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Mahidol University

First Progress Report

May 1 - September 30, 1981

**INFANT FEEDING STUDY**

**Progress Report During  
May 1 - September 31, 1981**

**Faculty of Public Health, Mahidol University  
Bangkok, Thailand**

**October 31, 1981**

## Contents

1. Introduction
2. Personnel carry out the study
  - Principal Investigators
  - Research Associates
  - Consultants
  - Secretarial Officers
  - Junior ethnographers
3. Technical Progress Report
  - 3.1 Ethnographic study
    - a. Revision of Field Manual
    - b. Site Selection
    - c. Recruitment of Junior ethnographers
    - d. Training of the ethnographers
    - e. Conducting the study
    - f. Report of the ethnography phase one
    - g. Integration of the Findings
  - 3.2 Preparation of Cross-Sectional Survey
    - a. Design of Survey Sample
    - b. Plan for data analysts
    - c. Development of Instrument
    - d. Plan for training of Interviewers

## Introduction

The infant feeding project started in Bangkok on May 1st, 1981, with the time table of Activities attached in Appendix I. As it has been stated in the proposal that the study consists of three components, namely, ethnographic study, infant feeding survey and marketing study.

The ethnographic study phase one was conducted jointly, with a study team from Faculty of Social Sciences and Institute of Population Research, Mahidol University.

The infant feeding survey and consumer behaviour survey including state of industry is under the responsibility of Faculty of Public Health. The other portion of marketing study will be done by DEEMAR.

This progress report includes a summary of activities completed and findings of ethnography phase-one during May 1st - September 30, 1981.

## Personnel Carry out the Study

### Principal Investigators

1. Debhanom Muangman
2. Somchai Durongdej

3.3 Marketing Component

- a. State of Industry and Product Categories
- b. Consumer Behavior Survey

4. Other Administrative Activities

4.1 Committee Meeting

4.2 Set up an Office for the Project

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5. Appendix

- I Time table of activities during May 1 - December 1982
- II Training of Junior of Ethnographers
- III Design of the survey sample
- IV Data management
- V Training of the interviewers

**Research Associates**

3. Subarn Panvisavas
4. Santhat Sermsri
5. Anek Hirunraks
6. Thavisak Svetsreni
7. Thonglaw Dejthai
8. Valaitip Sacholvijarn
9. Chatkaew Pravahanavin

**Consultant**

10. Prachum Suwatee
11. Upathum SaiSangJan

**Secretarial Officers**

12. Luntarima Trichatworthipong
13. Ratana Sudklay

**Junior Ethnographers**

**Central Plaza**

1. Miss Sauvalux Boonsrisakulṣagdi
2. Mr. Luechai Srivgernyuang
3. Mr. Udom Sritip

**Senanikom II**

4. Miss. Wiraporn Suttana
5. Mr. Veera Suesuwan

Din Dang

6. Miss. Luckana Thermsirikunchai

7. Mr. Suwat Srisorrachatr

Talart Plu

8. Miss. Wandee Teamijitsiripong

9. Mr. Thanie Thammasavoj

3. Technical Progress Report

3.1 Ethnographic Study

a. Revision of field Manual: Having reviewed the ethnographic field manual developed by the Research Consortium, the ethnographic study Team with Dr. Penny Van Esterik Assistance while she was in Bangkok, adapted the manual for the junior ethnographers in Thailand. This manual was written in Thai. At the final revision of the manual, it was distributed to Research Associates for their comments. Final modification of Techniques was made to gear with the actual localities.

b. Site Selection: Four sites were selected purposively in accordance to the Socio-economic level and type of occupations. These four sites included:

1. Din Dang (Central Bangkok) low income slum area, slum labour force in private sector and poor housing conditions
2. Soi Sena II, Bangkok, (Northern Bangkok) : low and middle low income, factory workers and fairly good housing conditions
3. Central Plaza, construction site (Central Bangkok) low income, construction workers, temporary housing condition
4. Phasi-Chareon Community (West of Bangkok): Middle income, household industry workers and good housing conditions

C. Recruitment of Junior Ethnographers: In early May, 1981 nine Junior ethnographers who are graduate students at the Faculty of Social Sciences and humanitarian and institute of Population Research were selected. These Junior ethnographers had experience previously in anthropological studies. The ethnographers consisted of 5 males and 4 females.

D. Training of Junior Ethnographers: Training of Junior ethnographers was conducted during one week of May 25 to 29, 1981. Dr. Penny Van Esterik and other research team were involved in the Training. Time Table of the Training is attached in Appendix II.

