

AVIAN INFLUENZA PROTECTION KNOWLEDGE, AWARENESS, AND BEHAVIORS IN A HIGH-RISK POPULATION IN SUPHAN BURI PROVINCE, THAILAND

Tavorn Maton¹, Piyarat Butraporn¹, Jaranit Kaewkangwal² and Wijitr Fungladda¹

¹Department of Social and Environmental Medicine, ²Department of Tropical Hygiene, Faculty of Tropical Medicine, Mahidol University, Bangkok, Thailand

Abstract. Avian influenza (AI) had outbreaks in Thailand from January 2004 to December 2005, which resulted in 22 human cases, and 14 deaths. Three confirmed cases were reported in Suphan Buri Province in 2004, one of whom died. A cross-sectional study aimed to investigate knowledge, attitudes, and practices about AI in Song Phi Nong District of Suphan Buri Province. Most of the respondents had moderate levels of knowledge. Most of their attitudes towards and practices of the prevention and control of AI were also appropriate. However, the peoples' knowledge about major signs and symptoms of AI was limited. The study suggested that those who had received information from media had better attitudes towards and practices of AI prevention and control, compared with those who had not received information from media. Therefore, the media played an important role in improving knowledge, attitudes, and behaviors; but for the better protection from AI, continuing health education will be necessary in Thailand.

Correspondence: Dr Piyarat Butraporn, Department of Social and Environmental Medicine, Faculty of Tropical Medicine, Mahidol University, 420/6 Ratchawithi Road, Bangkok 10400, Thailand.
E-mail: tmpbt@mahidol.ac.th