

CONCEPT NOTE

APACT 2020 Field Visit

“From Thai Way-of-Life towards Healthy Smoke-free UniverCITY”

Srinakharinwirot University & HRH Princess Mahachakri Sirindhorn Medical Center

2 September 2020

BACKGROUND/ OVERVIEW

Faculty of Medicine, Srinakharinwirot university & HRH Princess Mahachakri Sirindhorn Medical Center (MSMC) were established in 1985 in order to alleviate the shortage of physicians in Thailand, and to produce young generation of physicians with health promotion concerns.

Over the past several years, the faculty & MSMC have developed several community-based health promotion models. Many of them were awarded at the national & international levels. One of the most successful & well-known projects include the smoke-free university & Nakhon Nayok city (“Healthy Smoke-free UniverCITY”).

The “Healthy Smoke-free UniverCITY” has been established since 2015 by the MSMC tobacco-control staff members, in co-operating with local government & health officers, community leaders, along with religious leaders in the city. Strategic & action plans were developed and implemented using local culture & way-of-life of people. Since the project has been initiated, number of smokers in the university & city dropped significantly. Currently, “Healthy Smoke-free UniverCITY” has become one of the landmark projects in both national & international levels.

OBJECTIVES

1. To learn the lessons from “Healthy Smoke-free UniverCITY” project as a community-based campaigns to reduce tobacco consumption in the region & improve health status of people.
2. To learn the innovation using Thai way-of-life in tobacco control

TARGET

- 30 delegates of APACT 2020

DATE/ TIME/ VENUE

- 2 September 2020 @ 09.00-15.00pm

- Venue: 1. Meeting Room 5A, HRH Princess Mahachakri Sirindhorn Medical Center
2. Montreux café & farm, Ongkarak, NakhonNayok

OVERALL PROGRAMME

The morning programme starts by welcoming remark from the MSMC director & VDO presentation. The interactive presentation on “Healthy Smoke-free UniverCITY” will then be given by MSMC team members, religious and community leaders. Delegates will then have a chance to visit the greenery & charming rice fields, and participate in various indoor and outdoor activities, as well as having nice Thai dishes surrounded by greenery environment.

Draft Agenda: “From Thai Way-of-Life towards Healthy Smoke-free UniverCITY”

Time	Description
07:30 am	Depart from the Centara Grand Hotel to MSMC
08:15 - 09:00	Activities on the bus <ul style="list-style-type: none">• <i>Introduction and getting to know each other</i>• <i>Introduction of MSMC and the field visit program</i>
09:00 - 09:30	- Arrive at MSMC - Registration
09:30 - 09:45	Welcome speech by MSMC director
09:45 - 09:50	SWU Smoke-free UniverCITY VDO presentation
09:50 - 10:20	- Morning Break - “Overview of “Healthy Smoke-free UniverCITY” - Q & A
10:20 - 10:40	Travel to “Montreux Café and Farm”
10:40 - 11:30	Thai greenery way-of-life activities
11:30 - 12:30	Thai Lunch
12:30 - 14:30	Return to the Centara Grand Hotel