

# Oral Self-screening Knowledge Dissemination Process for Oral Potentially Malignant Disorders in Sanpatong District, Chiang Mai Province, Thailand

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## Abstract

**Objectives:** To create a knowledge dissemination process for oral self-screening for the detection of early oral cancer and potentially malignant disorders with the participation of village health volunteers (VHVs).

**Methods:** Action research with VHVs was performed in Sanpatong district, Chiang Mai province, from October 2020 to May 2021. The knowledge dissemination process consisted of five steps: (1) community analysis by in-depth interviews to identify areas of concern for oral cancer; (2) discussion with the VHV core team to develop the knowledge dissemination process; (3) production of a customized media and training program that fit the area population and VHVs; (4) purposive selection of 43 VHV trainees from 15 villages to attend the pilot program, use the media, and disseminate the knowledge in the community; (5) program evaluation by in-depth interviews and self-report questionnaires.

**Results:** The results indicated that VHVs showed a positive attitude toward oral cancer screening and expressed eagerness to disseminate knowledge to people in their communities. Trained VHVs learned the benefits of self-screening in the at-risk population and gained confidence in inviting people to practice oral self-screening. The key factors for program success were (1) community and oral cancer concern analysis, (2) a customized media design and training program, and (3) participation of the target group.

**Conclusions:** The five steps of knowledge dissemination were effective in increasing VHVs' recognition of the benefits of early oral cancer detection and self-screening behaviors in the community.

**Keywords:** knowledge dissemination, potentially malignant disorders, oral cancer, oral self-screening, village health volunteers