



# About ThaiHealth

## About

Thai Health Promotion Foundation (ThaiHealth) was established in 2001, the first organization of its kind in Asia. Created under the Health Promotion Foundation Act 2001, ThaiHealth is autonomous state agency which outside the formal structure of government. It is funded by ?sin taxes? collected from producers and importers of alcohol and tobacco.

## Our role

ThaiHealth acts as a catalyst as well as a change agent. These roles arise from the fact that there are responsible people implementing health promotion activities and that ThaiHealth should not repeat their works. Therefore, ThaiHealth will make use of its flexibility in management and budget to help initiate new ideas, facilitate and help transform health promotion opportunities into concrete actions. Also, it can be said that ThaiHealth focuses on its roles as an assistant and facilitator, rather than being an actor.

## Our vision

Sustainable Health for Thai Citizens

## Our mission

ThaiHealth's mission is ? To Spark, stimulate, support and develop health promotion process leading to good health of Thai people and society?

ThaiHealth emphasizes healthy public policies, issues-based programs, and holistic approaches. ThaiHealth acts as a catalyst for projects that change values, lifestyles, and social environments directed to positive changed in health status. The philosophy of ThaiHealth is that all Thais can attain better lives, in a self-reliant way, though increases in cooperation. ThaiHealth targets its activities at the social determinants of health.

According to the legislation, the missions and goals of ThaiHealth are as follows:

- To promote health among Thai people of all ages in accordance with the national policy.
- To reduce consumption of alcohol beverages and tobacco.
- To develop community capacity in health promotion.
- TO carry out studies and research and develop knowledge on health promotion.
- To campaign on building up awareness beliefs and information and to communicate health promotion to the public through various activities including social marketing campaign and sponsorship of sports, the arts and popular cultures.

## Strategy

ThaiHealth has employed the concept that we call "The Triangle that Moves the Mountain" as the key strategy to solve difficult social problems, by simultaneously strengthening capacity in three interrelated sectors. These are

- creation of relevant knowledge through research
- social movement (social mobilization) and
- political involvement.

The mountain itself, the center of all this is health improvement.



## Policy, Administration and Management

Board of Governors overseas management at a policy level and overall budget arrangement. This includes setting out rules and regulations.

Sub-committee is a committee appointed by the Board to oversee the Plan Administering Committee and the Specific Area-based Committee

Office consists of the Manager, directors of sections and staff. The office role is to implement policy in order to reach the goals of the Foundation. It also supports organizations and networks.

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