - 2. Most of the sample group, 73.40% eat or used to eat raw freshwater fish
- 3. Level of knowledge about liver fluke associated with practice of raw fish consumption insignificantly (P-Value = 0.2160)
- 4. Level of attitude on liver fluke associated with practice of raw fish consumption significantly (P-Value = 0.0450). The group with better attitude had less raw fish consumption practice than the group with poorer attitude

As a result, only knowledge provision to people is inadequate to reduce the raw fish consumption practice of the "Yao" hill tribe people. It needs an attitude change and correct belief to solve the problem of liver fluke incidence rate

Field of study Health Systems Development	Student's signature
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