Public Health Information Behavior at Flood-Prone Area In Bandung Regency: A Case Study in Baleendah Village, Andir Village, Bojongsoang Village and Dayeuh Kolot Village

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ABSTRACT:

This study aims to understand the public health information behavior in the vicinity of flood prone area by examining 1) The public health information behavior in identifying diseases that may occur because of a flood. 2) The information behavior in finding health information solution required for dealing with diseases that may occur because of a flood. 3) The public health information behavior in determining health information sources which is used. 4) The public health information behavior in making use of health information for diseases that may occur because of a flood. 5) The public health information behavior in making use of health institution to satisfy its information needs. 6) The public health information behavior in flood prone area. The method used in this research is qualitative method supported by Case Study approach. In this research, we analyze data obtained from Focus Group Discussion (FGD) conducted by 11 informants and in-depth interview with 20 interviewees that are competent with this research research for triangulation. The result of this research reveals that people living in the flood prone area vicinity in Baleendah Village, Andir Village, Dayeuh Kolot Village and Bojongsoang Village, Bandung Regency (1) identify the potential of a flood disease based on their experience and identification during a flood (2) search for health information solution required for overcoming disease potential because of a flood by asking directly to a doctor or health center staff or volunteers during a flood. For psychological problem, usually people consult with religious leader, although Social Agency province service to overcome this problem. (3) The main information source used is one that is informed by the health center or village midwife. (4) People use health information to help healing process when they get sick during the disaster. Health information obtained when a flood does not happen is only for adding insights. (5) Health Agency through health center and village midwife are actively involved to give health counseling to the public on various occasions. Those five things influence The public health information behavior in the flood prone area.

Keywords : public health information behavior, disaster

Introduction

Disasters can occur anywhere either occasionally or regularly due to certain conditions so it is considered as a disaster-prone area. An area regarded as a disaster-prone area is an area that has a geological, biological, hydrological, climatological, geographical, social, cultural, political, economic and technological condition or characteristic which could decrease its ability to prevent, mitigate, respond, and be ready to a certain disaster (Bupati Bandung 2013). In addition to the disaster potential, Rovicky Dwi Putrohari, geological observer from Indonesian Geologist Association, said that because geologically Bandung is shaped like basin, it makes rainwater or water flow easily assembled, and when it gathers, the water is hardly receded. It makes Bandung into flood-prone area (MP 2014). In 2015 up to this May, it is recorded that floods has occurred in several areas in Bandung Regency, such as in Baleendah, Kopo, Rancaekek and Banjaran areas. Each disaster brings risk, like a potential loss caused by disaster in a region within a certain time that can be formed as mortality, injury, illness, insecurity, threatened feeling, insecurity, evacuation, possession damage or loss, and disruption of social activity (Bupati Bandung 2013). When a flood occurs, often transportation access is hampered. Transportation access among regions is frequently cut off, making it difficult for the disaster to be managed. Therefore the people need to be aware to understand the potential disease caused by a flood. Also, the healthcare workers should understand how health information seeking behavior of the people to anticipate the diseases caused by a flood. Given this common understanding, the people will be more ready to face a flood disaster and the healthcare workers can complete their responsibilities optimally by seeking the public behavior tendency on information seeking regarding the possibility of diseases, particularly in evacuation region.

Based on the presented background, the problem in this research can be formulated as follows: "How does the public health information behavior in flood-prone area in Bandung Regency work?" This research aims to comprehend the public health information behavior in flood-prone area in Bandung Regency by thoroughly investigating on: 1). Public information behavior in identifying diseases that may occur because of a flood. 2). Public Information behavior in seeking health information solution required to overcoming disease that may occur because of a flood. 3). Public information behavior in selecting the health information sources used. 4). Public information behavior in making use of health information for diseases that may occur because of a flood. 5). Public information behavior in making use of health institution to satisfy their health information needs. 6). Health information behavior in flood-prone area.

