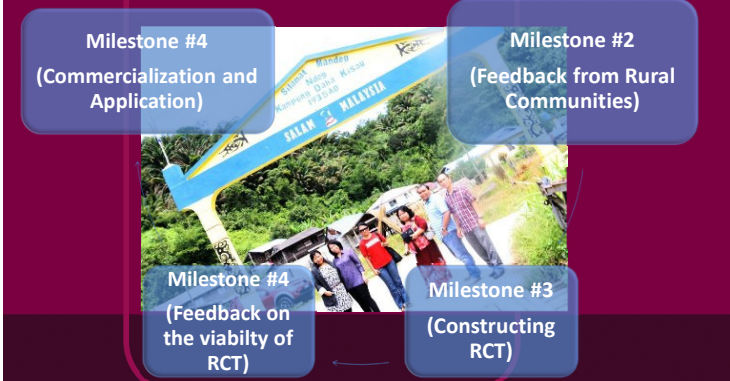


# CONSTRUCTING RISK COMMUNICATION TOOLKIT FOR RURAL AREAS IN SARAWAK



**Milestone #1**  
(Discover Potentials)



**Milestone #4**  
(Commercialization and Application)

**Milestone #2**  
(Feedback from Rural Communities)

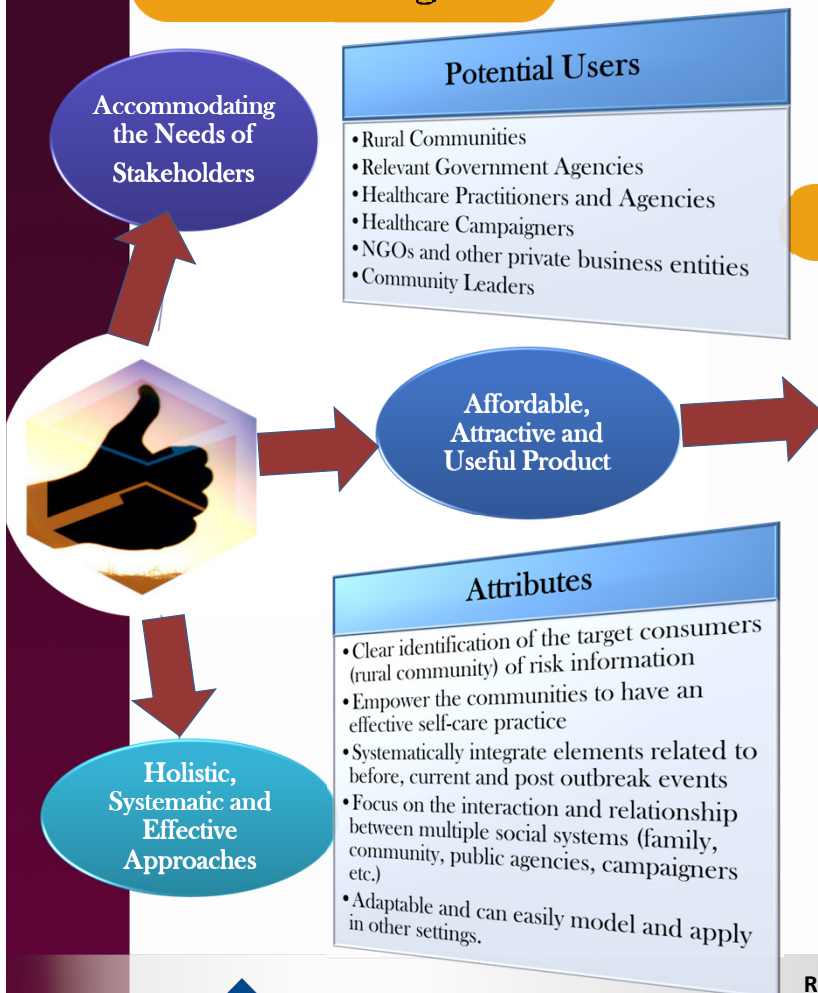
**Milestone #4**  
(Feedback on the viability of RCT)

**Milestone #3**  
(Constructing RCT)

## Introduction

Effective communication about risks related to health issues such as H1N1 influenza outbreak can be quite challenging to attain in the context of rural communities. Factors related to language, education, accessibility to up-to-date health information and materials, attitude towards health, belief and cultural systems for example can affect the way the rural communities respond towards risk communication. Our aim in this project is to construct Risk Communication Toolkit (RCT) that can effectively address the needs of rural communities in Sarawak. RCT encapsulates a framework that can effectively address the needs of the rural communities and enable them to easily comprehend information related to health risks and prevention measures. We construct RCT that can empower the rural communities to have an effective self-care practice.

## Advantages



## Potential Use

RCT is a guideline that can be adopted by relevant agencies, business entities, NGOs and community leaders

RCT packaging and delivery can be creatively expanded using ICT platform (i.e., website, mobile applications including tablet and smartphone)

RCT can be creatively bundled, packaged and delivered in any health-care campaign materials, workshop and training modules