EP070

COMMUNITY EMPOWERMENT THROUGH RISK ASSESSMENT FOR COMBI UNITED

R.A.C.U.N

: BATU PAHAT PILOT PROJECT

MINISTRY OF HEALTH MALAYSIA
BATU PAHAT HEALTH DISTRICT OFFICE

Irene Faridah I[1]*, Faizah J[2], Callextus Sibat A.S[3]
[1]Health Promotion Unit, Batu Pahat Health District Office, Johor, Malaysia
[2]Health Promotion Unit, Johor Health State Department, Johor, Malaysia
[3]Wellness Hub Batu Pahat, Batu Pahat Health District Office, Johor, Malaysia



Introduction

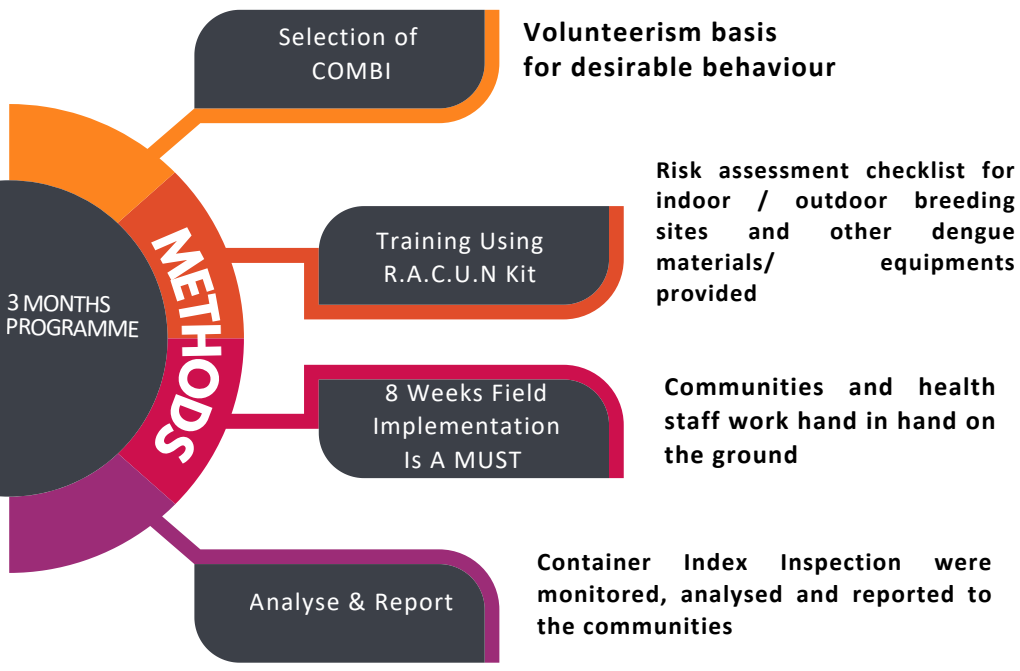
Dengue fever remains a major public health concern despite widespread awareness of its transmission via Aedes mosquitoes. Persistent increases in cases are largely driven by behavioural factors, including low risk perception, poor environmental hygiene, and inconsistent preventive practices. Communication for Behavioural Impact (COMBI) provides a structured approach to promote behaviour change through community engagement. This effort is also aligned with Teras 4 of the Agenda Nasional Malaysia Sihat, which focuses on environmental sustainability.

Objective

This project assessed the effectiveness of the Risk Assessment for COMBI United (RACUN) programme in enhancing community empowerment, improving preventive behaviours, and reducing dengue risk through behavioural insights integration.

Methodology

Since 2020, RACUN has engaged COMBI groups across seven residential neighbourhoods in Batu Pahat, Johor. The intervention lasted three months, featuring an eight week risk assessment phase using standardised tools to identify indoor and outdoor mosquito breeding sites. Behavioural strategies included risk perception enhancement, traffic-light visual cues, peer accountability, and routine habit formation via weekly inspections.