Method

The method used in this research is qualitative method supported by Case Study approach. In this research, we analyze data obtained from Focus Group Discussion (FGD) conducted by informants and in-depth interview with sources that are competent with this research theme. Informants in this study are selected based on several criteria, such as a person who: 1) owns a permanent residence in the prone flood area in Bandung Regency. 2) has experienced as a flood victim in Bandung Regency area. 3) has been infected by disease because of a flood. 4) has never been infected disease because of a flood. 5) has lived in evacuee camp with 20 people.

Result

According to the FGD and interview results, it can be seen that the people around flood-prone area who become the subject of this research are believe and rely on health information given by healthcare workers, either through doctor or village midwife. Health information provided by healthcare workers is the main information reference for the local people. Basically, people in areas that become the subject of this research are passive in seeking health information solution. They will ask to the doctor or healthcare workers if they suffer from disease and look for the cure. Health information seeking for prevention or anticipative actions is rarely done.

However, the people will be happy to follow the counseling occasion given by the healthcare workers.

The information given by the healthcare workers from the health center related to a flood according to the informants is as follows: 1). How to keep healthy, 2). Appropriate diet because when disaster occurs the people get cold so they need foods to keep them from fever, digestive problem, diarrhea, etc. 3). Evacuation to the safer place. 4). Sanitation, 5). The elderly, infants, pregnant women and children should come first, 6). Maintain the cleanliness of environment and do not litter. Besides getting information from healthcare workers, some informants who actively involved as a social service cadres use health information sources from health book, TV and brochures as additional sources.

It can be concluded that the public health information behavior in flood-prone area in Baleendah Village, Andir Village, Dayeuh Kolot Village, and Bojongsoang Village, Bandung Regency is as follows: 1). The people seek health information when they get sick. If they are healthy, they will usually be passive and the ones that actively give the health information to the people are the healthcare workers. 2). The people identify the disease potential during a flood based on their experience and condition during the flood happens. 3). The main and trusted information source by the people of Baleendah Village, Andir Village, Dayeuh Kolot Village and Bojongsoang Village is information obtained from healthcare workers or village midwife. When a flood occurs, the people enthusiastically receive health information from volunteers. 4). Health information use by the people is a lot more for medication process when they get sick. The people do not optimally use the health information they receive for preventive or anticipative action. 5). The health information dissemination from one person to another is almost never conducted because they think that everyone has known. However, some information regarding to children are still disseminated, like information about the prohibition to swim in flood water because it gives rise to skin disease, cough, influenza and fever. Moreover, the parents consider that their children will know by themselves about the flood condition based on their experience.

Conclusion

According to the research result explained above, it can be concluded that the people around flood-prone area in Baleendah Village, Andir Village, Dayeuh Kolot Village and Bojongsoang Village, Bandung Regency: 1). Identify the disease potential occurred because of a flood based on their experience and observation during a flood. 2). Seek health information solution required to tackle disease potential because of a flood by asking directly to a doctor or a healthcare worker. During a flood, the people also make use of medication post, where there are workers from Health Department or local healthcare or volunteers who can give them health information. For psychological problem, usually the people consult with religious figures, although Social Department has provided them services for this problem. 3). The main information source used by the people is information that is publicized by healthcare worker or village midwife. Besides, in some villages, there are also banners containing health information. The people who come to health center or village office can see it. 4). Make use of health information for medication process when they get sick during disaster. The health information obtained when disaster is yet to come is only for additional knowledge. 5). Health Institution through health center and village midwife proactively provides health counseling on various occasions, such as in recital sessions, village meetings, meetings of the neighborhood, etc. Provision of information proactively from health workers is in accordance with Ministerial Decree No. 1 of 2013 Item 8th and its role is scribed on the Document of Regent Decree of Bandung Regency No. 23 of 2013 dated May 24th, 2013. 6). Public health information behavior in flood-prone area in Baleendah Village, Andir Village, Dayeuh Kolot Village and Bojongsoang Village, Bandung Regency is passive. They will start to seek health information

when they get sick. If they are well, the people are usually passive and the healthcare workers are usually active to give health information to the public. The dissemination of health information from a person to another is almost never occurred because they assume that they all already know.

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