

## Abstract

**Objectives:** This study aimed to investigate the knowledge, attitude, belief, subjective norms, perceived behavioral control, intention, and preventive behavior toward Shigellosis prevention among the people living in the mountain villages of Hualien. In addition, the communication channels of health messages expected or used by those people were identified in this study too. The findings of this study can provide valuable information for designing health education and promotion programs in the mountain areas of Hualien.

**Method:** A cross-sectional, self-administered survey of 1,282 students in grades 4 to 6 who were studying in the elementary schools located in the mountain villages of Hualien was performed. Another cross-sectional survey of 1,570 adults aged above 20 years old and living in the mountain villages of Hualien were interviewed by trained interviewers. In-depth interviews were also conducted with 18 public health professionals. The data was presented as percentage, mean, standard deviation, one-way ANOVA, and multiple regression.

**Findings:** (1) The average score among the adults on Shigellosis prevention knowledge is 9.86 (SD = 7.02) in the score ranged from 0 to 26. (2) The average score among the elementary students on Shigellosis prevention knowledge is 8.92 (SD = 7.90) in the score ranged from 0 to 26. (3) 97.3% adults reported that they always wash hands after using rest rooms or before eating foods. (4) 37.6% adults reported that they do not drink boiled or disinfected water. (5) 91.8% elementary students reported that they always wash hands before eating food or after using rest rooms. (6) Regarding health messages communication channels, the adult respondents of this survey answered that T.V., physicians, nurses, family members, village leaders, and schools teachers are the most frequent, reliable, and effective channels to receive health messages.

**Keywords :** Shigellosis ; Evaluation ; Aborigenoius Health