



Practicing New Normal: Peri urban and Rural Areas Perspective

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Why Peri urban and rural areas?

- **Determinants of new normal behavior**

- Economic
- Social, Cultural
- Environmental
- Education literacy
- Health literacy

- **Maintenance new normal behavior**

- ✓ Perceived risk
- ✓ Perceived benefits
- ✓ Attitude
- ✓ Intention
- ✓ Motivation
- ✓ Enabling environment
- ✓ Legal framework



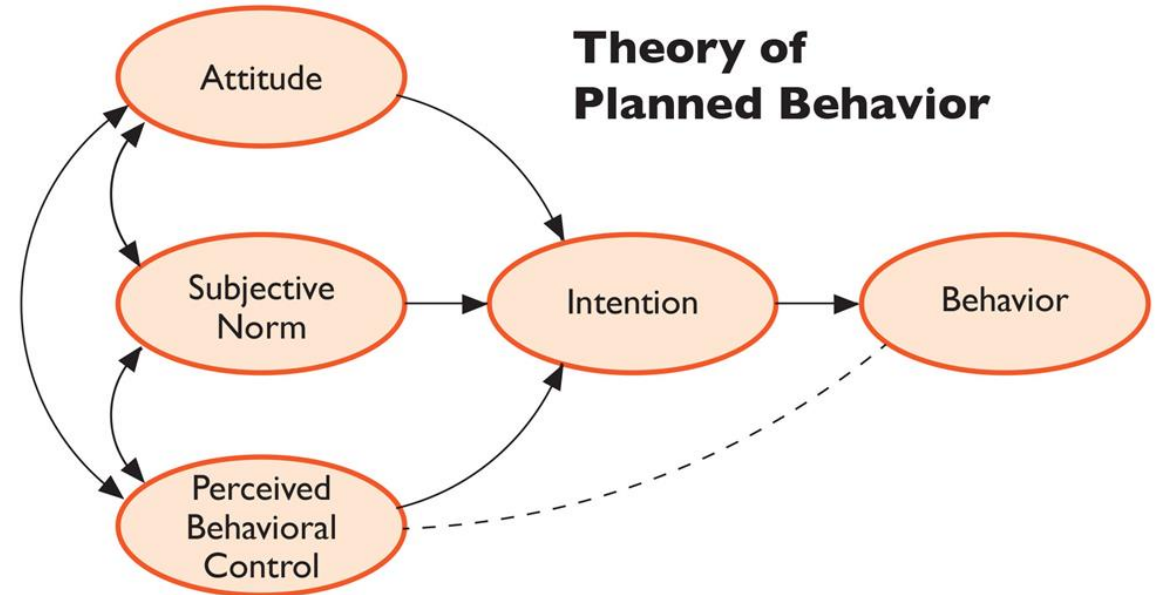
How to promote new normal behaviors?

Need to consider?

- Fear Vs. Faith
- Social norms/peer pressure/social pressure
- Motivation by others or self-motivation
- Resources (e.g Facemasks)

By Whom (key actors)?

- **Maintaining/amplifying current volunteer services (e.g. Youths, CBOs, CSOs)**
 - ✓ Social influencers/religious leaders/social activists
 - ✓ Peer groups of people
- Supported by Administrators / legal enforcers/MPs (Current COVID-19 Committees)





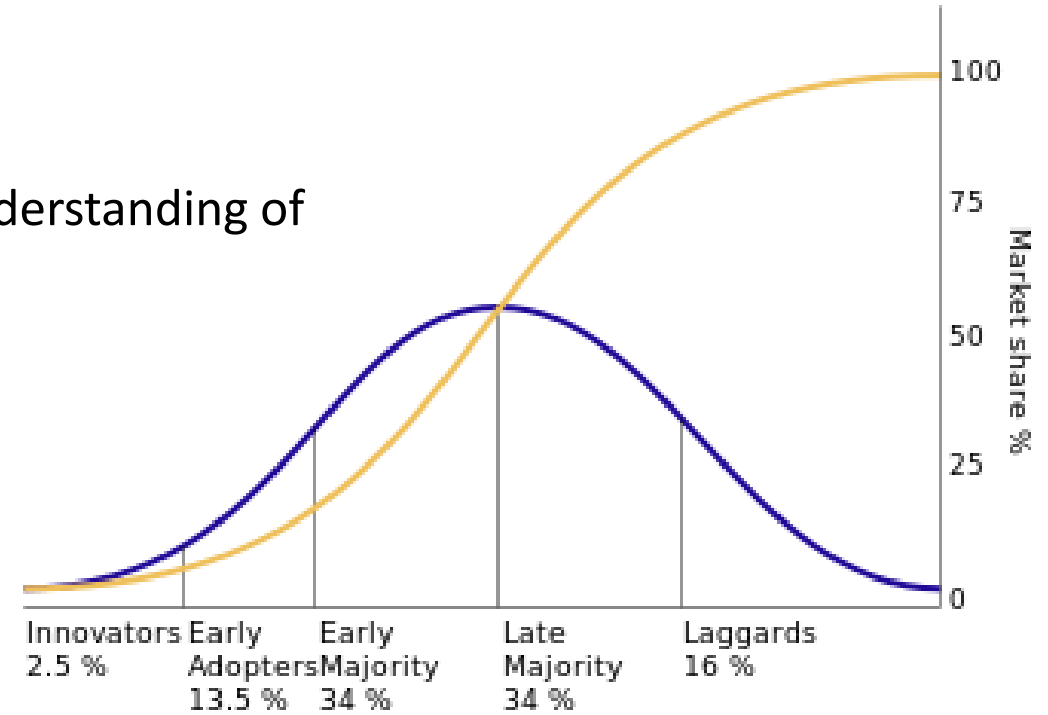
Proposed Actions

1. Assessment and identify key behavioral targets

- ✓ Seek to understand clients and their risk
- ✓ Tailor messages to different audiences, based on a clear understanding of the audience
- ✓ Develop/use appropriate key messages
- ✓ Use appropriate communication channels

2. Project Deliverables-

- ✓ Strategically segment audiences in targeted areas
- ✓ **Formation of innovators/early adopters group (Train/support/network for promoting new normal)**
- ✓ Use appropriate communication channels
- ✓ Design activities that address the true determinants of behavior
- ✓ Offer clear benefits for adopting behaviors
- ✓ Foster/network support systems





Proposed Actions – contd.

3. Project Model expansion

- ✓ Down to all rural areas including ethnic areas

4. Rooms for partners cooperation and involvement

5. Unlimited side benefits

- ✓ Community empowerment and promoting social capital especially in villages
- ✓ Hand hygiene and respiratory hygiene against many communicable diseases
- ✓ Health and health literacy promotion against many diseases (NCD, tobacco, Drug Abuse)

6. Monitoring and evaluation framework

7. Implementation science



Unite against COVID-19

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