

**DEVELOPING STRATEGIC PLAN  
FOR IMPROVING THE EXPECTED CAPACITY OF  
HEALTH PERSONNEL IN PLANNING SECTOR  
CHON BURI PUBLIC HEALTH OFFICE**

**Rungtiwa Panichsuko**

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for the Degree of Master of Public Health  
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By : Rungtiwa Panichsuko

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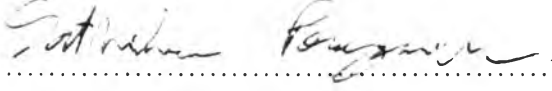
Thesis Advisor : Tanawat Likitkererat, M.Sc.

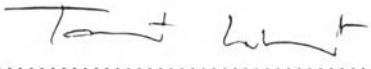
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Accepted by the College of Public Health, Chulalongkorn University,  
Bangkok Thailand in Partial Fulfillment of the Requirements for the Master's Degree

  
....., Dean of the College of Public Health  
(Samlee Plianbangchang, M.D., Dr.P.H.)

#### THESIS COMMITTEE

  
....., Chairman  
(Assistant Professor Sathirakorn Pongpanich, M.A., Ph.D.)

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

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

## ABSTRACT

Developing Strategic plan for Improving The Expected Capacity of Health Personnel in Planning Sector is the process due to the analysis of Planning Sector's status 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. 3.) Most staffs couldn't use high technologies. And when these problems were proposed to the head of Planning Sector for considering. The agreement is accepted to brainstorm for identifying the strategies for problems solving and organizational development by participating of personnel.

The general objective of this study is to develop a strategic plan for improving the expected capacity of personnel in Planning Sector Chon Buri Public Health Office. To achieve the objective, In-depth interview is used for the head sector to clarify the issues of planning sectors. Focus group discussion and brainstorming with the 5 key personnel in planning sector to assess personnel's need for developing capacity in job working and determine strategies appropriated for each problems.

The model of strategic planning process is intervened to analyze the strategic planning for planning personnel development. Each step of process will be suggest to revise their doing plan and confirm the completeness of the process to make sure that they go on the right way. This is a useful model, not only for finding the factors formulating strategic implementation program, but it is also useful for developing the capacities of the organization.

The results from this study be able applied to develop method of strategic planning for CPHO by improving the capacity of respondent planning personnel. After involved in the process, those personnel have more skills and knowledge in writing plan and they can do more in practical. Right now, they can be facilitators in teaching others personnel about writing plan and CPHO itself can produce the appropriate plan for each situation.

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