

ABSTRACT

The Association between Mass Media and Health Behaviour: An evaluation of the Health Belief Model in explaining dengue fever

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The purpose of this dissertation is to explore the utility of the Health Belief Model in explaining the use of mass media as information in order to heighten awareness or trigger interest in performing the necessary dengue preventive-behaviour among residents of Barataria and Upper Malick, two districts in the Municipality of St George Central.

The study utilized mixed quantitative and qualitative methodologies to collect data. It was found that the respondents had a moderate level of knowledge about dengue fever. Findings from this study indicate that the mass media message as a source of information can raise awareness but do not ensure sustained behaviour change.

Several barriers in preventing dengue fever are identified, including inadequate knowledge of control methods, and incompatibility of control practices with people's culture and beliefs.

Keywords: Valentine Smith; Mass Media, dengue fever, health behaviour and the Health Belief Model.