

Creating Change Agents – the Leaders in the New Era of Health

Dr Wiwat Rojanapithayakorn

- **Center for Health Policy and Management, Faculty of Medicine Ramathibodi Hospital, Mahidol University**
- **Executive Secretary, AUN-HPN**
- **Director, Mahidol University Global Health (MUGH)**

The 10 Conventional Functions of **Public Health**

1. Health surveillance, monitoring and analysis
2. Investigation of disease outbreaks, epidemics and risk to health
3. Establishing, designing and managing **health promotion and disease prevention programmes**
4. **Enabling and empowering communities to promote health** and reduce inequalities
5. Creating and sustaining **cross-government and inter-sectoral partnerships to improve health** and reduce inequalities
6. Ensuring compliance with **regulations and laws to protect and promote health**
7. Developing and maintaining a well-educated and trained, multi-disciplinary public health workforce
8. Ensuring the effective performance of health services to meet goals in improving health, preventing disease and reducing inequalities
9. **Research, development, evaluation and innovation**
10. Quality assuring the public health function

From: Gabriel Scally. The use or uselessness of annual public health reports: Time to rise to the challenge of a new role for public health. BMJ No 7117 Volume 315

What is **Public Health** in the New Era?

- **Currently, it is much clearer that health is becoming a gateway to sustainable development. The United Nations' Sustainable Development Goals (SDGs) have set many targets to ensure healthy lives and promote well-being for all at all ages (the SDG3).**
- **Based on a detailed analysis of the means to achieve the health targets of the SDG3, countries have almost no choice except to become successful in health promotion. All sectors, health and non-health, have role and responsibility to advocate universal health promotion in the society as a whole.**

SDGs: Goal 3 Ensure healthy lives and promote well-being for all at all ages

TARGETS

- 3.1 By 2030, reduce the **global maternal mortality** ratio to less than 70 per 100,000 live births
- 3.2 By 2030, **end preventable deaths of newborns and children under 5** years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births
- 3.3 By 2030, **end the epidemics of AIDS, tuberculosis, malaria** and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases
- 3.4 By 2030, **reduce by one third premature mortality from non-communicable diseases** through prevention and treatment and promote mental health and well-being
- 3.5 Strengthen the **prevention and treatment of substance abuse**, including narcotic drug abuse and harmful use of alcohol
- 3.6 By 2020, halve the number of global deaths and injuries from **road traffic accidents**
- 3.7 By 2030, ensure universal access to **sexual and reproductive health-care services**, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes
- 3.8 Achieve **universal health coverage**, including **financial risk protection**, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all
- 3.9 By 2030, substantially reduce the number of deaths and illnesses from **hazardous chemicals and air, water and soil pollution and contamination**
- 3.a Strengthen the implementation of the World Health Organization Framework Convention on **Tobacco Control** in all countries, as appropriate
- 3.b Support the research and **development of vaccines and medicines for the communicable and non-communicable diseases** that primarily affect developing countries, provide access to affordable essential medicines and vaccines, in accordance with the Doha Declaration on the TRIPS Agreement and Public Health, which affirms the right of developing countries to use to the full the provisions in the Agreement on Trade-Related Aspects of Intellectual Property Rights regarding flexibilities to protect public health, and provide access to medicines for all
- 3.c Substantially increase **health financing** and the recruitment, development, training and retention of the **health workforce** in developing countries, especially in least developed countries and small island developing States
- 3.d Strengthen the capacity of all countries, in particular developing countries, for **early warning, risk reduction and management of national and global health risks**

Health promotion is required to achieve most of the targets.

In conclusion:

To ensure healthy lives and to promote well-being for all at all ages, we need health promoters, or “change agents”; and this is an important role of all universities.

Leadership in a Medical School:
Faculty of Medicine
Ramathibodi Hospital, Mahidol
University

Contributions of a Medical School in Developing National Health Policies in Thailand

1. Universal health coverage
2. Hospital accreditation system
3. Rural health service development
4. International health policy development
5. National campaigns on various health promotion issues: iodine deficiency, tobacco control, NCD prevention, HIV and STI prevention and control.
6. Supporting the development of national essential drug list
7. Etc.

