

THE CHALLENGES AND EXPERIENCES OF COMMUNITY ENGAGEMENT FOR DENGUE, ZIKA AND CHIKUNGUNYA PREVENTION WITH WOLBACHIA AEDES AGYPTY IN MALAYSIA.

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Introduction: Community engagement is the process of working collaboratively with community groups to address issues that impact the well-being of those groups. Activities that help engaging the community include credible and transparent reporting, meetings and collaborative decision making. It also a very important to make community clear and accept the project that has been introduced.

Objective: To explain to the community about the project ie the advantages and to get their consent to agree and accept the project.

Methods: This pioneer project was held in AU2, Taman Keramat and Section 7 Shah Alam. Both places are in State of Selangor. So, the targeted group of the community engagement was from from the management of Selangor State, local authority, local community leaders until to the ground which is the community. Many methods of delivering messages have been done. It's started with the briefing, dialog, discussion and eventually to get consent from the top management of state level and finally getting consent from the residents. Strategies used were communication, organizational and publisities such as public talks, dialogue, exhibitions, video, pamphlets distribution, banner and bunting. Media sosial such as facebook and whatsaps application also been used.

Results: Community engagement was succesfully done by stages, beginning with the top management level of the Selangor State until to the ground at community level. Communications strategies has been used in delivering messages and convincing them. For the pilot project, AU2 Taman Keramat has been chosen. As a result, 501(98.43%) from the feedback of the residents accepted and agreed with the project and eventually wolbachia aedes aegypty was succesfully released on 28th Mac 2017.

Discussion and conclusion: Community engagement is a very important mainly in introducing new method of prevention like this. We have to ensure community are clear about the project to avoid objection. In approaching the community, we have to use many methods. From our experiences, there are many challenges faced but the most important public eventually are clear and agree with the project. With this support from community, this project can be implemented without any objection and monitoring process can be done easily as well.

KEYWORDS : Malaysia, Community engagement, Wolbachia.