

CHAPTER I

INTRODUCTION

Ministry of Public Health (1988) has regulated the responsibilities of Public Health Office in locally public health administration to 6 functions as follows: The administration and laws, the planning and health system development, the academic, the supervision and supportive, the health service system and etc. And now, Public Health Office has divided its jobs to be 5 groups are, the administration supportive group, the consumer protection and health pharmacy, the academic and health service supportive, the sanitary health and occupational health and the health working supportive, as shown in figure 1.

The Planning sector is an organization in the administration supportive of Chon Buri Public Health Office , respond for the function of provincial health planning both master plan and action plan include the collaborative of provincial development planing, it's the provincial health information center which analyze and report the results of working, vital statistics, health statistics, health problems analysis to define the appropriate strategies for evaluation.

From Planning sector's responsibilities as mentioned, is the necessary for provincial health administration, therefore, strategic planning should be intervened to develop Planning sector organization systematically. The organization's situation analysis by SWOT analysis provided the knowledge about strengths, weaknesses, opportunities and threats

The data from organization's situation analysis has informed the relevant problems all of manpower, money, materials and management which are the internal environment and politics, economics, social-culture and technology which are the external environment.

Figure 1 The Infrastructure of Public Health Office

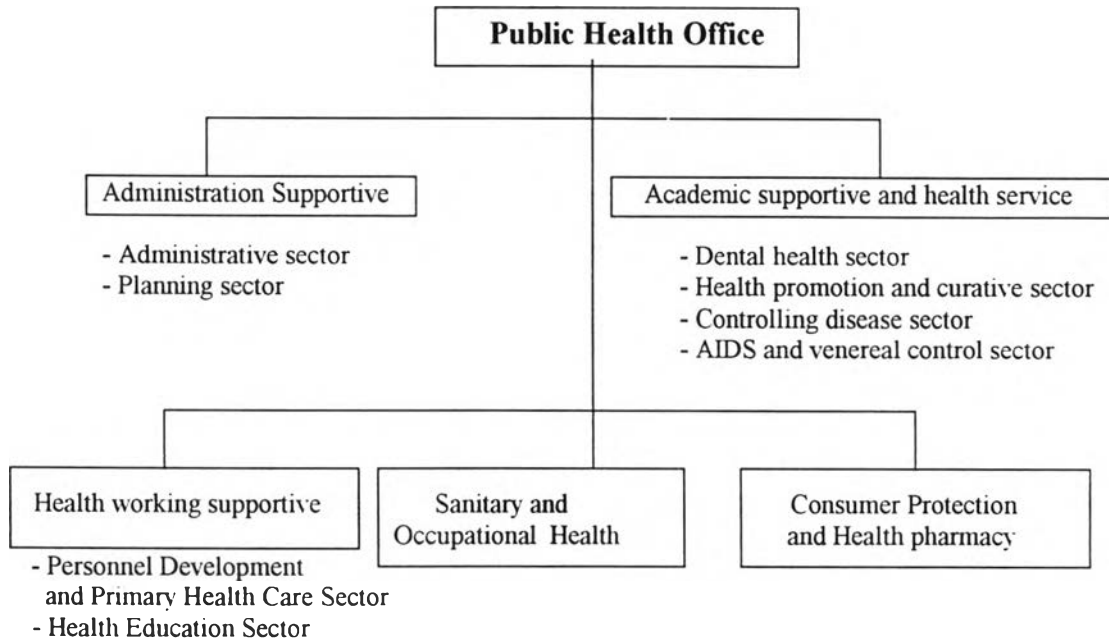
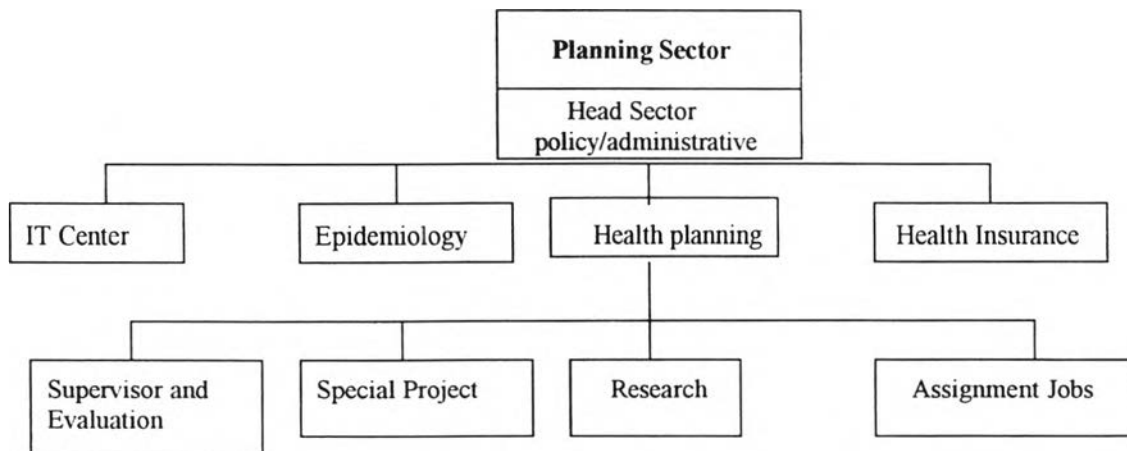


