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was also evidence of selective strategic alliance between certain traditional practices and biomedicine; a relationship deeply embedded in shared religious beliefs and their seemingly compatible therapeutic objectives. It is concluded that, for the development of culturally-appropriate health policy, there is the need for a multifaceted understanding of the socio-cultural processes underpinning the relationships between different treatment modalities.

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THE DEVELOPMENT OF THE COMMUNICATION CONCEPTUAL MODEL OF DIARRHOEA PREVENTION CENTRAL HALMAHERA REGENCY IN NORTH MALUKU PROVINCE

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The study was to obtain profound information on knowledge, attitude, practice, and implementation of the communication conceptual model in the prevention of diarrhoea at Central Halmahera Regency in North Maluku Province. The study was conducted at the Weda Public Health Centre. The Study was qualitative. The data were collected from 8 focus group discussion, 12 informants from in-depth interview and observation. The study indicated that the community perception about the diarrhoea disease was a growth phenomenon of the child and for the adults. Diarrhoea was due to wrong diet and the consumption of fruits during the fruits season. As for the prevention, they realized to wash their hand before eating, drink clean and boiled water. For medical prevention, they used salt and sugar solution and eucalyptus oil to reduce the pain by rubbing it on the stomach. As for the communication model applied, the elements of communication are sources of message, media, and target without and feedback. Therefore, the development is on the combination of the wanted and needed communication by the community by perfecting the exiting communication such as the sources of communication/communicator, message, and media used.

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POSITIVE DEVIANCE PROMOTION IN NUTRITIONAL STATUS OF CHILDREN UNDER FIVE YEARS OLD OF POOR FAMILY IN KENDARI REGENCY

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The aim of the study was to analyze the profound positive deviance of the children under five years old of the poor family in Kendari regency. Based on data from Central Bureau of Statistics in 2002, there were 61.83% poor families. The largest proportion of poor family was in Kendari regency. The Study was qualitative. The data were collected from 30 children under five years old of the poor family in Kendari regency.

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COMMUNICATION MODEL ANALYSIS OF A-B-C CHAINS IN THE CARING BEHAVIOR OF CHILDREN UNDER TWO YEARS AT TERNATE, NORTH MALUKU PROVINCE, INDONESIA

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Communication model of A-B-C chains as one of basic approach methods to carried out appropriate information to the communities. This study aim is to analyze qualitatively family caring behavior toward children (6-24 months) old through communication model of A-B-C chains at Ternate, North Maluku Province, Indonesia. Qualitative method with triangulation strategies (FGD, in deep interview and observation) was used for gathering information from three different target groups (group of mothers, volunteer community health workers, and community leader and health care provider). The study result indicated that mothers have good knowledge in understanding on care behavior to their children but have not yet practicing properly especially caring for supplementary feeding and the ignorance toward symptom of children growth. There was still various concepts of child health and development, strong beliefs in the community as well which was related to the first aids for sick children and supplementary feeding was given. Community health workers (cadres) and health provider as agent of change in their communities have not ability to communicate the information properly. The communication model which was applied at the Integrated Health Post (Posyandu) is not encouraging mothers to their caring behavior. Based on those information, the application of health promotion strategy need to be applied through communication model of A-B-C chains with focused on Antecedent information to encourage mother to apply caring behavior properly, and Consequent as a support strategy for changing community behavior related to caring behavior on their children. Effective messages, type of media and simple language is basically needed to provide with communication model of A-B-C strategy.

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CORRELATES OF COMMUNITY NURSE'S ROLES IN PROMOTING BREASTFEEDING IN HEALTH CENTERS, NONTHABURI PROVINCE

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Breastfeeding is an important foundation of the children physical and psychological growth, it can promote all necessary immunity and brain cells. However, retrospective studies of breastfeeding rate in Thailand observed that in the 1990s Thailand, the rate of breastfeeding was 54%, but later on, the rate decreased to 23% in 2002. In this study, we aimed to correlate the community nurse's role for promoting breastfeeding in health centers, Nonthaburi province. The study was a cross-sectional study from December 2006 to November 2007. The study used the qualitative method of interviews to collect data from 16 community nurses. The main factors affecting the performance of community nurses were: (1) Poor knowledge of breastfeeding which led to mothers' poor global breastfeeding behavior. The community nurses need to be trained in breastfeeding and breastfeeding promotion strategies; (2) Mothers take care of their children and family; (3) Good cooperation and support from neighbors and families; (4) Good environmental sanitation of housing and the children are taken care of by their parents and families including cleanliness of their clothing. The positive deviance of children under five years old is a useful specific local innovation of the community. This should be included in planning and application of health promotion strategy to improve the nutritional status of the children under five years old of the other poor family in Kendari regency.