

**DEVELOPING STRATEGIC PLAN FOR IMPROVING HEALTH  
PERSONNEL ACADEMIC DEVELOPMENT IN CHON BURI**

**NGAMNATE RATTANACHOTPARNICH**

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By                            Ngamnate Rattanachotparnich

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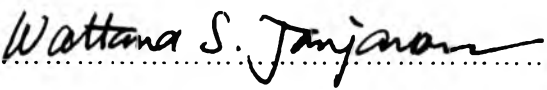
Thesis Advisor            Tanawat Likitkererat (M.Sc)


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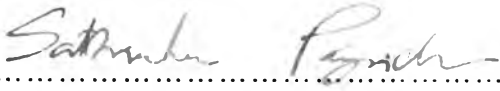
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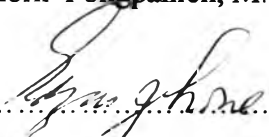
....., Dean of the College of Public Health  
(Professor Chitr Sitthi-amorn, M.D., M.Sc., Ph.D.)

**Examination Committee**

....., Chairperson  
(Assoc.Prof.Wattana S Janjaroen, Ph.D.)

....., Thesis advisor  
(Tanawat Likitkererat, M.Sc.)

....., Thesis Co-advisor  
(Sathirakorn Pongpanich, M.A., M.P.H., Ph.D.)

....., Member  
(Edgar J.Love, M.D., Ph.D)

## ABSTRACT

The 8<sup>th</sup> National Social-Economic Development plan of Thailand (1997-2001) has focused on the concept of human resource development and Chon Buri Public Health Office is the health organization has responded to the policy but it still has a problem in the utilization of health personnel, health center personnel who are community worker has less opportunities of academic development than the other personnel in higher level of education. This effect to their capacity and morale in working. This is a pilot study to find out the strategy for improving the opportunities of academic development for health center personnel

The general objective of this study is to develop strategic plan to address problems in health center development. To achieve the objectives, a working committee will be established to take a crucial part of the project and responds for working out activities as selecting area of study, need assessment to carry out 3 aspects are management aspect, health center personnel aspect and client aspect which will reveal essential skills and competencies of health center personnel required for providing good health care services.

The Situation Analysis by environmental scan and PEST Analysis is a tool to analyze factors which effect to the academic development opportunities of health center personnel and Gap Analysis is an essential phase to strategic plan by comparison the current with desired skills and capacities of health center personnel, if the gap can be readily resolved, the strategic plan can be moved on the next step.

To develop the strategic plan, SWOT analysis will be used for analyzing the opportunities and threats to the organization and identify the factors which should be developed and formulate the strategic plan.

The process of developing health center personnel database is developed to keep track on the training of health center personnel and assessing efficiency and effectiveness each training course. And the developing training curriculum will be pooled to cooperate the provincial facilities which can be provide the training program for health center personnel. The developing evaluation guideline will be formulate to assess the capacity of Chon Buri Public Health Office in developing strategic plan and to determine the feasibility of the implementation.

The final outcomes of this study is to develop the strategic plan for improving health center personnel academic development appropriately.

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