

## **CHAPTER V**

### **PRESENTATION**

The main issue of this study is to develop the strategic plan for improving the expected capacity of health personnel in planning sector, Chon Buri Public Health Office. The presentation will present all of process in the study by slides show which help the audience easy to follow on.

The presentation will be divided into 4 parts : First, introduction of the study which talk about background of study. Second part is proposal project description which concerns the objectives, conceptual framework, methodology, activity plan, estimation of expenses and expected outcomes. The third part is data exercise and it's results. And the last part is the conclusion which covers the discussion, lesson learned and recommendation.

All of slides has shown as follows :

**Developing Strategic Plan  
for Improving the Expected Capacity  
of Health Personnel in Planning Sector  
Chon Buri Public Health Office**

**(Rungtiwa Panichsuko)**

**Agenda**

- **The presentation will be divided into 4 parts as follows:**
  - **Introduction**
  - **Proposal project description**
  - **Data exercise**
  - **Conclusion**

### **Health Development Plan in Thailand**

- **It is formulated from the National Economic and Social Development Plan.**
- **The 9<sup>th</sup> Plan (2002 - 2006) focuses at health promotion.**
- **Its strategy is to reform health service system management and procedures.**

### **The Infrastructure of Public Health Office in Thailand**

- **In Provincial Level,**
  - **Planning Sector is under the Administration Supportive Group, and respond to the function of administrative support and system management.**

**Function and Responsibility  
of Planning Sector**

- 1. Collecting and analyzing data for synthesizing provincial plan in order to develop or solve health problems**

**Function and Responsibility  
of Planning Sector (cont.)**

- 2. Monitoring and evaluating provincial health care system**
- 3. Acting as health information center**
- 4. Investigating and using surveillance system on epidemic diseases**

**Situation Analysis of Planning Sector in  
Health Region 3 by SWOT analysis**

- **It was found that the staff's capacity needed to be improved.**

**Situation Analysis of Planning Sector  
in Chon Buri Public Health Office  
by SWOT analysis**

- **Similar to the study of Health Region 3.**

**The followings are the three work-related problems of the staff are as follows:**

- 1.Mistaken understanding of their job.**
- 2.Cannot perform tasks of other staff.**
- 3.Fail to catch up with new technologies and ignore to learn.**

**Current Management Problems  
in Chon Buri**

- During the wake of changes of health management in accordance with government policy at present, there is no appropriate strategies to approach problems.**

## **Current Management Problems in Chon Buri (cont.)**

- **Staff still work only on routine tasks or immediately respond only to urgent tasks.**
- **No plan was developed to solve problems systematically in the Planning sector.**

## **Proposal**

**Developing Strategic Plan  
for Improving the Expected Capacity  
of Health Personnel in Planning Sector  
Chon Buri Public Health Office**

### **The Objective of Study**

- **General objective**
  - **To develop a strategic plan in order to improve the capacity of staff in Planning Sector, Chon Buri Public Health Office.**

### **Specific Objectives**

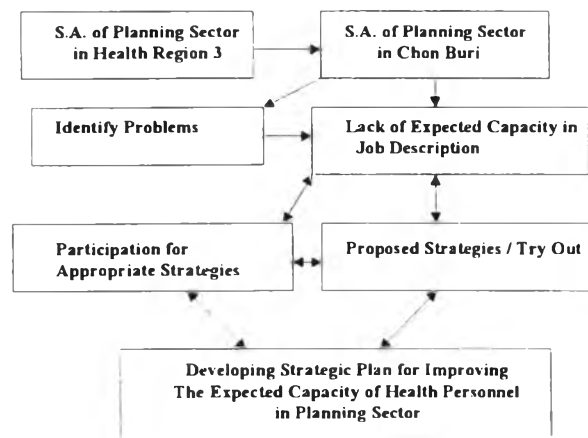
- 1. To encourage the participation of planning staff in identifying activities which support their capacity development.**
- 2. To exercise the developing activities by utilizing internal facilities.**



## Specific Objectives (cont.)

3. To check the feasibility of strategies development.
4. To set appropriate strategies for each task.
5. To present the results of study which will be used as input for strategic planning of organization

### Conceptual Framework



### **Approach & Methodology**

- **This study applies descriptive approaches.**
- **In-depth interview with the head of planning sector is conducted to clarify the issues.**
- **Need assessment of the personnel for developing capacity in performing jobs by focus group discussion.**

