

Triangle Shifts Mountains:

Policy Model Tackling Urban Health in Thailand



Cities are the locus of productive economic activities and hope...

World Bank 1991

Urbanization...will become one of the most critical development issues in the years ahead.

Harris 1992



Middle income

-62 million people

Urbanization rapid

-Now 40%

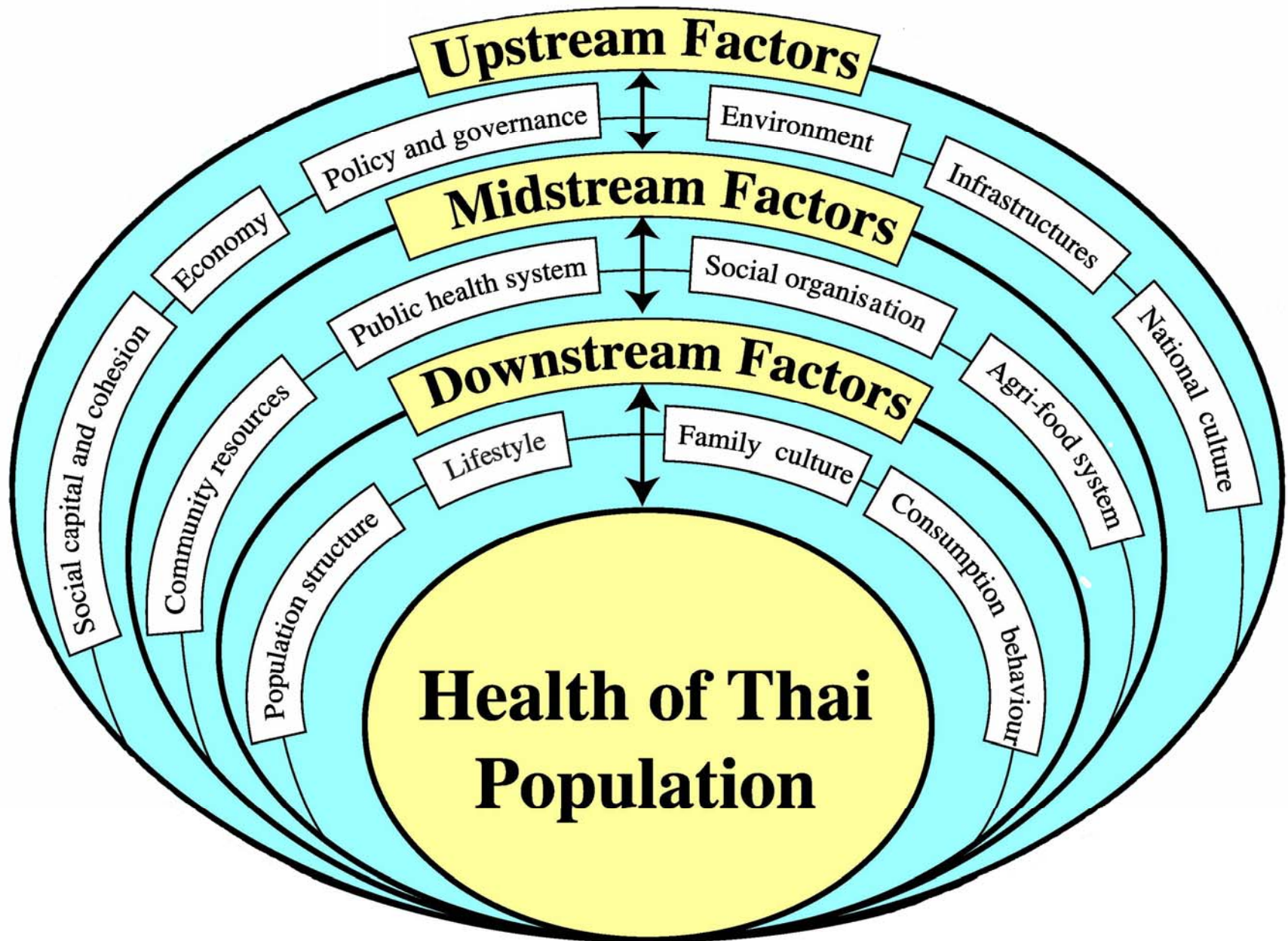
-By 2030 >60%

Nutrition transition

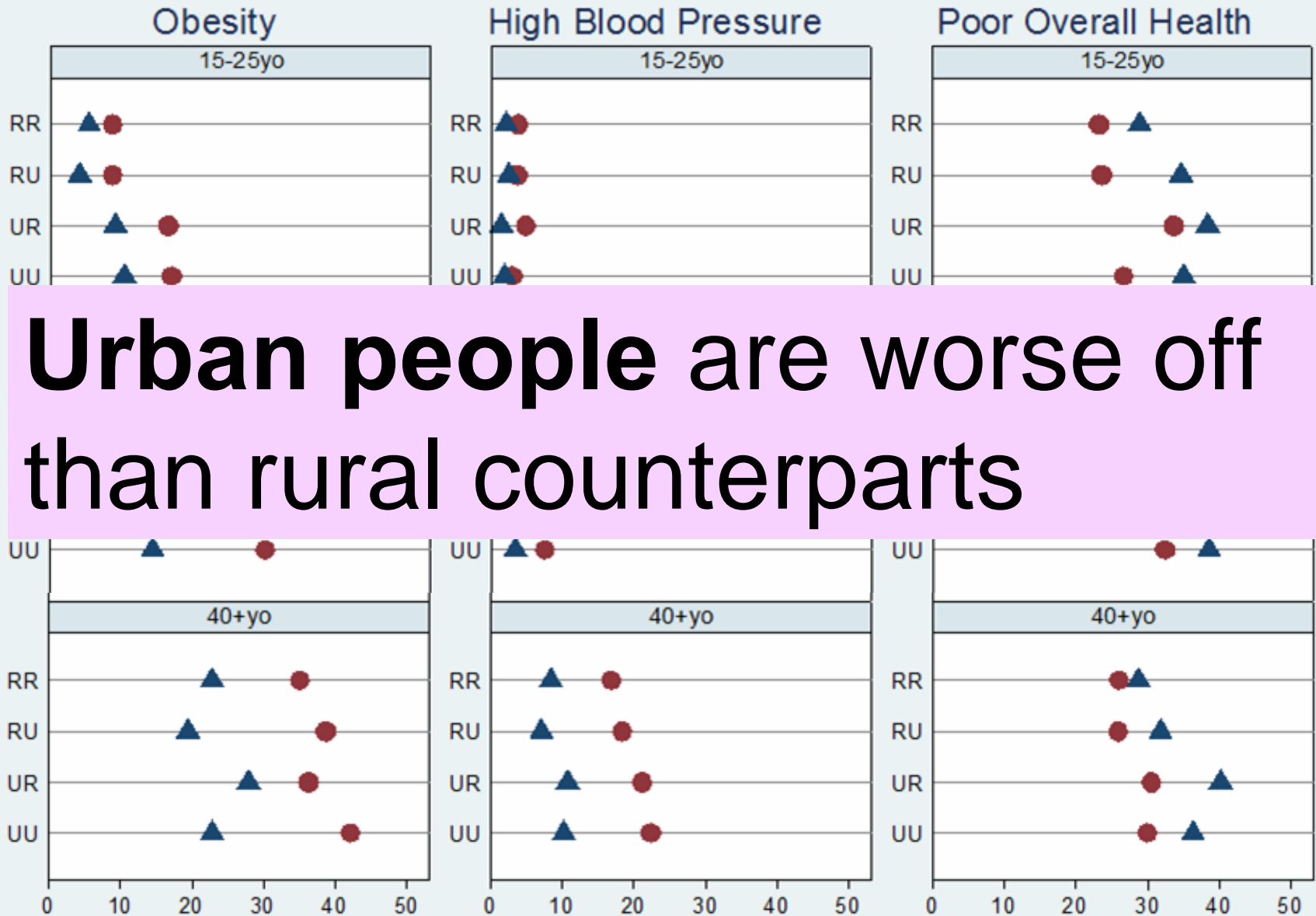
Fat intake ↑ 2x

Sugar ↑ 3x

Multi-level factors affecting Urban Lifestyles



Health conditions- Percent of males (●) and females (▲) by level of urbanisation and age group.



