

Reduce risky behavior and reduce chronic disease by using the community as a base at Ban Bang Dee, Sao Phao Subdistrict, Sichon District, Nakhon Si Thammarat Province.

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Background: In Thailand, approximately 400,000 people die each year from non-communicable diseases (NCDs), accounting for 74% of all deaths. This accounts for 74% of all deaths and results in an economic loss of 1.6 trillion baht per year, which is 9.70% of the country's Gross Domestic Product (GDP). Importantly, NCDs also increase the risk of premature death from these diseases. According to a survey of Thai health, the prevalence of diabetes among Thai people aged 15 and older has increased from 6.90% in 2008-2009 to 9.50% in 2019-2020. Similarly, the prevalence of hypertension has increased from 21.40% in 2008-2009 to 25.40% in 2019-2020. This trend aligns with the Health Data Center (HDC) report for 2015-2022 from the Ministry of Public Health, which indicates a continuous increase in the rates of diabetes and hypertension. Therefore, the Ministry of Public Health has developed strategies to promote and prevent various risk factors and risky behaviors, including: Healthy Eating: Promote the consumption of fruits and vegetables, and reduce the intake of sugary, fatty, and high-sodium foods. Physical Exercise/Activity: Encourage regular physical activity. Emotional/Mental Health: Support mental well-being and emotional health. Avoiding Tobacco and Substances: Prevent smoking and substance abuse. Avoiding Alcohol: Discourage alcohol consumption.

An analysis of the Ban Bang Dee community revealed that risk behaviors contributing to chronic diseases include high consumption of salty, fatty, and sugary foods, as well as a lack of physical exercise. To reduce these risks and minimize the likelihood of severe complications, the Faculty of Nursing at Walailak University, in collaboration with the Ban Bang Dee community, recognized the importance of addressing NCDs within the community. They launched a project to reduce risk behaviors and prevent chronic diseases using a community-based approach. The project aims to help at-risk groups, including marginalized individuals, refugees, or migrants, adopt proper health behaviors so that all community members can achieve better health, reduce illness, and lessen future complications from chronic diseases.

Target population: The main target population involves a total of 80 participants, consisting of 10 members of the project team and the group at risk of non-communicable diseases totals 70 people.

Procedure: Initial Health Assessment: Evaluate baseline health status and gather health data. Design Behavior Modification Activities: Divided into two main activities: Physical Exercise: Activities include walking, aerobics, and line dancing held at the village meeting hall three days a week for at least 20-30 minutes per day. Increasing Knowledge about Nutrition: Provide advice and guidance to promote healthy eating habits in each household within the at-risk group. Monitoring and Evaluation: Follow up on the implementation and changes after joining the project every month.

Collaborative Efforts: The success of this project is attributed to the collaboration between community leaders and various partner organizations, including the Samphao Sub-district Administration Organization, the Sub-district Health Promotion Hospital, the Village Health Volunteers (VHVs), and the Faculty of Nursing, Walailak University. The project also received funding from the Health Promotion Foundation.

Project Outcomes: Formation of a project team with 10 members working according to the plan more than 50% of the target group showed improvements in dietary and exercise behaviors more than 50% of those at risk had improvements in body mass index and waist circumference. No new cases of non-communicable diseases emerged.

Conclusion: The project successfully educated the at-risk group on self-care, improved their understanding, and led to changes in dietary and exercise behaviors to reduce the risk of chronic diseases. The community-based approach promoted sustainable health behavior changes, improving overall health, quality of life, and community cohesion.