

**INDIVIDUAL HEALTH PROMOTION CAPACITY
OF BASIC HEALTH STAFF AND
THEIR CHALLENGES IN PROVISION OF
THE HEALTH PROMOTION SERVICES
IN MRAUK U TOWNSHIP**

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ABSTRACT

One of the most important strategies for managing chronic diseases and preventing outbreaks is effective health promotion, which includes encouraging healthy lifestyles among patients and preventing complications, early detection of residents' chronic diseases and ensuring that they are at low risk of disease, and supporting residents' participation in health promotion activities. It is crucial to evaluate the basic health staff's competency to deliver health promotion services and to identify the difficulties they encounter in doing so, given the considerable hurdles facing health promotion efforts globally and in Myanmar. This study aimed to assess individual health promotion capacity and challenges in provision of the health promotion services among Basic Health Staff in Mrauk U. This study was conducted as a cross-sectional mixed method study design using both quantitative and qualitative methods. This study was conducted on 120 BHS using guided self-administered questionnaires for the quantitative method and 11 BHS were selected from each of the 11 health facilities with equal quantity from each category of BHS for qualitative method. In this study, the individual health promotion capacity was (19.0%). However, acceptable capacity on knowledge was (21.7%), acceptable capacity on skills was (19.2%), acceptable capacity on commitment was (49.2%), and acceptable capacity on resources was (1.7%). There were associations between age group, rank/position (designation), total services years and individual health promotion capacity among BHS. Limited resources, transportation barriers, insecurity, and poor community involvement or participation were the major challenges facing the participants in this study. In conclusion, this study offers valuable insights into the demographic characteristics (age group) and professional characteristics (position or designation, and total service years) associated with health promotion capacity among BHS and provides an in-depth awareness of the challenges and strengths within the area of health promotion among BHS.