

A community based cross sectional descriptive study was conducted to identify the health seeking behaviors and its related factors among the rural population in Pin-Thaung village which is hard to reach area in Leiway Township, Mandalay Region. A total of 125 respondents who had history of illness within last six months were selected for quantitative data by simple random sampling method and 18 respondents were purposively selected for qualitative data in two dimensions i.e history of hospitalization or not. The respondents were interviewed by using pre-tested structured questionnaire for quantitative data and FGD guideline for qualitative data during September 2012. The mean age of the respondents was 42.4 years ranging from 18 to 87 years. Most of respondents (88.8%) were Chin who can speak Chin and Myanmar language. Majority of them (64%) were primary education level and 49.6% were manual labourers. Half of the respondents had average family income of less than 60000 kyats per month. Around two third of respondents were nuclear family type. One quarter of the respondents had underlying health problems which were diagnosed by health care providers. Health seeking behaviors in this study were mainly determined by the transportation and poor road condition. Almost all of them stated that they would go to the health centers only when their health conditions get worse. They were satisfied on the services of the health centers they visited. Firstly, nearly all of the respondents seek the treatment starting with selfcare, traditional methods such as faith-healing, drinking enchanted water and consulting with quacks or folk healers if they have any health problems. In this study most of the rural population still had superstitious beliefs. Their mainly reasons for choice of this treatment were their perceived minor illness, sharing the experience of peer groups or relations and distance to health facility and then these are easily accessible in this area. Most of the respondents consulted with qualified allopaths as they perceived major health problems or not relieved from others treatment. As the qualified allopaths were not accessible and available in this area, they used to unqualified allopaths. Training and registration for license of drug peddlers are needed because nearly all of the respondents treated self-care which was medicine buying from nearby drug store. This study concluded that it is important to develop a need based health care delivery system and actions should be taken to improve the overall scenario of health system of rural population. Further research of health seeking behavior should be conducted on the rural population who lived in hard to reach area.