

## COMPLETION REPORT

Media exposure and the level of health knowledge, attitude, behavior among Japanese people in Bangkok.

Media usage, health knowledge, and behaviors were assessed in a sample of 148 Japanese in Bangkok by means of a questionnaire in January – September 2012. The findings are also analyzed by comparing with the 2012 national survey conduct by Thailand's Department of Disease Control.

The findings indicated that the Japanese respondents have relatively higher socioeconomic status than the Thais. However, Thai language proficiency of the Japanese samples is moderate to very little (listening ability=41.2%, reading ability=15.5%), so they are hardly exposed to Thailand's media, and prefers to use only Japanese language based media. While the Thai people are very satisfied with health information provided by their government, the Japanese shows lower satisfaction when compared with the Thais in general and significantly lower ( $p \leq .001$ ) when compared with the Thais in Bangkok. It seems that the language, coverage, timeliness, accuracy, and amount of information attribute for such dissatisfaction. The findings also showed that the longer the Japanese stays in Thailand, the less they are satisfied with the health information in the country ( $r=-.223$ ,  $p \leq .01$ ). The vast majority of Japanese (88.6%) have high level of health knowledge, but their knowledge scores are lower than the Thais in 3 out of 6 disease knowledge tests, namely tuberculosis, influenza, and significantly for dengue ( $p \leq .05$ ). The health behaviors of the majority of the Japanese are significantly worse than the Thais with similar socioeconomic for dengue prevention ( $p \leq .01$ ) and habits of eating spicy, sweet, and salty food ( $p \leq .05$ ), yet better than the Thais for respiratory disease prevention ( $p \leq .05$ ). The findings also comprehensively showed the percentage of the Japanese practices to prevent and control common communicable and non-communicable diseases in Thailand like dengue, tuberculosis, AIDS, diabetes, high blood pressure, and stroke.

Although the Japanese are not satisfied with the health information in Thailand and have difficulty in receiving more information, the vast majority of them can turn to transnational media, such as satellite televisions, cable televisions, and websites, or the ethnic media available in the country, such as magazines, to keep themselves informed. The fact that Thai government and local health communicators did not put adequate effort to reach the Japanese, and probably other foreign language speakers, brings about decrease in satisfaction for those who stay longer in the country. One of the solutions taken by these groups of people is to seek crucial health information themselves. However, relatively small number of choices of health communication channels and health services are key concerns for equal rights in healthcare in a transnational society.

Recommendations were made to the health authority to direct more effort toward providing correct health information in Japanese language in a timely manner and include the media used by Japanese in their media plan. In addition to the foreigner-friendly hospitals, the workplaces the Japanese expats work for and the schools their kids go to should also play a more active role in distributing health information to their workers and students. Other possible places to promote health to Japanese people in Bangkok can be cultural events targeting Japanese people in Thailand.

The verbal presentation was made at Fukushima University in Fukushima, Japan as "Effective Risk Communication with Foreigners without host country's language proficiency: A case of Japanese in Bangkok".

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

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EFFECTIVE RISK COMMUNICATION WITH FOREIGNERS WITHOUT HOST COUNTRY'S  
LANGUAGE PROFICIENCY: A CASE OF JAPANESE IN BANGKOK

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Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

Journal of Communication Arts, March 2013

Journal of Public Relations and Advertising, March 2013

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)