

THESIS

A MODEL FOR AN EFFECTIVE COMMUNICATION
AS RELATED TO SOCIAL MARKETING PROGRAMME
IN THE PREVENTION AND CONTROL OF DISEASES

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Abstract

Introduction:

In prevention and control of diseases, human behavior plays an important role. The extent of contribution of the human behavior might be different from one disease to another. However, there is a link between behavior of human being and occurrence of disease. Hence, it is understood that by behavioral change, the disease pattern as well as prevention and control of the diseases can be addressed.

Objectives:

Application of concept in social marketing programme as a model, for prevention and control of diseases.

Methodology:

To explore application of 5 steps, namely Planning, Messages and material development, Pretesting, Implementation and Evaluation & feedback, of the process of social marketing programme, for prevention and control of diseases. The model selected is applied on general public as one of the target group for prevention and control of the disease, to test the applicability and effectiveness.

Result:

Application of the model is successfully done.

Objectives of the social marketing programme implemented for prevention and control of tuberculosis is achieved as of

- Increase in 1st visits to the Chest Clinics which were the service outlets for the patients by 12%
- Increase of case detection rate by 10% of the previous year

Conclusion:

The model based on the social marketing concept and the process can be used for achievement of a behavioural change related to prevention and control of diseases.

Limitation:

1. Cost effectiveness has to be assess on prior to application of some of the approaches in implementation.
2. Effectiveness of the model will depend on many external factors such as inter-sartorial coordination, availability of expertise in creativity for development of messages with appeal.
3. Implementation of a social marketing programme without having a sound service structure to cater the patients' (client) needs can create issues within the community.

Recommendation:

1. The model proposed can be used as a complementary programme for disease prevention and control.

Keywords:

Health Communication, Social Marketing, Behavioral Changing Communication, Model of Social Marketing, Communication Behavioral Impact