

10% of the females that had ever detected any lumps in their breast, 77.8% of them had sought professional help. Conclusion: The practice of breast self examination among adult females in Malaysia depends much on the various socio-demographic characteristics especially the level of education and exposure to the knowledge of breast cancer.

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The Measure of Continuity of Care- Analysis and Application

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Objectives: 1. To seek for a suitable measure of “Continuity of Care”(COC) for Taiwan. 2. To apply the suitable measure to examine the relationship between COC and care outcome. **Methods:** We designed a questionnaire of COC measures assessment and sent out to 21 professors/doctors who were familiar with the research issue or healthcare quality. The data of association analysis came from National Health Insurance research database. Logistic Regression and Negative Binomial Regression were used to examine the relationship between COC and hospitalization and emergency department visit.

Results: According to the descriptive analysis of the questionnaire, there was no consensus about the best COC measure in Taiwan. However, among the COC measures based on claims data, COCI was the most stable indicator when taking the number of ambulatory visits into account. COCI and MMCI were used as COC indicators in the regression models. The analysis was carried-out by two separate subsamples: patients with non-chronic disease related visits (n=49803) and with chronic disease related visits (n=14172). Results from the regression models showed that people with high COC had lower likelihood and fewer number of utilization in hospitalization and emergency department visit for patients in both sub-sample.

Conclusions: There is no consensus on what kind of COC measure is the most suitable for Taiwan. Nevertheless, we suggest that COCI is good for researchers in Taiwan. Furthermore, this study also supports that higher COC is associated with lower risk and frequency in both hospitalization and emergency department visit.

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Effect of Fish Concentrate Capsule on Post-Op Patients at orthopedic Division, Wahidin Sudirohusodo Hospital, Makassar, Indonesia

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A kind of fish called snakeheads contents higher albumin than other fishes. The study was to assess effect of fish concentrate capsule on albumin serum, nutrition intake,

mid upper-arm circumference (MUAC), and wound healing process. This was a quasi experiment pre-post test with control. The subject were post-op patients with open healing that divided into two groups(n=13 each), intervention group (IG) who received fish capsule and diet high calorie protein program from hospital, while the control group (CG) just obtained diet high calorie protein program. Measurements were conducted before and after ten days intervention including albumin, nutrient intake and MUAC. Data was analyzed using paired and independent t-test. The study showed that there was a significant different before and after at IG of albumin serum, intake of energy, protein, lipid, carbohydrate and zinc (p 0.05). On the other hand, there was not a significant different in CG on albumin serum and nutrient intake (p >0.05), except to MUAC (p < 0.05). By using, wound healing indicator, there was 4 days faster in intervention compared to control groups. Different changes between intervention and control groups for albumin, intake energy, protein, lipid, carbohydrate and zinc were 0.7g/dl, 654kcal, 25.2g, 22.8g, 89.5g, and 2.7mg respectively. We conclude that providing fish (snakeheads) capsules for ten days to post-op patients can increase albumin, nutrition intakes and wound healing.

SP-160

Impacts of a Government Social Franchise Model on Service Utilization and Client Satisfaction at Commune Health Stations in Vietnam

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While franchising private RHFP services has been found to improve service quality and utilization in developing contexts, there is very little evidence to demonstrate that franchising RHFP services improves service utilization in the public health clinics. This evaluation study assesses the impact of a social franchise model of reproductive health and family planning services tested first time in the public communal health stations (CHSs) in two provinces of Da Nang and Khanh Hoa in central Vietnam. Data collected from CHSs' client visit counts and surveys of 1181 users and would-be users in the communities conducted at baseline, six months, and 12 months following the full implementation of the model. Data on client visit counts indicate that franchise membership is significantly associated with an additional 51% reproductive health clients, 40% general clients, and 45% family planning clients. Client survey found a positive association between franchise membership with community perceptions of service quality, client satisfaction, and their likeliness to return and recommend others to low cost, community-based reproductive health and family planning services provided at the local CHS. This positive finding suggests that the integration of franchising into provision of reproductive health services

at the CHS level offers an opportunity for a feasible and sustainable business model in primary public health care in Vietnam.

