Thailand's Health Promotion and Social Development in Practice

Dr. Supreda Adulyanun
CEO, Thai Health Promotion Foundation
Promoting health, promoting sustainable development: it's our health, our future and our choice.
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The Next Generation: Fast Moving World!!

- Globalization
- Digitalization
- De-Intermediarization
- Polarization

Social Changes
Technology Changes

National Health and Family Planning Commission of the People’s Republic of China
Globalization
Digitalization
De-Intermediarization
Polarization
Promoting health, promoting sustainable development: it's our health, our future and our choice.

Globalization  
Digitalization  
De-Intermediarization  
Polarization

Disease model / Medicine

With AI / Media literacy/
Less dependent to professional
More self acquired medicine/
health protection

Health

New and variety frontiers for promoting health

Paliament  Social Media  Local authority Lobby
Stock market  Communities  Workplace  etc.
A Paradigm Shift

Economic paradigm
Greed is good
Money capital
Fragmented, top down
Unbalanced, social divide
“Homo economicus”

Health paradigm
Health is good
Social capital
Integrated, bottom up
Living together
“Homo holisticus”

Health Promotion = a tool for great reform

Prawase Wasi
The world is too sick

Together let’s HEAL THE WORLD

Through Health Promotion
Set up as an *autonomous state agency* via *Health Promotion Act 2001*

To support *Tobacco Control, Alcohol Control* and *Health Promotion* in Thailand

*Board of Governance*, Chaired by the *Prime Minister*, comprises of *multi-sectoral members* (2 politicians, 9 related ministries, 9 independent experts/social leaders, and the CEO)
ThaiHealth’s Revenue

- Revenue: 135 million USD (2017) -- 1% of National Health Expenses
- 2% Surcharge Excise Tax (from Tobacco & Alcohol)

producers/importers → 2% surcharge tax → Ministry Of Finance
ThaiHealth’s 15 Master Plans

**ISSUES**
- Alcohol & Substance
- Road Safety & Disaster
- Media System & Spiritual Health Pathway
- Tobacco
- Physical Activity
- Health Risk Control
- Food

**SETTINGS**
- Vulnerable Populations
- Community Strengthening
- Child, Youth, and Family
- Health Promotion in Organizations
- Health Service System

**SYSTEMS**
- Open Grant Plan
- Health Promotion Mechanism Development
- Health Literacy
ThaiHealth’s funding strategy

Major health promotion issues;
goal/strategy/partners oriented

opportunities for
public participation
in health promotion;
ínnovations

90%
Proactive Program

Major health promotion issues;
goal/strategy/partners oriented

Tobacco
Food & Nutrition
Alcohol
Physical Activity
Road Safety
Health System
Mental Health
Vulnerable Population
Sexual Health
Community Health

Open Grants
10%
Tripower Strategy
(Triangle that moves the mountain)
Multi-sectoral Approach

**Both Health & Non-Health**

2,000+ projects/year

22,000 Partners in 17 years
Modern Health Promotion: Ottawa Charter for Health Promotion Actions (1986)

1) Building healthy public policy
2) Creating supportive environments
3) Strengthening community action
4) Developing personal skills
5) Re-orienting health care services toward prevention of illness and promotion of health
Health Promotion Model

Health Promotion Networking

Public Policy

Policy Advocacy

Supportive Environment

Social service/ welfare

Health Care Service

Strengthening Community

Health literacy

Behaviour/ Lifestyle

Personal Capability

Mass media  Personal/ Group

Communication, Campaigning, Education

Green & Tones, 2012
ThaiHealth: Triangle towards Public Policy

Central of the policy process

Policy Involvement

Rationale base for policy options consideration

Emotional base for policy decision making

Advocated policy

Knowledge Creation

Public education

Social Movement

Policy adoption
“Establishing a sustainable financial mechanism to support health promotion is critical for all countries. ... Based on Thailand’s experience, a surcharged tax from tobacco and alcohol industries is an ideal mechanism based on the polluters-pay principle, as it has been shown to be a win-win policy for health and revenues, while leaving the government’s general budget to be fully utilized for existing government programs.”

