



You

You are another power to build a wellbeing society

Knowing ThaiHealth

Thai Health Promotion Foundation (ThaiHealth)

is a state agency which is not part of the bureaucratic system or the state enterprise. It was established by virtue of the Health Promotion Foundation Act, B.E. 2544 (2001) under the supervision of the Prime Minister. Its main source of funding comes from a two percent levy imposed on alcohol and cigarette taxes.

ThaiHealth is an innovative health promotion organization which addresses World Health Assembly Resolution 12.8: Health Promotion and Health Life-Style.

Vision

“The sustainability of well-being for Thai people” means Thai people have good health in 4 dimensions including physical, mental, social, and spiritual health (in accordance with the definition of “health” given by WHO and according to the National Health Act, B.E. 2550 (2007).



Showcase Samples of ThaiHealth and Partners

Primary Risk Factors, for instance

- Stop alcohol beverage advertisement on radio and television between 5 am - 10 pm.
- Change the warning on cigarette packs to be picture warnings. Thailand was the 4th country in the world to institute this measure.
- Stop cigarette advertising at the point of purchase, only the 3rd country in the world to successfully prohibit this form of tobacco marketing.
- Announce "Alcohol Free" for every national sport competition. 14 Sports Associations stopped getting sponsorship from alcohol beverage businesses.
- ThaiHealth is one of the supporting organizations that has successfully reduced accidents during Thai festival periods and year-round, all over the country.
- Joined to urge the Land Traffic Act (Prohibiting drivers from using telephones or any other communication equipment while driving).
- Added an hour for physical education in the school curriculum, from 1 hour to be 2 hours a week

Other Health Risk Factors, for instance:

- Stop sweet milk market for infants in Thailand.
- Make "Sunat (circumcision)" as part of rights accorded in the National Health Security System since fiscal year 2006.
- Joined to urge Disabilities' Quality of Life Promotion and Developmental Act.
- Joined to urge that the 5 main food groups that children consume the most must show a nutrition facts label on the package and give nutrition level warnings.
- Joined to urge Responsible for Unsafe Product Act.

Learning, for instance:

- Joined to urge a TV Rating System for the appropriate age levels to use for television programs in Thailand.
- Joined to urge a National Public Television and Broadcasting Organization (Public Television).
- Joined to urge a Cyber Crime Law.



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Build Awareness in the Wider Society

ThaiHealth's media campaign has built health promotion awareness among 80-95 percent of the public. Campaigns have included: self-sustainable life style campaign, exercise promotion in daily life campaign, stop smoking in public campaign, "Smoke Free House", "Only move equal to exercise", " Stop Drinking for Buddhist Lent", "Stop Drinking, Save Money in the Savings Bank", and "Be Conscientious Before Driving". Partner organizations working with ThaiHealth have gotten over 50 national or international awards in media/advertisement contests.

Reducing Losses and Costly Burdens on the Public

Thai Health has evaluated that past accomplishments, especially the result of changing public policy, has reduced financial losses and expensive burdens on the public over the past 5 years:

- Expense reduction in alcohol consumption: 20,000 million baht.
- Expense reduction in tobacco consumption: 10,000 million baht.
- Reduce the costs from road traffic accidents: 20,000 million baht.

Only one campaign of ThaiHealth, for example, "Stop Drinking during Buddhist Lent," can reduce public expenditures on alcohol consumption by 4,000 million baht each year with a budget of only 50 million baht per year.

Role Model Organization at the International Level

The World Health Organization has praised ThaiHealth as an example of an outstanding organization that has worked in health promotion through realistic plans and sustainable funding, and that can be a model for other low- and middle-income countries in the region and worldwide.

Auditing

The Health Promotion Act has a strict auditing system. Other than auditing by the Office of the Auditor General of Thailand, the same as in other governmental divisions, the law also requires other auditing levels including: (1) Auditing by the Evaluation Board that the Cabinet has assigned and that is independent from the ThaiHealth Board. (2) ThaiHealth must report directly to the Cabinet, House of Representatives and Senate every year (3) the ThaiHealth Board is also responsible for auditing the operation of the administrative division.

In addition, partner operations normally involve external personnel and many partner organizations participate so that there is auditing of each other throughout the process.



Contact ThaiHealth

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Mission

ThaiHealth is a small mechanism of the Thai health system. The mission is “to spark, stimulate, support, and develop a desired health system”. The desired health system is one where Thai people are responsible for building good health themselves and through groups, live in a good society, have accessible health promotion services, and a sufficient and happy life in collaboration with social organizations, working actively.

Strategy

What is the “3-Power Strategy”?

Intellectual or Knowledge Power guides health promotion actions that are correct, based in scientific evidence. Social or Public Participation Power is the movement both to campaign for measures, and to monitor public outcomes. Policy or Government Sector Power involves public measures designed to have a continuous, wide-ranging impact on society.

Force of Social Participation

How ThaiHealth Works?

ThaiHealth Foundation Board has its own master plan. At present, it consists of 12 specific plans, including:

- Plan 1 Tobacco Consumption Control
- Plan 2 Alcohol Consumption Control
- Plan 3 Traffic Injuries and Disasters Prevention
- Plan 4 Health Risk Factors Control
- Plan 5 Health Promotion in Community
- Plan 6 Learning for Wellbeing
- Plan 7 Health Promotion in Organizations
- Plan 8 Physical Exercise and Sports for Health
- Plan 9 Social Marketing
- Plan 10 Open Grants and Innovative Projects
- Plan 11 Health Promotion through Health Service Systems
- Plan 12 Supportive Systems and Mechanisms Development for Health Promotion

The master plan is a 3-year strategic plan. The ThaiHealth Board reviews and improves this plan every year so that it responds to changing situations.

