Health Promotion Partnerships for Trachoma Elimination

Fiona D Lange, Josie R Atkinson, Hugh R Taylor

Conclusion

» Reinforce clean faces as the new social norm
» Clean faces in all hygiene-related health programs
» Work with health, education, housing, NGOs, environmental health
» Provide mirrors and advocate for washing facilities

The Big Five Principles of Behaviour Change

» Motivation - Wants to do it
» Modelling - Sees others doing it
» Capacity - Have innovation and self efficacy
» Reminding - Memory and prompting
» Reinforcement - Positive and/or negative

“Always at push as many possible of the effective levers for behaviour change”

What Helps Spread Trachoma

Behaviour

» Nose and eye secretions on children’s faces
» Poor personal, household, environmental hygiene
» Direct contact, touching, bedding, sharing sleeping spaces

Environment

» Lack of health hardware (safe, functional washing facilities)
» Poor social, economic and environmental conditions
» Over crowded housing/sleeping arrangements

Knowledge / Attitudes

» Lack of knowledge trachoma is prevalent
» Acceptance that children’s facial secretions are normal
» Not talking about hygiene practices

Impact Evaluation: Baseline (n271) and 18 months post intervention (n261) in 73% of Communities at Risk in NT (in publication)

» Increase in knowledge of trachoma (35% to 63%) and trichiasis (51% to 74%) in clinics
» Reduced acceptance of dirty faces as ‘normal’ in clinics (42% to 26%) and community work settings (41% to 31%)
» Trachoma Story Kits, mirrors, TV adverts, Milpa, footy posters used/observed
» Barriers - time constraints and lack of resources

Indigenous Australian children have better eye sights than non Indigenous children but as adults they have six times more blindness

Vision loss is 11% of the Indigenous health gap, trachoma is one of the four readily treatable conditions that cause 94% of vision loss

Trachoma Surveillance in Australia (NTSRU)

2009 2012
Trachoma Prevalence 1-9 years 14% 4%
Clean Faces Prevalence 5-9 years 74% 82%
Trichiasis Prevalence 4% 2%

Health Promotion Spectrum of Strategies Northern Territory

Screening, Treatment and Risk Assessment

Health Education and Skill Development

Social Marketing and Health Education

Community Action

Settings and Supportive Environments

Individual Level

Population Level

Annual Screening and Treatment
Trachoma Story Kit: for clinics, schools and community work settings
Trachoma Newsletter/social media
Community Mijib marak
Safety mirrors in schools, clinics and community work settings
Healthy School Aged Kids Checks
CEPA Trachoma Grading Tool
Radio/CDs
Community Mijib marak
Healthy Adult Checks
Free-part women’s radio feature
Facial Posters
Reporting back posters
E-Module
Clinic Training
School and community awareness and education
Remote Area Health Corps/Trachoma E-Module
TV Commercials
National (school curriculum including wet sink basin hand wash) electronic, trachoma primary school lessons, Transition to Grade 9
Health Education and Skill Development
Clinical Training
Free-part women’s radio feature
Facial Posters
Reporting back posters
Health House Template
Return the basis for multi-media
Primary Health Care
Settings and Protective Environments

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