Figure 2 Planning Sector Structure Administration Supportive Group Chon Buri Public Health Office



Somyos Naweeakarn (1990) mentioned that, SWOT analysis is a tool for policy maker to set up the appropriate strategies base on data from SWOT analysis which the organization can achieve the strategic successfully by utilize information from its strengths and opportunities and decrease its weaknesses and threats to lessly. SWOT analysis will be useful for many strategic planning. Firstly, SWOT analysis suggest the rational of conceptual frame for evaluate organization's statement at present and in the future for administrators. Secondly, the administrators can design their alternative strategies appropriate with the situation base on SWOT analysis. Thirdly, steps of SWOT analysis will guide the administrators to know dynamics of internal and external change all time.

Rungtiwa Panichsukho (1999) studied about "The Situation Analysis of Planning Sector in Public Health Office in Health Region 3" (Chon Buri, Rayong, Chanthaburi, Trad, Chachoengsao, Prachin Buri and Sa Kaeo) which object to analyze both of internal and external environment effect to Planning sector's operating, gathered from Planing personnel's opinions in all of provincials in Health Region 3. The tools used for collecting data were questionnaires and in-depth interview 3 series. The first were questionnaires for the head sectors regard manpower structure, second were the questionnaires for Planning personnel regard personal-general data and their opinions regard situation analysis and the third were the in-depth interview for the head sectors regard their opinions toward Planing organization then applied to analyze by SWOT analysis.

From this study, there are suggestions to implement the knowledge to adjust organization's structure and human resource management base on data from SWOT analysis and for further study there should be the study in each provincials to know the real causes of problems and investigate to the appropriate problems solving and there should be the qualitative study from Planning personnel in each provincials by focus group discussion to brainstorm for in details problems solving.

Strategic planning for Improving The Expected Capacity of Health Personnel in Planning Section is the process due to the analysis of Planning Section in Health Region 3 in 1999 and in-depth analysis in Chon Buri to assess internal and external environment by apply SWOT technique then priority setting to select the important problems in ordinary as follows :

1. The differences of education fields and responsibilities could lead to mistakes and delays of works.
2. Staff couldn't to perform the others' jobs since they were lacking skills and this caused many constraints and conflicts in collaborations.
3. Most staff couldn't use high technologies because they didn't have the interest in the technologies and there was lack of supporting factors to inspire them to learn and this could lead to low effectiveness of resources utilization.

Therefore, The strategic planning for Planing sector's development is the case-study in qualitative and will be the process for utilizing data to prioritize by brainstorming technique. The expected outcome is the appropriate strategies for problems solving and developing organization

This study compose of 5 chapters, Chapter 1 is the introduction to show background and rational of the study include the expected outcome of study in holistic, Chapter 2 is the essay regard the relevant study and evidence based, Chapter 3 is the proposal to show the purpose, intervention and advantage of the study, Chapter 4 is the data exercise which show the methodologies and tools implement to achieve the objectives of study, and the last is the bibliography which show the quotation of the relevant studies which support idea and implementation of this study.

References

1. Ministry of Public Health. (1988). Regional Public Health Administration. Bangkok: The Veterans Press.
2. Rungtiwa Panichsuko.(1999). The Situation Analysis of Planning Sector in Health Region 3's Public Health Office. Chon Buri: Planning Sector, CPHO.
3. Somyos Naweeakarn. (1990) Management for Excellence. Bangkok: Bunnakit Press.