Force of Knowledge

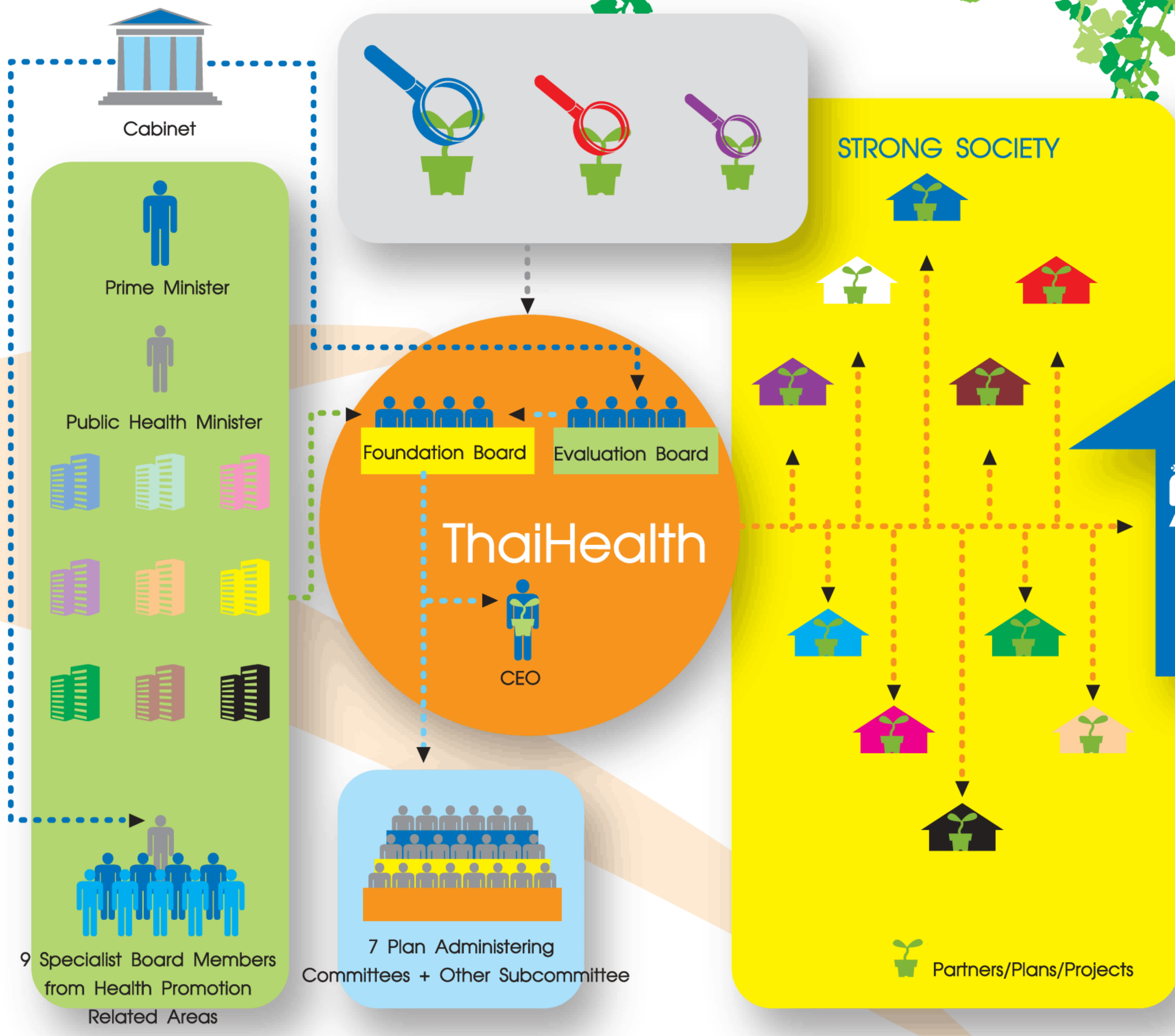


Force of Policy

“The Real Owners of the Work”, Health Promotion Partners

Health promotion network partners are counted as the owners and the real operators of projects and activities. For example, Ministries, Academic Institutions, Public Benefit Organizations, Religious Organizations, Local-Community Organizations, and Private Organizations, all are primary health promotion agents.

Chart Showing ThaiHealth's Operations with Health Promotion Partners



- Office of the National Economic and Social Development Board (NESDB)
- Office of the Permanent Secretary Government House
- Ministry of Finance
- Ministry of Transport
- Ministry of Interior
- Ministry of Labour
- Ministry of Education
- Ministry of Public Health
- Office of the Education Council

- Parliament (Member of the House of Representative/ Senator)
- Office of the Auditor General of Thailand
- Mass Media

- Organization
- Clinic, Hospital
- Institute (University, School)
- Community (Temple, Village)
- Mass Media
- State Agency
- Association/ Professional Organization
- Army Force, Private Sector
- The Department of Local Administration (Sub-district Administrative Office/ Provincial Administrative Office)
- Non-Governmental Organization (NGO)