

KNOWLEDGE, ATTITUDES AND PRACTICES (KAP) REGARDING INFLUENZA A (H1N1) AMONG A POPULATION LIVING ALONG THAI-MYANMAR BORDER, RATCHABURI PROVINCE, THAILAND

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Abstract. The 2009 influenza A (H1N1) outbreaks in Thailand was successfully controlled, partly through the use of electronic media to educate the public. People living along the Thai-Myanmar border may have less access to this electronic media or might have health beliefs that differ from the general Thai population with potential to impact an influenza outbreak. We conducted a survey to assess the knowledge, attitudes and practices regarding influenza among people living along the Thai-Myanmar border in Ratchaburi Province, Thailand. Of 110 households surveyed, 96% were Karen ethnicity. Greater than 50% were uneducated and most had a low family income. Knowledge about influenza was low. Attitudes regarding infection were mostly negative among the elderly in this area. Practices regarding influenza were moderately good. Education level was associated with knowledge and practice. Income level and wealth indicators were associated with knowledge and having a radio or TV was associated with good practices. Preventive behavior was associated with good knowledge but not with attitudes about influenza. Health education campaigns are needed in these communities to help people adopt desired changes in behavior to improve personal hygiene.

Keywords: Influenza, knowledge, attitude, practice, Thai- Myanmar, preventive behavior

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