SP-161

PHC or PHC: The Rural Communities' Needs for Health Care

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Background: Primary Health care (PHC) in more deprived areas or in rural communities seems to be being changed to another PHC-Priorities in Health Care.

Objective: to assess the priority health needs of the rural Qazvin to design interventional community based research to solve their problems.

Methods: Both quantitative and qualitative methods were applied. A random sample of 500 rural households were selected and the heads of the families were interviewed through structured questionnaire. Besides, focused group discussion and deep interviews with the people, GOs, NGOs and the informant persons were organized.

Findings: About 95% of the target population are under coverage of primary health network of the government and their health needs are changing from basic needs such as immunization, sanitary water, infectious disease control, family planning, mother and child care towards more complicated or sophisticated needs. For example, nutrition and cooking habits are changing to the urban patterns, their environments are polluted with deterioratable material, persistent pollutants, non-communicable diseases are going to be more prevalent, aged problems are increasing, their psycho-social needs are growing towards semi-urbanized societies, the drug abuse and smoking is going to be common among the young etc. They refer to public or private medical centers to get the services and the rural health centers under PHC network can not satisfy their increasing needs.

Conclusion: PHC mission in the rural communities should be revised and reoriented towards the new PHC: Priority Health Care services to respond the transitional communities' health needs.

SP-162

Perception towards Hand Washing among Caregivers in Thai Households with Influenza Infected Child, Bangkok, Thailand : A Qualitative Study

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This qualitative study aimed to describe perception towards hand washing among Thai caregivers within the context of non-pharmaceutical intervention study to reduce influenza transmission. Caregivers and confirmed influenza infected child were enrolled. The in-depth interview was conducted at each participant's house

during November 2008 and May 2009. Twenty-five caregivers taking care of children's illness were interviewed. Most of them are female (24/25) with the age ranging from 22-47 years. The interviews elicited details of perception on benefits of hand washing, availability of hand washing facilities, barriers and educational approach to promote hand washing. Findings indicated that caregivers perceived that hands carry germs and transmit diseases such as diarrhea, conjunctivitis, parasitic diseases, skin infection and influenza. Hand washing reduces germs, minimize diseases-transmission and is the most economical preventive practice comparing with other preventive measures such as vaccine. Hand washing facilities include sink, running water tap, soap/detergent and towel are always available, convenient and enough for members. Barriers to adherence include being busy, in a hurry, unaware, forget and inconvenient. Participants stated that their children were unaware of benefits of hand washing; thus, ignored the practice. They also believed that community-based hand washing promotion, home-based education with written materials and individual training would be useful to modify hand washing behaviors among family members. In conclusion, caregivers revealed positive perception towards hand washing. Having caregivers to promote hand washing will be a key to successfully modifying hand washing behavior in households.

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KAP Survey on All Residents for Effective Behavior Change on Healthy Lifestyle and Healthy Diet-Community Participation Activities in

Kiyokawa-Village, Japan

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Objective: To promote healthy lifestyle and healthy diet by participation of community residents, we organized KAP Survey (Knowledge, Attitude and Practice) to clarify current consciousness of residents.

Method: We classified residents into 5 age groups for survey. Recovery rates were as Infants 57%, Pupils 99%, Teenagers 53%, Adolescents 36%, and Seniors 51%. Questions were common issues of attributes, health consciousness, eating habit, food, exercise, sleep, mental health, smoking, drinking, dental health, healthy measure,, etc. sorted-out by priority of concerns of each age group. And age-group specific items. We analyzed collected data by Simple tabulation, Sex-Age tabulation and Cross analysis between all items by sex using chi-square test.

Result: Health status of "Very healthy" was 63% in infants, but it was decrease by age then it comes 10% in