

ABSTRACT

Dengue fever is a serious human arboviral infection that globally spreads and is top of concern amongst health care professionals and governments including Vietnam. The best measure to prevent and control dengue is vector control which is supported by social mobilization and health education. This study assessed the acceptability of health education program in dengue fever prevention and control for the first time in Dak Lak Province, which is located in the endemic area of dengue fever in Vietnam. This study was an implementation research with qualitative method. Nine in-depth interviews and six focus group discussions involving thirty-four informants were conducted at province, district, and ward level. The acceptability was analyzed based on seven components of the Theoretical Framework of Acceptability. Thirty-four informants ranging from ages 26 to 54 years participated. All belonged to delivering or receiving group of the health education program. The experience years of delivering group were at least two years with the health education program in dengue prevention and control and all individuals in receiving group were participated in the program. Six components, namely affective attitude, perceived effectiveness, intervention coherence, ethicality, and self-efficacy, were coded in all transcripts. Meanwhile, none of the interviews mentioned the opportunity cost. Overall, the acceptability of the health education program in dengue fever prevention and control was considered to be positive. However, the transformation from education to behavior would take time and require the persistence of the education program. Besides, the major burden of the program was limited budget that could lead to inadequate facilities for indirect communication and human resources.

KEYWORDS *Dengue fever, health education, dengue prevention and control, acceptability, Dak Lak*