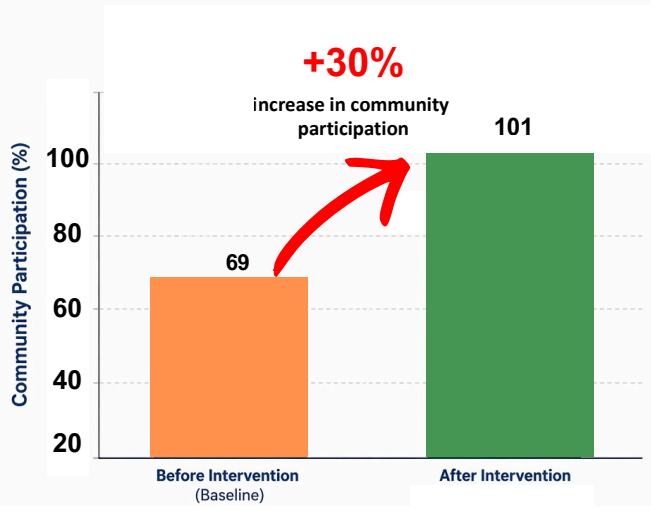


Results

Although sporadic dengue cases still occurred, R.A.C.U.N significantly enhanced community empowerment and responsiveness. Communities demonstrated faster reaction times and proactive participation in managing breeding sites, particularly discarded tyres, polystyrene containers, and flower pots. Observed behavioural changes included community participation increased to 30%, swift action towards environmental hygiene issues within two weeks and stronger ownership of dengue prevention activities.

INCREASE IN COMMUNITY PARTICIPATION FOLLOWING INTERVENTION

Observed behavioural changes



OTHER POSITIVE OUTCOMES OBSERVED

SWIFT ACTION
Swift action towards environmental hygiene issues **within two weeks.**

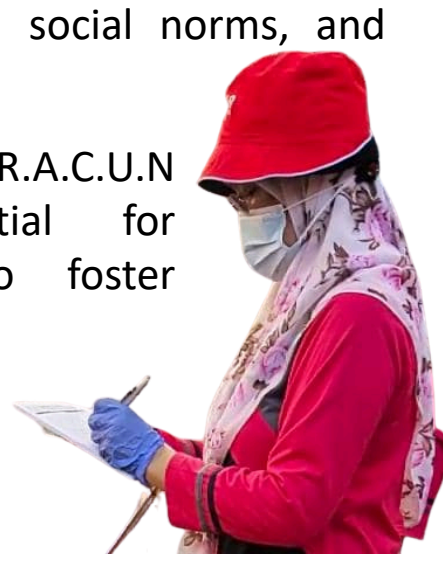
STRONGER OWNERSHIP
Stronger ownership of dengue prevention activities.

SUSTAINABLE IMPACT
Greater community engagement contributes to a cleaner and healthier environment.

Discussion and Conclusion

Integrating behavioural insights into community-based dengue interventions successfully builds a resilient community capable of rapid response. R.A.C.U.N shifted behaviour from mere awareness to consistent preventive action through cues, social norms, and empowerment strategies.

Despite limited volunteerism, R.A.C.U.N demonstrates strong potential for scalability across districts to foster proactive communities.



Acknowledgement

- Sincere appreciation to the Batu Pahat Health District Office, Johor, Malaysia; the Health Promotion Unit, Johor State Health Department, Johor, Malaysia; and the Wellness Hub Batu Pahat, Batu Pahat Health District, Johor, Malaysia for their continuous support and collaboration.
- Special thanks are also extended to the MyCHAMPION COMBI team (Taman Mewah, Taman Nira, Taman Seri Rahmat, Taman Murni, Taman Sri Lalang, Taman Suria Ros and Taman Kota) for their active involvement and commitment in the implementation of this initiative.

References

1. Garis Panduan Langkah Memperkasa Komuniti, BPK, KKM, 2013
2. COMBI Garis Panduan Komuniti, BPK, KKM 2011
3. Agenda Nasional Malaysia Sihat (ANMS)
4. Booklet MyCHAMPION, KKM, 2025

MORE INFO

MyCHAMPION COMMUNITY HEALTH AGENT

COMBI DARI KEPADA UNTUK KOMUNITI

1st National Conference on Behavioural Sciences in Health 2026
Mainstreaming Behavioural Sciences for Better Health
6-7 May 2026 | National Institutes of Health