

POSTER PRESENTATION

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Using the cultural model to plan intervention for malaria control in immigrants and native communities in endemic area, earmarked for malaria elimination southeastern Iran

Khandan Shahandeh^{1,2*}, HamidReza Basseri³, Esmaeil Shojaeizadeh⁴

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Background

To improve malaria control measures, taking into account local beliefs and practices are essential. Recently, Iran has been earmarked for malaria elimination while the majority of malaria patients are imported cases from eastern neighbouring countries.

In the present study, we employed the culture model as a theoretical framework to examine how health beliefs, behaviors and practices associated with improving access to prevention measures, early diagnosis and treatment of malaria in two communities, immigrants and native residents in a malaria endemic region located in southeast of Iran.

Materials and methods

A mixed-methodology was designed by means of two quantitative surveys and qualitative focus groups. In total, 380 participants volunteered to take the cross-sectional survey, with 185 immigrants, 195 native residents completing quantitative surveys and also 40 participating in the qualitative focus groups.

Results

A significant association between education level and knowledge on malaria transmission was also observed within both communities. Although the majority respondents associated the disease transmission with mosquito bites only 16.5% immigrants as compared to 63.4% native residents reported to use mosquito net. Data from focus group emerged three themes includes similarity in

perception about malaria, difference in type of treatment and decision making and, finally resemblance to prevention of malaria in both communities.

Conclusions

Matching the cultural characteristics of immigrants and native residents' culture to malaria interventions and services will improve receptivity to, acceptance of, and salience of these efforts.

Author details

¹Department of Health Education and Promotion, School of Public Health, Tehran University of Medical Sciences, Tehran, Iran. ²Center for Community Based Participatory Research, Tehran University of Medical Sciences, Tehran, Iran. ³Department of Medical Entomology & Vector Control, School of Public Health, Tehran University of Medical Sciences, Tehran, Iran. ⁴School of Public Health, Tehran University of Medical Sciences, Tehran, Iran.

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¹Department of Health Education and Promotion, School of Public Health, Tehran University of Medical Sciences, Tehran, Iran
Full list of author information is available at the end of the article

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