

**DEVELOPING INFORMATION, EDUCATION AND
COMMUNICATION STRATEGIES FOR THE PROMOTION
OF THE USE OF INSECTICIDE TREATED BED NETS
FOR MALARIA PREVENTION
IN LAOS**

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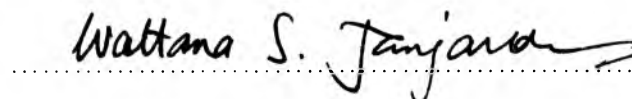
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ABSTRACT

In Laos out of a total population 5.03 million people, approximately 1.2 million are at risk of malaria. Since 1992, the incidence and mortality of malaria has been increasing. Despite the Lao Government's effort to control malaria transmission, periodic and persistent transmission in several areas in the country has shown that malaria is still a serious and leading public health problem to the Lao people.

There are many activities and measures to control of malaria transmission. One important measure is the availability of up-date and appropriate Information, Education and Communication (IEC) strategies to change behavior of the people. particularly towards greater use of Insecticide Treated Bed Nets (ITNs). There had been some ITNs programs in Laos but they were not successful because people do not know and understand the importance of ITNs in malaria prevention. Therefore, they do not use ITNs and, hence. they can be expose to mosquito bites. One the other hand, they have been some ITNs programs that were supported by appropriate IEC strategies and that have resulted in a decrease in malaria incidence. This happens because the people knows and understands about the importance of ITNs in malaria prevention. So, the objective of this study is to develop IEC strategies to promote the use of ITNs for malaria prevention in Nathong Village, Hinheub District, Vientiane Province in Laos where malaria has not changed after the ITNs program.

The proposed study will be a cross sectional study used for exploratory purposes. Quantitative and qualitative approaches will be used to collect information

required. The techniques for collection of required and relevant information will be household survey, focus group discussion, observation checklist and review of secondary data where there are available documents and including service statistics in the different levels. The data exercise was done in Pholkham Village, Pholhong District, Vientiane Province in Laos. The data collection techniques and questionnaire guidelines were tested to find out its validity and quality. This was done through interviews with the representatives in household survey and with the participants in focus group discussion.

The results of the research will be presented to the Health Education for Malaria Control Committee and concerned organizations. And, it will be applied and used to develop IEC strategies to promote the use of ITNs for malaria prevention in Laos.

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