



CONCEPT NOTE  
APACT 2020 Field Trip  
“Health Promotion for Tobacco Control and Sustainable Development”  
Thai Health Promotion Foundation (ThaiHealth)  
2 September 2020

#### BACKGROUND/ OVERVIEW

Thai Health Promotion Foundation (ThaiHealth) is an autonomous state agency established by Health Promotion Foundation Act (2001). It acts as an innovative enabler with the mission to inspire, motivate, coordinate, and empower individuals and organizations in all sectors for the enhancement of health promotive capability as well as healthy society and environment.

Currently, there are 15 master plans that ThaiHealth has endorsed as its strategic plans for health promotion (tobacco control is one of them), which are proactively and strategically executed through its partners nationwide. “Tri-Power Strategy” is employed by ThaiHealth, where strengthening three interconnected angles of the triangle or sectors is necessary to address the multi-pronged public health issues including NCDs. The three angles are 1) Policy Power 2) Knowledge Power and 3) Social Power.

In conclusion, with its catalytic and strategic support of multi-sectoral partners, ThaiHealth has contributed to a significant achievement of tobacco control and NCD prevention in Thailand utilizing innovative financial mechanism (sin-tax from tobacco and alcohol). The ThaiHealth model has been widely recognized by countries in South-East Asia and other regions, particularly its success in supporting movement on health promotion and NCD population-based interventions, such as social marketing campaigns, filling the gap of knowledge-to-policy, coordination for the engagement of multi-sectoral partners and networks. ThaiHealth has also become a learning hub for health promotion and NCD prevention at the international level.

#### OBJECTIVES

1. To learn about ThaiHealth as the innovative and sustainable financing mechanism for supporting health promotion in Thailand.
2. To learn and discuss on the importance of a multi-sectoral platform and supporting unit, such as ThaiHealth, could contribute to tobacco control movement.

#### TARGET

- 30-40 of APACT 2020 Delegates consisted of Policymakers, Researchers, Academia, Practitioners, Civil Society and the Media

#### DATE/ TIME/ VENUE

- Event Date: 2 September 2020

- Time: 09.00-13.00 hrs.
- Venue: Meeting Room 501 and ThaiHealth Center

## OVERALL PROGRAMME

The programme starts by welcoming remarks from CEO of ThaiHealth and VDO Presentation. After morning break and exercise, the interactive presentation on ThaiHealth overview (as the innovative and sustainable financing mechanism for supporting health promotion in Thailand) will be presented. It will be followed by a keynote presentation that discusses how ThaiHealth contribute to the tobacco control movement.

The latter part of the visit will be the building tour. ThaiHealth Center is also well-renowned for its health-related exhibitions, architecture and design and is among few buildings in Thailand that received a Leadership in Energy and Environmental Design (LEED) Platinum certificate. The key elements of healthy organization will be showcased in exhibitions and how health promotion are applied in our enabling policies, supportive environments, and healthy activities for visitors and surrounding communities. Moreover, the concept of green&sustainable building will be incorporated into the 1-hour walking tour program.





**Draft Agenda: “Health Promotion for Tobacco Control and Sustainable Development”**

2 September 2020, ThaiHealth Center, Bangkok, Thailand

Time	Description
08:15	Depart from the Centara Grand Hotel to ThaiHealth Center
08:15 - 09:00	Activities on the bus <ul style="list-style-type: none"> <li>• Introduction and getting to know each other</li> <li>• Introduction of the ThaiHealth and the field visit program</li> </ul>
09:00 - 09:15	- Arrive at ThaiHealth - Walk up stair to the meeting room at the 5 <sup>th</sup> floor - Registration & Seating
09:15 - 09:30	Welcome Remark <i>by the CEO of ThaiHealth</i>
09:30 - 9:40	ThaiHealth VDO presentation
9:40 - 10:00	- Morning Break (15 mins) - Physical Activity: Exercise in Thai style by Happy Workplace (5 mins with VDO Demonstration)
10:00 - 10:20	- Presentation “Overview of ThaiHealth: the Innovative and Sustainable Financing Mechanism for Supporting Health Promotion in Thailand” <i>By International Relations Officer, ThaiHealth</i>
10:20 – 11:00	- Presentation on “How ThaiHealth Contribute to the Tobacco Control Movement in Thailand and beyond?” <i>by representative from the Tobacco Control Plan, ThaiHealth</i> - Discussion with Question and Answer
11:00 – 12:00	Healthy Organization & Green Building Tours @ThaiHealth Center By Sook Team
12:00 - 13:00	Healthy Lunch at ThaiHealth Cafeteria (1 <sup>st</sup> floor)
13:00	Depart from ThaiHealth, returning the Centara Grand Hotel