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**THE INFLUENCE OF “FIGHT DENGUE CAMPAIGN” MESSAGE
FRAMING STRATEGY TOWARD PREVENTION BEHAVIOUR
AMONG RESIDENT IN SUNGAI PETANI**

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I have reviewed the final and complete research proposal and approve the submission of this report for the evaluation

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter provides an overview of this study, which consists of eight main sections. Beginning with the background of study, this chapter identifies the issues ascertain the research problem, research problem and the objective of this research endeavor. It also highlights the significance, scope of study, provides the definition of terms and concludes with a discussion on the remaining chapters.

According to Suaya et al (2009), dengue fever, a viral infection transmitted by the *Aedes aegypti* mosquito, is a rapidly growing public health problem in tropical and sub-tropical countries. A large share of the world population is at risk, as over 2.5 billion people live in affected areas, and an additional 120 million people travel to affected areas annually. In addition, the World Health Organization estimated that almost 2.5 billion population are at the risk to be infected by dengue fever, and this trend was expected to rise over the next coming years (Al-Dubai, Ganasegeran, Alwan, Alshagga, & Saif-Ali, 2013).

Dengue is endemic in Singapore and has seen a recent resurgence despite an effective vector control program based on a three-pronged approach that incorporates source reduction, public health education and law enforcement. Several factors resulted in the resurgence of dengue in Singapore. The immunity level of the population has declined while adult densities of the *Aedes* vectors have multiplied due to the rise in temperatures and increased rainfall. Climatic changes have been reported to affect the biology and behavior of the vectors, allowing them to develop higher competence for dengue transmission (Ai-Leen & Song, 2000).