-- Dr. Somsak Choonharas
Assistant Minister of Public Health
25 September 2014, Bangkok, Thailand
Public Policy for Health in Thailand

- “Thai Health Promotion Act 2001” – Sin-Tax financing for population-wide HP and NCD prevention
- “National Health Security Act 2002” – for UHC
- “National Health Commission Act 2007” – participatory policy process

- Excise tax on Sugary Beverages (Sugar Tax) (2017)
- Integrated Excise Act (2017)
- Alcohol Control Act (2008)
- Control of Marketing for Infant Foods (2017)
- National NCD Strategic Plan 2017-2021
- National Strategy on Physical Activity (later in 2017)
- Etc.
Policy advocacy
2) Creating supportive environments

“A healthy environment is key to a healthy population. If countries do not take action to make environment where people live and work healthy, millions will continue to become ill and die too young.”

Dr. Margaret Chan
(Former) Director-General, WHO
16 November 2016, Bangkok, Thailand
Smoke Free Environment

Smoke-free restaurants

Smoke-Free Gov’t Offices

Smoke-free Public Areas

Smoke-free hospitals

Smoke-free schools

Smoke-free temples
3) Strengthening Community Actions
Model of Work: ThaiHealth Community Plan

OTTAWA CHARTER
Strengthen Community Actions

THAIHEALTH ACT 2001
Objective 5: community able to foster health promotion by supports from community...

DIRECTION, GOAL, and 10 YEARS STRATEGY
Empower Capacity Building for Community

Disciplines
Area-Based Development + Health in all Policies

Goals

Strengthening of Healthy Community

Communities have clear development direction

Good and Productive Community Leaders

Communities have skill to integrate and collaborate with others
S-2I STRATEGY

6 Activities

Capacity Building
Environmental Changing
Public Services
Data Management
Welfare & Funds
Social Norms Development

All Thai Sub-district Administrative Organizations (SAO) 7,852

SAO engaged with ThaiHealth Healthy Community Networks 2,816 (35.87%)

As of 31 March 2017
1. **Support** Political Reform in Thailand and **Thailand 20 Year Strategic Plan** and Reforms

2. **Utilize** the potential of over 2,000 Sub-district Administrative Organizations in **implementing the Policies of Thailand** such as Aging Society, National Security

3. **Support** "learning centers" for health & social development
4) Developing personal skills

- Health Education
- Health Literacy
- Skill building
Changing Times - Need New Solutions
ขอต้อนรับท่านสู่...
ชุมชนจักยาน-ชุมชนสุขภาพ

 terugหลังจาก...
SOCIAL MARKETING = Enabling Social Climate

Awareness raising ➔ Behaviour model presentation ➔ Creating Social Pressure ➔ Changing Norm

Law & Policy Enforcement

Partnership/networking

Media education

Synergy with the GROUND Activities
5) Re-orienting health care services toward prevention of illness and promotion of health

“One of the strengths that lead to sustainable health system is health promotion and prevention. This is because building more hospitals or emergency rooms cannot catch up with the growing number of patients.

Health promotion and prevention is therefore very important because our goal is for people of all ages to be healthy.
Health Promotion Model

- Health Promotion Networking
- Public Policy
- Supportive Environment
- Health
- Behaviour/Lifestyle
- Personal Capability
- Health literacy
- Mass media, Personal/Group
- Communication, Campaigning, Education
- Policy Advocacy
- Social service/welfare
- Health Care Service
- Strengthening Community

Green & Tones, 2012
Public Health Situations

Relevant to ThaiHealth
Smoking Prevalence (percentage)

Alcohol Consumption Per Capita (1961 – 2014)
(liter of pure alcohol per person per year)

ThaiHealth started alcohol control plan in 2005

National Expenditure on Alcohol Consumption (mil baht)

24.18% Decrease 2008-2014

Unit: Million Thai baht
Source: The National Account office, Office of the National Economic and Social Development Board, Thailand.
Number of Runners Increase: 5 Mil to 12 Mil between 2012-2016

- PA Promoting Projects
  - 447,769 Participants
- 13 Prototypes Healthy Organizations
- Bikable City
- 3 Healthy Space Industrial Estates
“And within our region, we have the Thai Health Promotion Foundation, which is doing exemplary work in NCDs prevention and Control. ... We have been benefiting from the Thai Health Promotion Foundation to be helping us to help the other countries in our region. In fact I get a lot of request from the ministers of different countries from my region, from other member countries, wanting to visit to Thailand and wanting to visit the health promotion foundation.

-- Dr Poonam Khetrapal Singh, Regional-Director, WHO South-East Asia Region
Sustained changes in population health can only take place with permanent changes in people’s lifestyles and environments, and represent a long term social change process!