Urban people are worse off than rural counterparts

Health-related Outcomes

↑ Obesity

↑ Hypertention

↑ Diabetes

↑ Stress

↓ Social network

↓ Family value

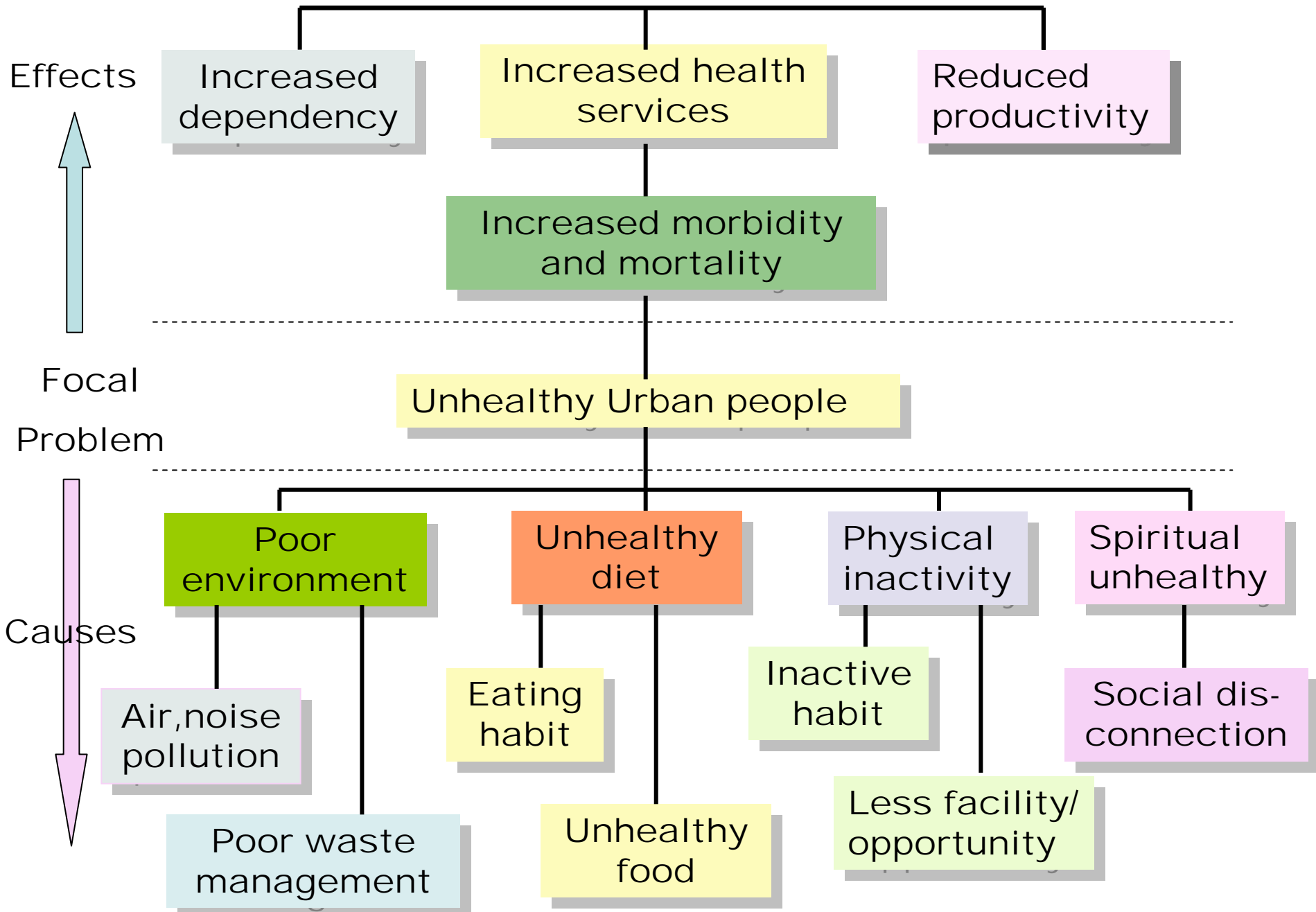
↓ Community
belonging

Research Finding

- Urbanization transition affecting Thai people and health outcomes

Unhealthy Urban People

Problem tree Analysis



Decision makers' perception

Increased health services

Increased morbidity and mortality

Unhealthy Urban people

Obesity

Poor environment

Physical inactivity

Unhealthy diet

Stress, mental health

Spiritual unhealthy

Unhealthy Urban People

Why is this problem important?

- Increased Morbidity and Mortality
- Increased demand on health services
- Reduced productivity

If the problem persisted...

- **Weak population, weak nation -less competitive**
- **Lost budgets for health treatment**
- **Lost economic, social & environmental development opportunities**

Policy Brief Statements

Statement 1

-Numerous studies reveal Urban NCD worse than rural

Statement 2

-Obesity: intermediate cause of NCD

Statement 3

-Community have ability to mobilized to maintain urban wellbeing

Policy Propose

- **Create people health awareness, social movement and networking for urban health and wellbeing**

Elements of Policy influence:

- **Products**

Message content, the issue

- **Physical evidence**

Credentials, research - back up message

- **Price**

How politically controversial the message

- **People**

Policy audience we are communicating with

The influence mix

- **Message**

- **Useful**

- Urban health issue
- relevance to obesity epidemic problem
- related to national health policy
- change achieve to healthy people

- **Credible**

- metabolic syndrome researches
- applied practical policy problem solving
- piloting&evaluation
- use in other country, sector
- senior health professional recommend

- **Politically**

- Costed**

- Fit in policy needs & agenda

The influence mix (con.)

- **Target at:**
 - **Policy makers**

- Opinion leaders, privies
- PM, ministers & advisors (executive)
- Civil servants & departments
- Elected representatives

- **right place**

- Informal social events –luncheons, clubs
- Meetings & representations
- Commission works
- Consultations
- Conferences

- **windows of opportunity**

- formation of legislation
- lay down of the law
- Outstanding person speeches
- electing political representatives
- consulting with stakeholders
- other relevant opp.

The influence mix (con.)

- **Delivered by:**

- right mix of promotional channels

Media, Ad., Ann report, Event, Personal comm.