E. Conducting the Ethnographic Study: Nine Junior ethnographers were assigned to work in the selected sites. As a result. Two ethnographers were assigned to each site. Additional one ethnographer

worked on infant formula in every site. They carried out the study from June 1 to August 31, 1981 for three months continuously. Furthermore, Ten mother-child Index were selected on the basis of their cooperations and their willingness to participate in the study. A total of 40 Mother-child index participated in the study.

F. Report of Ethnographic Study Phase I : A preliminary report of ethnography phase I is drafted and it was reviewed by the consultant, Dr. Penny Van Esterik who visited Bangkok during November 4-6, 1981. A draft of this report and proposed revision is attached.\*

G. Integration of Findings: A serie of meetings with Junior ethnographers was held to discuss question items in terms of wording, appropriateness, and sequences. Many modifications were made to ensure the best instrument.

The consultant, Dr. Penny Van Esterik, visited Bangkok again in November and made valuable comments on the question items and suggestion of additional questions. More information about participation of Junior ethnographers on questionnaires development can be found under development of survey instrument.

### 3.2 Preparation of the Cross Sectional Survey

A. Design of survey samples: Based on NIDA's master sampling frame, eighty-three sample blocks were selected. It was expected that a mininum of 1,192 eligible households will be obtained. Details of survey samples can be seen in Appendix III.

\*not included with this report to AID; a copy of the complete phase I report will be sent with the next report to AID.

B. Plan for Data Analysis: A plan for data analysis was completed and was sent to the consortium earlier for approval.

Appendix IV shows the plan for data analysis.

C. Development of the survey instrument: The instrument was developed earlier which included core questionnaire suggested by Research Consortium and other necessary question items according to country objectives. After the first draft of the questionnaire was made, it was distributed to all junior ethnographers for their comments prior to the technical meeting. The meeting was held attended by both all junior ethnographers and Research Associates to discuss all aspects of the questionnaire. Question items were commented, one by one. It was at this time where many question item were deleted.

By the time the second revision was completed, Dr. Virginia Lakaran visited Bangkok. She then had a chance to comment and provide many suggestions. The questionnaire was revised again.

The third revision as a result of the discussion with the consultant, Dr. Virginia Lakarn was pretested for content validation and question sequence. This was done in the health centers in Bangkok. Furthermore, it was tested for procedure in the field by Miss Chatkaew and Valaitip, our field supervisors. We found that the interviewing time was 30-45 minutes per interview. This third revision of the questionnaire was submitted to the consortium for further comments.

We were in a process of revision of the questionnaire. We have already sent a copy to the consortium. The consultant, Dr. Penny Van Esterik, came to Bangkok and provide further comments and suggestion.

The fourth revision have been done and we strongly believe that this is going to be a better one. However, we have not sent this current revision with this progress report. It will be submitted separatly.

D. Training of interviewers: Ten interviewers are to be recruited from public Health graduates. Training of interviewers carried will be out in seven (7) days. Training sehedule is included in Appendix V. The primarily objectives of the training will focus on the understanding of questionnaire, important of valid and reliable information during interview and field procedure.

### 3.3 Marketing Component

A. State of industry and product categories: As of September 31, 1981. This component is under studies. Dr.Thonglaw has been doing secondary research and completed the data on labelling of all products.

B. Consumer behavior survey: Questionnaire on consumer behavior survey was constructed and integrated into infant feeding survey instrument. This instrument pending for approval before further action.

#### 4. Other Administration Activities

4.1 Committee Meetings: Several meetings were held to discuss both administration and Technical aspects. During May 1 - September 31, 1981. There were 5 meetings on administrative aspects and 3 meetings on ethnographic study. Minutes of the meetings written in Thai were distributed to those who are involved for information and reminder. This meeting is designed to enhance the communication among research members and a mean to evaluate the progress of research activities.

4.2 Set up office for the project: A center of communication for the project has been set up at it is located on the the third floor of Building-1 . The Dean of Faculty of Public Health provides a space and necessary physical facilities. This office equips with a new telephone a type-writer, and two full-till staff members. Documents and records are all kept here so that they become available for research team.

It is expected that the office will be very busy during the cross-sectional survey because all interviewers must report to their supervisor every day before they go to the field. Furthermore, all the inquiries from the correspondence will be answered promptly.



