

Title: Reduce risky behavior and reduce chronic disease by using the community as a base at Ban Sa Tha Ok, Tha Phaya Subdistrict, Pak Phanang District, Nakhon Si Thammarat Province.

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Non-Communicable Diseases (NCDs) are a public health issue in Thailand and a leading cause of premature death. It has been found that diabetes is one of the four most common non-communicable diseases. A survey on the prevalence of diabetes among Thai citizens aged 15 years and older has shown a significant yearly increase. From a health screening conducted in 2024 for residents aged 35 and older in Ban Wat Sa Community, Village No. 9, Tha Phaya Subdistrict, Pak Phanang District, Nakhon Si Thammarat Province, it was found that 85.56% of those screened were at risk for diabetes. Risk behaviors include a preference for sweet foods and sugary drinks. Additionally, the community environment features shops selling sweet drinks with home delivery services, a lack of leadership in promoting exercise, and no available exercise areas. Due to the behavioral and environmental factors in the community that contribute to the risk of developing such diseases, it is necessary to implement preventive and control measures to stop the onset of non-communicable diseases, particularly diabetes.

The community-based initiative to prevent and control non-communicable diseases (NCDs), particularly diabetes, is driven by the Ottawa Charter principles. The key components of this initiative are as follows: 1) Creating Joint Measures and Community Rules – A working group of 25 members, including village health volunteers (VHVs), community leaders, and public health officers, was formed. Roles were divided, and common goals were established. Agreements on NCD control were announced at village meetings. 2) Creating a Health-Promoting Environment – Efforts were made to provide exercise spaces and reduce environmental risk factors, such as controlling sugary drink sales in local shops. 3) Developing Strong Community Leaders – Community leaders received continuous training to ensure the sustainability of the program. This included partnerships with organizations that provided training in aerobic dance leadership, exercise techniques, and education on the "3 Es" (emotions, diet, and exercise). 4) Improving Health Services at Local Health Facilities – The Ban Wat Sa Subdistrict Health Promoting Hospital has made its services more accessible to the community. 5) Promoting Behavioral and Risk Factor Changes – Efforts to change individual behaviors were guided by the principles of "2 Es" (diet and exercise) through

various activities, such as organizing events on special occasions to raise awareness and encourage healthier lifestyles. Behavioral and Risk Factor Modification Based on the 2 Es (Diet and Exercise) – This is carried out through various methods, such as organizing activities during special occasions. Additionally, meetings are held with the target group participating in the project at least once a month to monitor progress and reinforce healthy behavior changes.

The approach to solving problems involves leveraging the community's potential in collaboration with local partner networks. These partners include the Ban Wat Sa Subdistrict Health Promoting Hospital, the Department of Learning Promotion, the Tha Phaya Subdistrict Administrative Organization, Village Health Volunteers (VHVs) of Tha Phaya Subdistrict, the Academic Service Center of the School of Nursing at Walailak University, and the Aerobic Dance Association of Thailand. This collaboration aims to strengthen and sustain local community development for self-reliance. As a result, 80% (53 people) of residents across all age groups—including disadvantaged and displaced individuals at risk of non-communicable diseases (NCDs)—understand the project's objectives. Additionally, 50% (30 people) have gained knowledge about self-care and have modified their health behaviors correctly according to the "2 Es" principles (diet and exercise). Exercise facilities have been established, and control measures have been implemented on shops in the community that sell sugary drinks. It was also found that 50% (5 people) of those at risk of obesity have reduced their body mass index and waist circumference. The target group did not develop new cases of NCDs. People in the community are healthy, and the community has become a learning center for promoting community well-being in the southern region going forward.