



Since the training workshop on the field research in June, country teams have started on fieldwork by developing research tools based on objectives and protocols developed during the workshop. The research tools will then be translated into ethnic language according to the target groups and pre-tested for accuracy and appropriateness. Both qualitative and quantitative questionnaires, and different research methodologies, for example group discussion, semi-structured interview, participatory learning and action or participatory rural appraisal, and observation, will be used. People who can speak the ethnic language of the target populations have been selected and trained on how to use questionnaires and interview techniques to collect the information needed. The field research teams have selected villages and people to interview by using different sampling methods. The field information collection takes around 7 – 10 days according to size of the sample and location of villages.

A few country teams have already finished field information collection, for example China, Lao and Thailand. Preliminary findings from those teams show the following points:



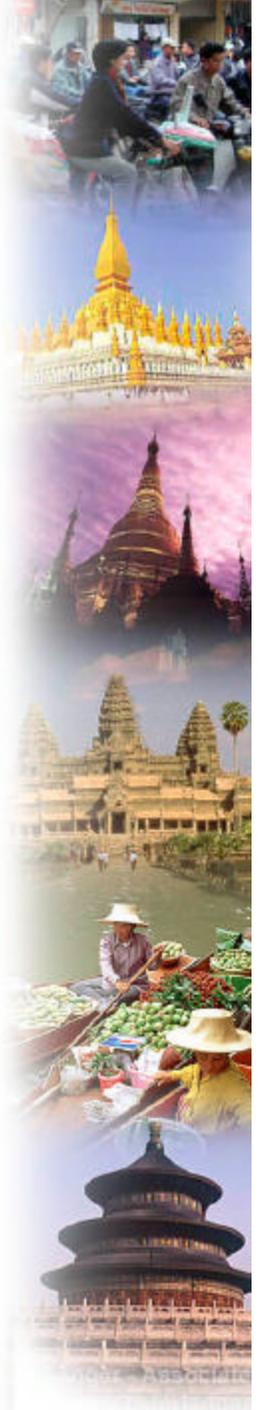
A village in mountainous area of Ximeng County, in Yunnan Province, where malaria is one of the 3 main diseases.



A house of a Lave ethnic family in Attapue Province, Lao PDR

- people have a basic knowledge of malaria transmission and prevention
- people generally use bednets when staying at home,
- many families have bednets but not enough for every family member,
- mobile populations are vulnerable to malaria infection,
- malaria education is not normally being conducted by village malaria workers or health staff,
- health facility is far from the village
- people display inappropriate treatment seeking behaviour.

More findings from each team will be reported after fully analyzing all the information.



From 24<sup>th</sup> to 26<sup>th</sup> July 2003, Vector Borne Disease Control, Yangon, Myanmar in collaboration with WHO, organized a three day workshop on malaria IEC situational analysis and field research protocol development. The workshop aimed to: i) update the participants on Mekong RBM IEC project, ii) share the malaria IEC situation analysis and research protocols from other member countries, iii) conduct preliminary identification of ethnic target group to work with, iv) familiarize the participants with field research methodologies and data analysis, and v) develop protocol and plan of action for conducting field research as part of the process in the development of malaria IEC strategy and materials.

There were representatives from all States and Divisions of Vector Borne Disease Control Department, School Health Programme, Bureau of Health Education, Health Research Institute, JICA, UNICEF, Red Cross and WHO staff participating in the workshop.



Participants role-play interview technique.

Dr. Saw Lwin, Deputy Director of VBDC presented the malaria situation and Mr. Aung Kyaw Kyaw, Assistant Director Bureau of Health Education presented malaria IEC materials in Myanmar. The RBM IEC Project Coordinator gave an update on overall project implementation and presented situation and stakeholder analysis from Thailand and China. A presentation on ethnic groups in Greater Mekong Sub-region, presented by Dr Kunstadter during the field research development workshop, was shared with participants. The workshop contents included steps in behaviour change, usefulness of social research for malaria prevention, participatory research methodologies, sampling methods, and steps in analyzing data.



Dr. Sai Naw Ngin from VBDC East Chan State demonstrates PRA, a participatory research methodology.

From the malaria situation and IEC presentations, it was decided to select the ethnic group in Kayah State to work with on the RBM IEC Project. The participants were divided into 4 groups to develop field research protocols and plans of action for Kayah and Rakhine States, Magway and Bago Divisions. Beside Kayah State, which is under supported of RBM IEC Project, JICA will support field research in Bago Division.

A short notice, we are organizing an Advisory Committee Meeting and Project Mid-term Review in Vientiane during 4<sup>th</sup> – 5<sup>th</sup> September. The outcomes of the meeting will be sharing in the September issue.



In closing this month, we present an article sent by Mr. Nguyen Ngoc Thuy, National RBM IEC Specialist based in Hanoi, on the anti-malaria campaign that is being run through a popular television show "O Nha Chu Nhat."

***Malaria Quiz on Vietnamese Television***

Malaria will be the theme of the popular TV show "At home on Sunday" on VTV3 at 11:45 hours on forthcoming August 3rd. Since its first broadcast nearly two years ago, the Sunday Lunchtime Show, known in Vietnamese language as "O Nha Chu Nhat" has proven to be an excellent tool for spreading educational messages across Vietnam.

The three families selected for the quiz belong to three ethnic groups from three regions of Vietnam. The first family belongs to the Mong, an ethnic group living the Northern mountainous province of Ha Giang, the second comes from the M'ngong, living in the Central Highlands and the third is from the Tay, a Northern ethnic group newly settled in Binh Phuoc, a highly malarious province immediately North of Ho Chi Minh City.

The theme for the show may be prompted by the need to retain public awareness about the potential danger of malaria which is still posing a threat particularly to newly-settled who came from other provinces. According to a report from the National Malaria Control Programme in the first 6 months of this year, there were 22 deaths from malaria, mostly occurring among newly settled ethnic migrants from other provinces. In Dak Lak, 6 of the 7 malaria deaths were migrants.



The first part of the show is called "Sharing Responsibility" in which, the husbands and children will be asked multiple-choice questions put by actor Quang Thang and actress Ha from pre-recorded tapes shot in an ethnic settings in Hoa Binh province. The questions seem not difficult. They include what cause malaria, what kinds of mosquitoes can transmit malaria and how serious malaria can be if people get it and leave it

untreated. The wives are waived from answering these questions.

The second part of the show is called "Joining Efforts" where participants get the right to answer by ringing the bell. Family members may discuss among themselves before giving the answer. The multiple choice questions include what are the main symptoms of malaria, where shall be the best place for having a house built when settled in malarious area, and how best to dry an bed net after being impregnated with chemicals.

The audiences are impressed not only by the clever questions raised by the actors in their role plays but the beautiful scenery of Hoa Binh and colourful attires of the participants.

You will see in the attached photo the three families and the programme anchor Ms. Bui Thu Thuy. The show is funded by P/S, WHO Hanoi with technical assistance from NIMPE.