Activities	Months																								Remarks
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
4.2 Recruitment and training of interviewers				✓	✓																				
4.3 Sample selection								✓	✓																
4.4 Pre test of instrument						✓	✓																		
4.5 Data collection						✓	✓	✓	✓	✓	✓														
6. Consumer behavior and retail market study (see TAI report)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
7. Data processing and analysis								✓	✓	✓	✓	✓	✓	✓	✓	✓	✓								
8. Draft Final Report																	✓	✓	✓						
9. Workshop organization																			✓	✓					
10. Final Report																					✓	✓	✓	✓	

Appendix II

Time Frame for Training of Ethnographers

day	Activities
1	Presentation and discussion of Project objectives and design
2-3	Discussion of Ethnographic Manual and topics of inquiry
4	Discussion of Methodology and Technique
5	Field Visit and Practices
6	Assignment

### Appendix III

#### Design of Survey Sample

As it has been agreed earlier that NIDA's master sampling frame will be used for this study. NIDA has subdivided 24 district of Bangkok area into 6,293 blocks. Each block consists of approximately 100 households. The NIDA's Master Sampling Frame has proportionally selected 200 blocks from 6,293 blocks.

The sampling frame for this study is designed to randomly selected blocks from NIDA master sampling frame. It is estimated that 40% on NIDA's original frame will provide 1,000 to 1,500 eligible households. Therefore, a minimum of 83 blocks will be randomly-selected. Furthermore, it is intended to include the sampled blocks locating in all 24 districts. Sampled blocks, then are drawn randomly from each district. Table 1 shows sampled blocks and expected eligible household. Selected block members in each district can be seen in table 2.

#### Updating sample blocks

NIDA will provide maps of all 83 blocks. These maps will be reproduced in to 8" x 11" size for all the team members.

The objective of updating the sampled blocks are as follows:

1. To locate the boundary of the blocks
2. To be familiar with the geographical location of the map
3. To identify the eligible households
4. To collect basic demographic data of the sampled blocks
5. To plan a practical method for supervision

Note At present, updating sample blocks are completed.

Table 1

Sampled Blocks by District and Expected Eligible Households

	Total Blocks	Sampled Blocks*	Minimum Expected No. of Eligible Households
1. Klong san	270	(8) - 3	43
2. Thon Buri	367	(12) - 5	71
3. Bangkok Yai	158	(5) - 2	29
4. Bangkok Noi	394	(12) - 5	71
5. Dusit	452	(14) - 6	86
6. Phra Nakhon	217	(7) - 3	43
7. Pon Prap Sattru Pai	153	(5) - 2	29
8. Sampanthawang	161	(5) - 2	29
9. Pathumwan	252	(8) - 3	43
10. Bang Rak	222	(7) - 3	40
11. Phaya Thai	563	(18) - 7	100
12. Huai Khwang	127	(4) - 2	29
13. Yan Nawa	537	(17) - 7	100
14. Rat Burana	140	(4) - 2	29
15. Nong Khaem	55	(2) - 1	15
16. Phasi Chareon	276	(9) - 4	57
17. Taling Chan	95	(3) - 1	15
18. Bang Khun Thian	208	(7) - 3	43
19. Bang Khen	433	(14) - 6	86
20. Bang Kapi	305	(10) - 4	57
21. Phra Khanong	732	(23) - 9	129
22. Min Buri	58	(2) - 1	15
23. Lat Krabang	54	(2) - 1	15
24. Nang Chok	64	(2) - 1	15
	6,293	200 - 83	1,192

Note \*Numbers in parenthesis refer to NIDA's original Sampled blocks.

Table 2

Sample by Districts

District No.	District Name		Total Block Selected	Block No.	Note
	Thai	English			
1	คลองสาน	Klong San	3	152 155 158	
2	ธนบุรี	Thon Buri	5	139 142 143 145 149	
3	บางกอกใหญ่	Bangkok Yai	2	171 175	
4	บางกอกน้อย	Bangkok Noi	5	160 161 165 168 170	
5	ดุสิต	Dusit	6	50 51 55 57 60 62	
6	พระนคร	Phra Nakhon	3	1 3 6	
7	ป้อมปราบ ศัตรูพ่าย	Pom Prap Sattru- Pai	2	8 11	

District No.	District Name		Total Block Selected	Block No.	Note
	Thai	English			
8	สัมพันธวงศ์	Sampanthawong	2	22 24	
9	ปทุมวัน	Pathumwan	3	13 16 19	
10	บางรัก	Bang Rak	3	26 29 31	
11	พญาไท	Phaya Thai	7	64 68 69 72 74 77 80	
12	หัวขวาง	Huaf Khwang	2	83 85	
13	ยานนาวา	Yan Nawa	7	33 36 38 41 43 46 48	
14	ราชบุรีระ	Rat Burana	2	195 198	
15	หนองแขม	Nong Khaem	1	199	
16	ภาษีเจริญ	Phasi Charecn	4	176 179 182 184	