### **Approach & Methodology (cont.)**

- **Questionnaire is designed to evaluate satisfaction of planning personnel towards the pattern of organization's development.**
- **The model of strategic planning process is intervened to analyze the strategic planning for planning personnel development.**

Activity Plan				
Project activities	Time Frame (Month)			Responsible  Person / department
	1	2	3	
<b><u>Phase 1</u></b> Getting Ready	/			Investigator CEO
<b><u>Phase 2</u></b> Articulating Mission and Vision		/		Participants 5 key personnel in planning sector
<b><u>Phase 3</u></b> Assessing the Environment		/		5 key personnel

Activity Plan (cont.)					
Project activities	Time Frame (Month)				Responsible  Person / department
	1	2	3	4	
<b><u>Phase 4</u></b> Agreeing on priorities			/		5 key personnel in planning sector
<b><u>Phase 5</u></b> Writing the Strategic Plan				/	Participants

Activity Plan (cont.)								
Project activities	Time Frame (Month)							Responsible Person / department
	4	5	6	7	8	9	10	
<b>Phase 6</b> Implementing the Strategic Plan	←—————→							Participants
<b>Phase 7</b> Monitoring and Evaluating			/				/	CEO Investigator 5 key personnel

Estimation of Expenses		
<u>Activities</u>	<u>Justification</u>	<u>Expenses</u>
Review document	Photocopy, mail	1,000
2 Meetings	Food and beverage	500
Questionnaires	Produce 10 Questionnaires	300
Focus Group	Food and beverage	200

### **Estimation of Expenses (cont.)**

<b>• <u>Activities</u></b>	<b><u>Justification</u></b>	<b><u>Expenses</u></b>
<b>Training&amp;Seminar</b>	<b>Learning materials</b>	<b>5,000</b>
	<b>Food and beverage</b>	<b>5,000</b>
	<b>Wages for the instructors and trainers</b>	<b>10,000</b>
<b>Final Report</b>	<b>Produce 20 final reports</b>	<b>2,000</b>
<b>Total</b>		<b>24,000 Baht</b>

### **Expected Outcomes**

- **Encourage the participation in learning strategic planning for organization development.**
- **Utilization of planning will be useful for monitoring the operating system.**
- **The systematic plan will be one of the tools for the director in considering and supporting the ongoing of work**

## **Data Exercise**

- **Objectives**
  - **To ensure the quality of an intervened tools.**
  - **To develop the proposal and improve the investigator's skills needed for project implementation.**
  - **To be preliminary input to the organization's operating**

## **Data Exercise (cont.)**

- **Study area : Planning Sector in Chon Buri  
Public Health Office**
- **Target group : 10 staff of planning personnel**
- **Tool used : In - depth interview, focus group  
discussion and questionnaires**

### **The results of in-dept interview**

- **The head of Planning Sector agree with develop strategic plan for improving health personnel in Planning Sector.**

### **The results from focus group discussion**

- **5 key personnel called for appropriate strategies to get rid of weakness and improve working performances by internal discussion**

### **The results from questionnaires**

- **Most of health personnel in Planning Sector agree with the pattern of organization's development.**

### **Findings from the study**

- **The model used in this study is useful for developing the strategic plan in provincial level.**
- **The model helps the staff to understand how to write the strategic plan correctly.**
- **The model can provide recommendations in monitoring and evaluation.**
- **It is easy if following the steps in the model.**



### **Discussion**

- **The result of study can be applied to develop strategic plan to improve the capacity of personnel in Planning Sector.**
- **Most staff in Planning Sector were satisfied with the activities which support their capacity development.**

### **Discussion (cont.)**

- **Some staff can accurately teach others about strategic planning process.**
- **CPHO can produce the strategic plan appropriately for each situation.**
- **Each phase in the process needs to be revised several times because if we skip some steps, the process of the phase will be incomplete.**

### **Lesson Learned**

- **This study assists the investigator in gaining knowledge to close strategic gaps existing in CPHO.**
- **The process of data exercise lead to understanding of writing strategic plan.**
- **Literature reviewing helps the investigator to approach the core knowledge.**

### **Recommendation**

- **The administrators should support activities of strategic planning.**
- **The planning staff should learn to improve some constraints in practical.**
- **The advantage of this study should be expanded to promote ongoing of learning organization of CPHO.**

### **Recommendation (cont.)**

- **The further study should focus on activities formulated from the strategies to investigate feasibility of utilizing model in practical.**
- **CPHO, itself should look for the appropriate planning method to monitor the quality and efficiency of making plan.**

*Thank you*