

HEALTH LITERACY AMONG LOCAL COMMUNITIES IN A PROTECTED AREA OF PAHANG NATIONAL PARK. BARRIERS AND STRATEGIES

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INTRODUCTION

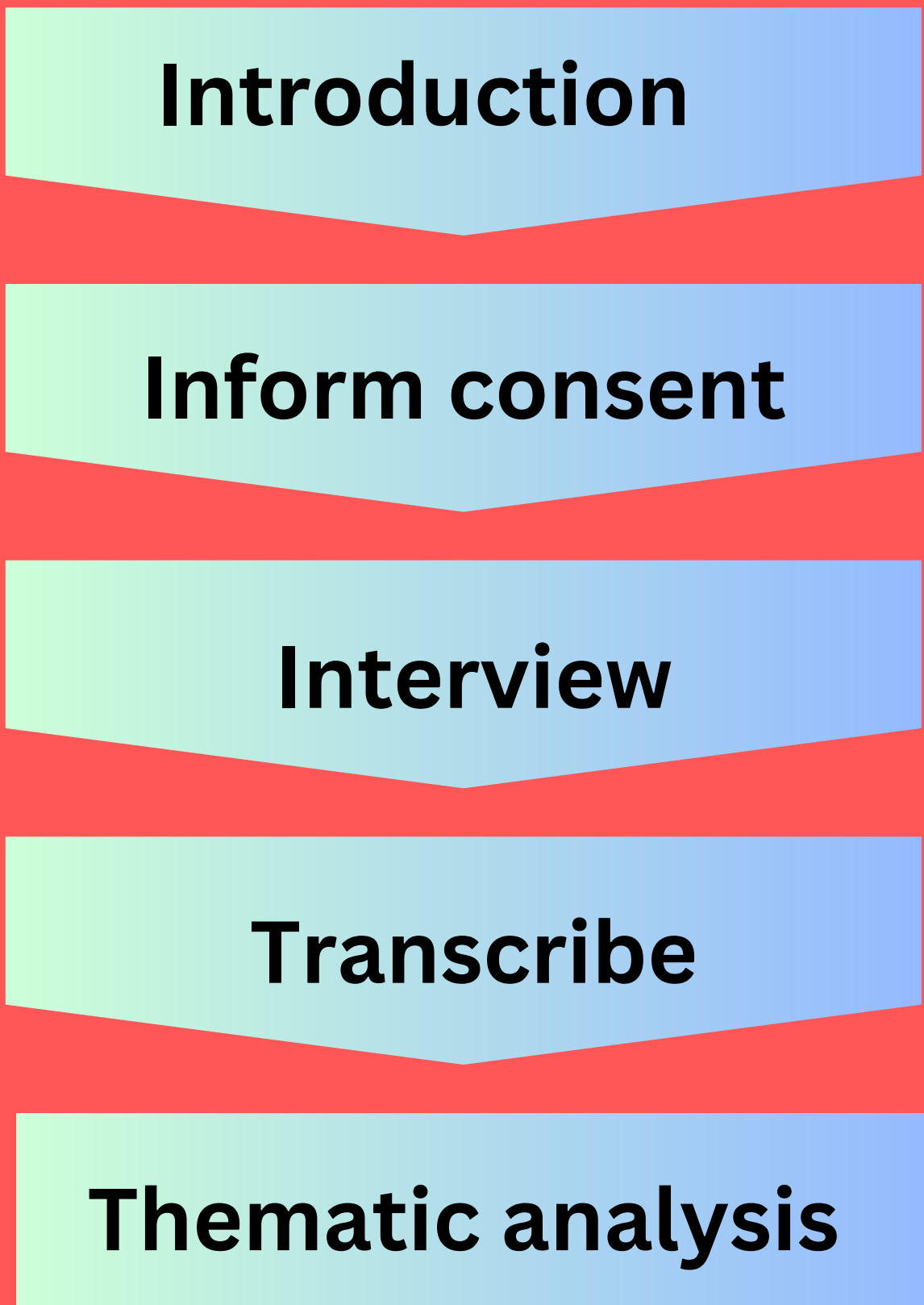
- Health literacy (HL) is an individual's ability to access, comprehend, evaluate, and apply health-related information in everyday life
- HL still needs to be improved among the population (Jaafar,2021). Due to remoteness, populations in protected areas face difficulty accessing health facilities and infrastructures. Thus, limit their understanding of health-related activities.
- This study examines the barriers and strategies to promote HL in Pahang National Park (PNP)

MATERIALS AND METHOD

FOCUS GROUP DISCUSSION

- Pusat Kesihatan Daerah (PKD), Kuala Tahan
- Jabatan Kemajuan Orang Asli (JAKOA)
- Department of Wildlife and National Park (PERHILITAN)
- District Education Office (SK Kuala Tahan)
- Jerantut District and Land Office
- Non-Government Organization
- Tok Empat
- Tok Batin

METHOD



RESULT AND DISCUSSION

Themes	Responses	Strategies
Education	S1: 'The villages rarely undergo health screening because they have no symptoms. They will go when they want to apply for a job'. S2: 'The indigenous people cannot read and write. They did not consume the medicine given by the doctors'.	Health Awareness Campaign at school. Outreach Community Programs (Vamos et al., 2020)
Infrastructure	S8: 'Road condition is terrible. That is why the ambulance cannot reach us and doctors occasionally visit us'.	Upgrade facilities (Karim, 2020)
Financial	S10: 'The villagers are receiving unstable and limited income. They usually have problems getting to the hospital for treatment. They rather buy medicine (paracetamol) at the grocery store or consume traditional plants'.	Modern agriculture programs (Onsay, 2022)
National Park Policy	S3: 'The use of land is very restricted. No massive development is allowed'	Provide environmental-friendly facilities and replant (Karim, 2020)

CONCLUSION

HL barriers faced by communities in PNP are limited education, infrastructure, finances, and policy. A comprehensive strategy is essential to improve HL among the communities. By addressing these barriers and strategies, individuals can make better health decisions and improve health outcomes.

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