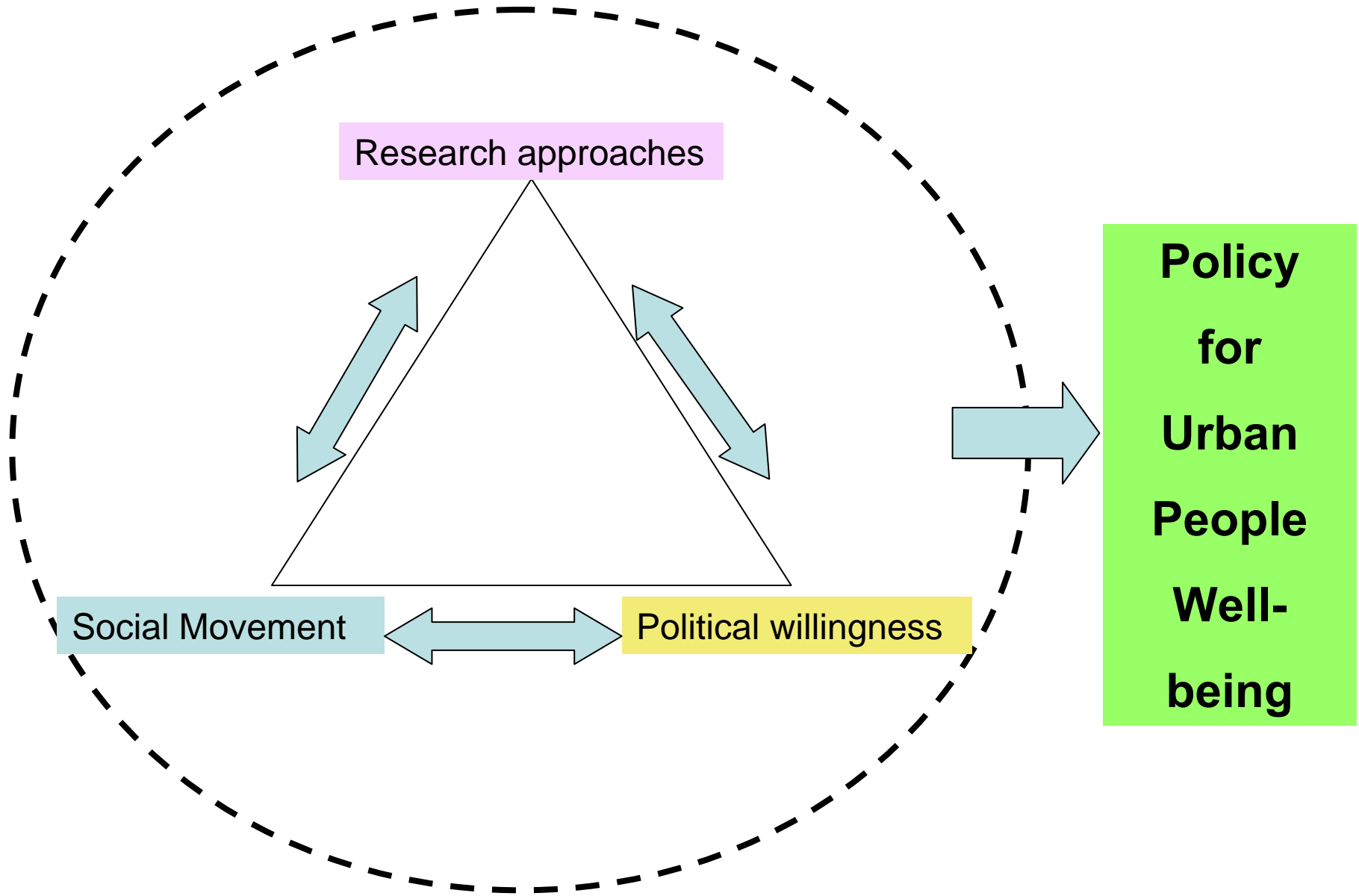
- supported by partnership

Boarder public, interest group, org, community

- good relationship management

Trust, openness, respect, mutual understanding

Triangle Shifts Mountain



Solution

Immediate

- Maintaining Healthy weight
- Active

Longer term

- Environmental Development
- Stress release program



Stakeholder Analysis

NESDB

Networks

-Ministries

-NGO

-School

Strength

-5-yr plan

-MDG+

Knowledge

Interest

Sch Std.

