

YO NAI, 26

Frontline Social Network officer (FSN),
World Vision Foundation Thailand

When he was a teenage boy he was bullied by his family and rejected by society because of his behavior. He decided to go out of the community and do some work to earn money but at the same time change his behavior so his society could accept him well. When he applied for a job, he realized that he needed to meet education criteria which he did not. So, Yo Nai decided to take a course in a non-formal education center and worked for society as a rescue volunteer at the same time. Nowadays, he is working for World Vision Foundation Thailand, under the Global Fund RAI3E project in his hometown at Tha Song Yang District of TAK province.



He is leading social behavior change communication (SBCC) activists in the community and providing awareness activities to protect his community from malaria. Apart from malaria, he also educates the community on the prevention of HIV/AIDS, TB, and Drug addiction which he learned through on-the-job training and the Ministry of Social Development and Human Security.

In his daily work, he collaborates and coordinates with the Vector-borne disease control unit, the head of the village, and the malaria post worker for malaria treatment follow-up and adherence, including supporting local authority in the implementation of the 1-3-7 approach. He found that “Human behavior” is the key factor to the malaria infection and outbreak in the community. He said awareness raising and early diagnosis of malaria is important, particularly to the population on the border and those frequently cross the border.

With his intention to understand more about “human behavior” as for social behavior change. He took an additional course about human development and planned to organize a community relation activity to study community members’ behavior which will be utilized in SBCC activities for communities.

“
... I need to take more time with the community to gain trust and understand their behavior...
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“ ... People think Malaria isn’t dangerous, but it’s dangerous. I am proud when I make them understand the risk and increase their knowledge about malaria. It means I can save their life...”