District No.	District Name		Total Block Selected	Block No.	Note
	Thai	English			
17	ตลิ่งชัน	Taling Chan	1	193	
18	บางขุนเทียน	Bang Khun Thian	3	186 189 191	
19	บางเขน	Bang Khen	6	110 111 115 119 121 122	
20	บางกะปิ	Bang Kapi	4	123 125 126 131	
21	พระโขนง	Phra Khanong	9	87 89 92 94 97 99 102 104 107	
22	มีนบุรี	Min Buri	1	135	
23	ลาดกระบัง	Lat Krabang	1	137	
24	หนองจอก	Nong Chok	1	133	

## Appendix IV

### Data Management for Infant Feeding Study

#### A Work Plan Proposal

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This work plan addendum is supplement to the main proposal on "Changing Weaning Diet Practices and Infant Feeding Study" in Thailand. The data management activities will include:

1. Data preparation and analysis as required by the ethnographic component in both Phase I and Phase II. This would lead to a summaried report on this aspect of the study.
2. Data preparation (coding, editing etc.) from the raw survey data in the breastfeeding and the marketing (Consumer behavior) serveys.
3. Cleaning correcting and verifying all the computer-recorded information. This would include the checking and testing for the consistency and logical aspect of the data.
4. Designing and directing the data processing and statistical analysis as required and proposed by all components of the study. This stage of analysis will be executed by one of the large computers which is available domestically and will be analysed by the uses of the existing standard package programs, e.g. SPSS, BMDP. The statistical techniques to be applied are expecting to be the crosstabs, Breakdown, Multivariate and Multiple Regression Analysis, and the Discriminant or Classification Analysis.

5. Duplicating the cleaned data and some relevant computer outputs as needed by the consortium.

All activities listed above are responsible for the planning and implementing by the Research Associate of Statistics component with another two research assistants, a statistician and a computer programmer. The design and planning of the analysis will be suggested and recommended by the "research group" of Mahidol University together with the local consultants.

The actual length in operation of the data management is expected to be approximately 12 months, expanding from the 8th through the 19th months of the main proposal. However the research associate incharged for the activities will also involve in the designing of the instruments of the survey at the early stage and the proper presentation of the blended results at the very last stage of the study.

Appendix V

Time table for Training of the Interviewers

Day			
1	9.00 - 12.00	Overview of the Project	Dr. Debhanom, Somchai
	12.00 - 13.00	Lunch	
	13.00 - 16.00	Interviewing Technique	Dr. Anek
2	9.00 - 12.00	Discussion of the selected observation from Ethnographic Study	Mr. Thavesak, Ms. Valaitip
	12.00 - 13.00	Lunch	
	13.00 - 15.00	Discussion of the Questionnaire	Dr. Somchai, Ms. Valaitip
3	9.00 - 12.00	Exercise	Ms. Valaitip, Chatkaew
	12.00 - 13.00	Lunch	
	13.00 - 16.00	Discussion	Dr. Somchai, Anek, Ms. Valaitip, Chatkaew
4	9.00 - 12.00	Administrative Procedure	Dr. Somchai
	12.00 - 13.00	Lunch	
	13.00 - 16.00	Arrangement and discussion of the area selected	Dr. Anek, Valaitip, Ms. Chatkaew
5	9.00 - 12.00	General Discussion	Dr. Somchai, Ms. Valaitip, Ms. Chatkaew
	13.00 - 16.00	Field Exercise	" "
6	9.00 - 16.00	Continued	" "
7	9.00 - 16.00	Discussion	" "

Time table for Training of the Interviewers

Day			
1	9.00 - 12.00	Overview of the Project	Dr. Debhanom, Sonchai
	12.00 - 13.00	Lunch	
	13.00 - 16.00	Interviewing Technique	Dr. Anek
2	9.00 - 12.00	Discussion of the selected observation from Ethnographic Study	Mr. Thavesak, Ms. Valaitip
	12.00 - 13.00	Lunch	
	13.00 - 15.00	Discussion of the Questionnaire	Dr. Sonchai, Ms. Valaitip
3	9.00 - 12.00	Exercise	Ms. Valaitip, Chatkaew
	12.00 - 13.00	Lunch	
	13.00 - 16.00	Discussion	Dr. Sonchai, Anek, Ms. Valaitip, Chatkaew
4	9.00 - 12.00	Administrative Procedure	Dr. Sonchai
	12.00 - 13.00	Lunch	
	13.00 - 16.00	Arrangement and discussion of the area selected	Dr. Anek, Valaitip, Ms. Chatkaew
5	9.00 - 12.00	General Discussion	Dr. Sonchai, Ms. Valaitip, Ms. Chatkaew
	13.00 - 16.00	Field Exercise	" "
6	9.00 - 15.00	Continued	" "
7	9.00 - 16.00	Discussion	" "