Weakness

-less
community

contact

Less

Policy
experiences

Opportunity

Fix&

Do

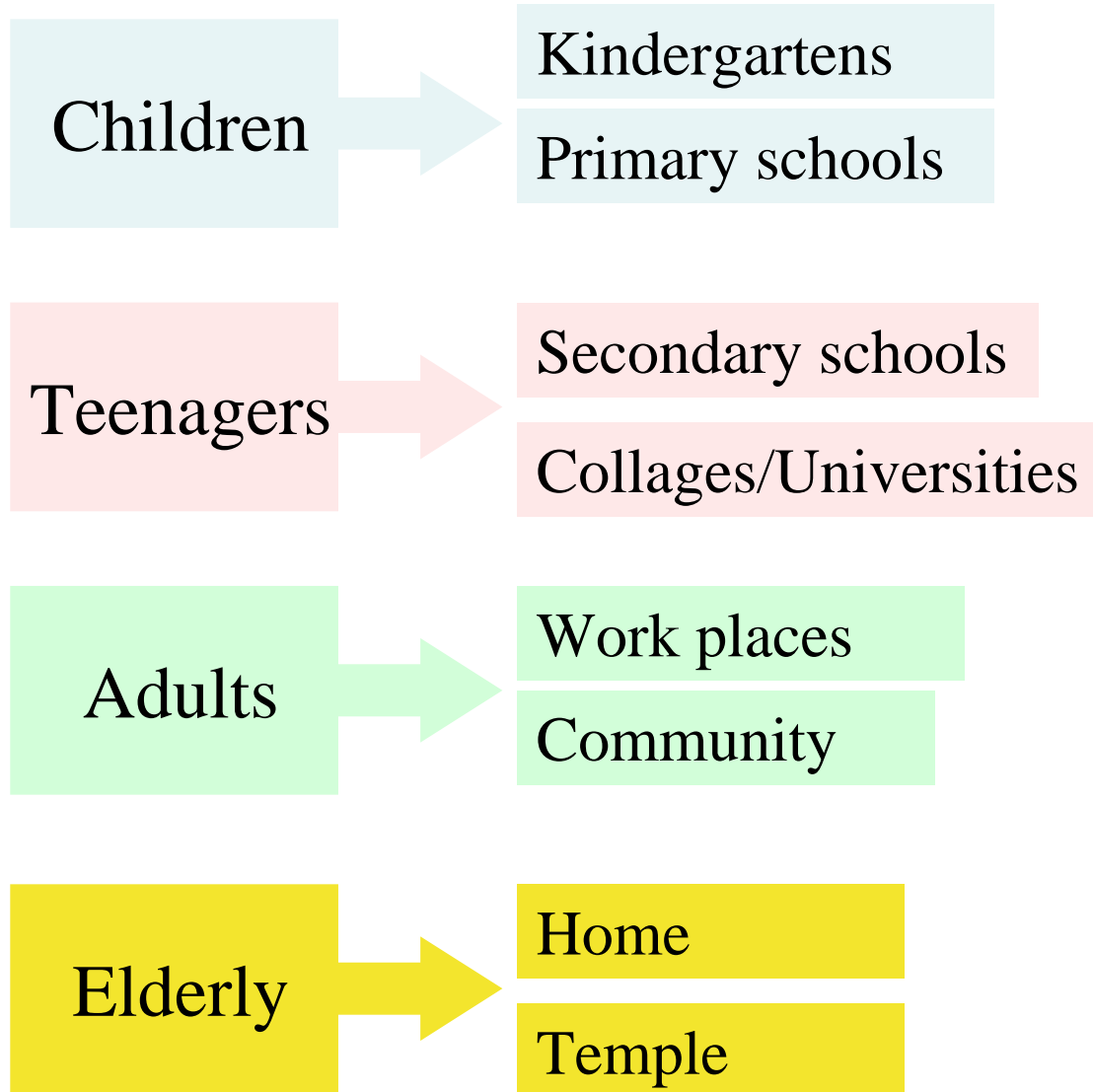
Culture

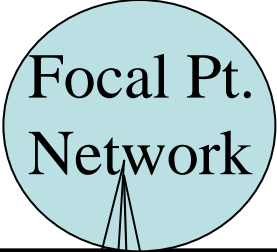
Threat

Econ.

resession

Target groups





Methods

| | Health Education | Social Marketing |
|-----------------------------|---|--|
| Children | Cartoon book, plays, Integrated curriculum | Song, TV advertising Radio spots |
| Teenagers | Integrated curriculum Mini researchers, internet | Song, TV advertising Radio spots, brochure |
| Adult-men -women | Com. leader meeting Nutri labelling education documentary | Morning Coffee meeting Supermarket events brochure |
| Elderly | Religious leader preach Com. meeting | Religious gathering message |