Some leaders in health policy development in Thailand

Dr Sa-nguan Nitayarumphong Founder of the national health security programme and the first secretary-general of the National Health Security Office

Dr Suwit Wibulpolprasert A global leader and expert in international health; a senior advisor on disease control to Ministry of Public Health

Dr Somsak Chunharat Secretary General of the National Health Foundation; a former Vice Minister of Public Health

Dr Pisake Lumbiganon A former Dean of Khon Kean Faculty of Medicine; A long-term Technical Advisor on Reproductive Health for WHO HQ

Some leaders in health policy development in Ramathibodi

Prof Rajata Rajatanavin

- Minister of Public Health
- Former President of Mahidol University
- Former Dean of Faculty of Medicine Ramathibodi



Achievement:

- A key actor in the prevention of iodine deficiency disorders in Thailand;
- Setting-up various projects and programmes to improve health from birth to elderly;
- A creator of the current family doctor movement in Thailand

Some leaders in health policy development in Ramathibodi

Professor Prakrit Wateesatokkit

- Former Dean of Faculty of Medicine Ramathibodi
- Secretary of the Action on Smoking and Health Foundation Thailand (ASH)



Achievement:

- Establishment of the Thai Health Foundation
- A well-known national leader in anti-smoking campaigns

Some leaders in health policy development in Ramathibodi

Prof. Dr. Kraisit Tantisirin

Department of Pediatrics, Ramathibodi

President of Thailand Nutrition Association

The current Chair of Mahidol University Council



Achievement:

- Former Director of Food and Nutrition Division, Food and Agriculture Organization of the United Nations (FAO)
- A leader in promoting nutrition programmes in Thailand

Some leaders in health policy development in Ramathibodi

Professor Piyamitr Sritara

- Former Head of Internal Medicine Department
- Current Dean of Faculty of Medicine Ramathibodi Hospital



Achievement:

- **The EGAT study (a longitudinal cohort study of cardiovascular diseases among the employees of the Electricity Generating Authority of Thailand) which is currently a database for the development of programme to prevent cardiovascular diseases and other NCDs**

Some leaders in health policy development in Ramathibodi

Professor Wichai Aekplakorn

- Head of the Community Medicine Department, Ramathibodi



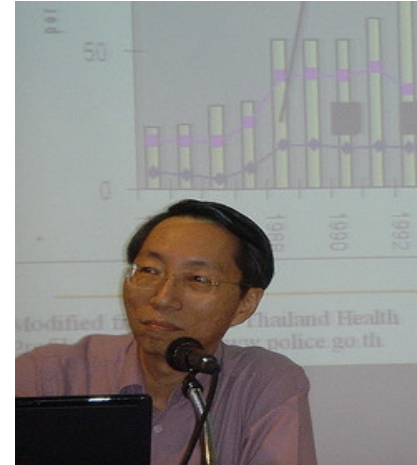
Achievement:

- A national leader of a series of the Thai National Health Examination Surveys which contributed greatly to the awareness and identification of various health problems and associated factors in the Thai population

Some leaders in health policy development in Ramathibodi

Professor Paibul Suriyawongpaisal

- Former Head of the Community Medicine Department, Ramathibodi
- A current member and secretary of the National Reform Committee on Health



Achievement:

- A national leader on road safety in Thailand
- A health system expert actively supporting the Ministry of Public Health in the area of regional health reorganization

Some leaders in health policy development in Ramathibodi

Associate Professor Adisak Plitponkarnpin

- Department of Pediatrics, Ramathibodi
- Former Director of the Child Safety Promotion and Injury Prevention Research Center
- The current Director, National Institute for Child and Family Development, Mahidol University



Achievement:

- A national leader in child injury prevention.
- A prolific researcher and is internationally known in the field of child injury prevention

**What are needed to produce
these change agents**

1. Good understanding of the concept of health promotion

Well aware of the broader roles of a **leader**

The broader roles:

- **Health care provider (not always)**
- **Manager**
- **Decision maker**
- **Leader**
- **Communicator**
- **Community supporter/facilitator**
- **Community team member**
- **Learner**
- **Advocate**

- **Health promoter's role is to promote health in the community;**
- **Health of the people is not only the concern of health care providers. It is the responsibility of the community also to identify and solve their own health problems through their active participation.**

2. Exposure to environments beyond the classrooms

Teaching Health Promotion within and outside the classrooms

- 1. Field visits and study tours**
- 2. Participation in a community survey**
- 3. Participation in the investigation of health problems**
- 4. Conducting a public health research in community**
- 5. Placement programme in a community level organization**
- 6. Performing an assignment for addressing an important health problem in a selected community**

3. Seeking opportunities after graduation

Opportunities to apply health promotion in everyday work

- 1. Having personal interest in good health and well-being;**
- 2. Develop projects or programmes to solve important health problems in responsible area;**
- 3. Put efforts to scale-up effective interventions;**
- 4. Continued advocacy for social changes toward healthy living and good quality of life.**

Thank You

wiwat.roj@mahidol.ac.th