

A Preliminary on Study of Government Communication and Preventive Health Behavior related to Haze Pollution among the Thai Population

○Chanapa Noonark 1*

1. Introduction

Severe haze pollution in Thailand has a great impact on Thai people's health. They attempt to protect themselves from hazardous air pollutants in various ways. Most studies focus on only one side of the problem such as investigating the effects of haze pollution on citizens' health in only specific area. However, haze pollution in Thailand affects the entire country. Meanwhile, the government's policy is very important to communicate to citizens in order to protect their health, but the studies on government communication and preventive behavior related to haze pollution in Thailand is not prevalent. This study aims to examine how government communication as a public policy tool is perceived, and how it impacts preventive behaviors related to haze pollution among the Thai population.

2. Methodology and Data

Empirical data comes from a survey method using an online survey with Thai people. Government communication, public policy, and preventive health behavior are the theoretical frameworks that guide this study. The preliminary of the study data was collected from 40 participants.

3. Results

The results show Cronbach's alpha value for all 5-point Likert scale variables were higher than .80 indicating a high reliability level. It means all variables are acceptable to predict the perceived government communication related to haze pollution policy and its preventive behavior among Thai people. The preliminary findings also show that the level of perception of government policy related to haze pollution is average ($M = 2.56$; $SD = 0.79$), while its preventive behavior among Thai people is adequate ($M = 3.90$; $SD = 0.47$). Also, health literacy is another factor driving preventive behavior related to haze pollution and reflects effective government communication.

* School of Communication Arts, Sukhothai Thammathirat Open University, Thailand
Address: 9/9 Moo.9 Bangpood subdistrict, Nonthaburi Province, Thailand,
E-mail: Chanapa.noo@stou.ac.th

4. Conclusion

The results of the preliminary study indicate that public policy related to haze pollution by the Thai government needs to be improved, especially in communication (both by media channels and by providing direct information). Effective communication can increase health literacy that leads to effective preventive health behavior related to haze pollution. This study offers scholarly and practical implications regarding government communication and public policy related to haze pollution and citizens' health in Thailand. The findings are also useful for further research and developing intervention plans to improve government and public communication in order to reduce the consequence of pollution on the population.