

KIE untuk peningkatan pengetahuan, sikap, dan praktik pencegahan dan penanggulangan penyakit flu burung di kabupaten gowa, sulawesi selatan./ Ridwan M. Said, M. Ridwan Thaha, M. Syafar

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Abstrak

Avian influenza is an epidemic caused by type A influenza virus subtype H5N1, transmitted by wildfowl or domestic poultry and may attack human. The study, therefore, aims to reveal increase of people's knowledge, change in attitude, and people participation in prevention and care for Avian influenza in bontonompo district of gowa regency. The research design is quantitative with quasi experiment. The study employs 220 poultry farmers as samples selected by purposive sampling method and analysis utilizes statistical T-test. The study proves that before intervention of educational information communication model is conducted, people's knowledge of, attitude towards, and practice of prevention of and care for Avian influenza are limited. After invention of IEC (information, education, and communication) model on prevention of disease, there is an improvement in knowledge, attitude, and practice of farmers in dealing with prevention care for Avian influenza. It is suggested that established community group caring for prevention of avian influenza should be supported by related parties like husbandry office or regional health office through guidance and supervision.