# CONSTRUCTING RISK COMMUNICATION TOOLKIT FOR RURAL AREAS IN SARAWAK



### Introduction

Effective communication about risks related to health issues such as H1N1 influenza outbreak can be quite challenging to attain in the context of rural communities. Factors related to language, education, accessibility to up-to-date health information and materials, attitude towards health, belief and cultural systems for example can affect the way the rural communities respond towards risk communication. Our aim in this project is to construct Risk Communication Toolkit (RCT) that can effectively address the needs of rural communities in Sarawak. RCT encapsulates a framework that can effectively address the needs of the rural communities and enable them to easily comprehend information related to health risks and prevention measures. We construct RCT that can empower the rural communities to have an effective self-care practice.

### Advantages

Accommodating the Needs of Stakeholders

#### Potential Users

- Rural Communities
- Relevant Government Agencies
- Healthcare Practitioners and Agencies
- Healthcare Campaigners
- NGOs and other private business entities • Community Leaders

Affordable, Attractive and Useful Product

### Attributes

Clear identification of the target consumers (rural community) of risk information
Empower the communities to have an effective self-care practice

Systematically integrate elements related to before, current and post outbreak events
Focus on the interaction and relationship between multiple social systems (family, community, public agencies, campaigners

•Adaptable and can easily model and apply in other settings.

## Potential Use

RCT is a guideline that can be adopted by relevant agencies, business entities, NGOs and community leaders

RCT packaging and delivery can be creatively expanded using ICT platform (i.e., website, mobile applications including tablet and smartphone)

RCT can be creatively bundled, packaged and delivered in any healthcare campaign materials, workshop and training modules

Researchers: Rohaya Mohd Nor, Nordiana Ahmad Nordin and Constance Rinen Justin Wah Faculty of Economics and Business, UNIMAS Grant No: FRGS/05(32)/804/2011(73)

Holistic, Systematic and Effective Approaches

