



Health Literacy Promotion and Its Institutional Arrangements: Rethinking Collaborative Health Promotion in Thailand

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Background of the paper

- Research funding by Thailand Science Research and Innovation
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- Health Literacy, City, and the State: Challenging Collaborative – District Health Governance in Local Thailand

Traditional approaches to health literacy

- Positivist perspective
- Development of measurement toolkits
- Level of health literacy of specific groups (in numbers/percentages)
- Roles of agencies in health literacy promotion

This work's argument

- Institutional frameworks (legal, social, political, economic structures, etc) has been overlooked
- Understanding institutional factors is also helpful as we could see a bigger picture of health promotion
- We could see what are structural factors behind policy implementation

Major questions

- *What are the main institutional arrangements that governed health literacy promotion policies in Thailand since 2014 ?*
- *Can these arrangements be viewed as collaborative health governance?*

Methodology

- Documentary research
 - Primary sources: the constitution of the kingdom of Thailand, national strategies, and official plans regarding health and health literacy promotions, national health development plan, reports from the Department of Health, Ministry of Public Health
 - Secondary sources: research reports, articles, pamphlets, online articles

Methodology

- The approach to analysis: theoretically driven content analysis
 - Institutionalism
 - Collaborative governance

Results

Governing Institutions	Institutional Arrangements on Health Literacy	Regulations
National Reform Council/National Reform Steering Assembly	<ul style="list-style-type: none"> • Define health literacy as a national agenda • Established a national committee on health literacy and health communication • Aim to reach health literate organization and community • Conducts health literacy surveys 	
Constitution of the Kingdom of Thailand, 2017	<ul style="list-style-type: none"> • Chapter V Duties of the State Section 55 • Chapter VI Directive principles of state policies Section 71 • Chapter XVI Section 258 	<p>For example, <i>“the state shall ensure that people receive efficient public health service universally, ensure that public has basic knowledge in relation to health promotion ... ”</i></p> <p><i>“the state should promote and develop the enhancement of health in order to enable people to have good health ... ”</i></p>
12 th National Health Development Plan (2017 – 2021)	<p>Strategy 1 Actively empowered human well-being for Thais</p> <p>4 Goals</p> <p>4 Measures</p>	<p>For example,</p> <p>Measure 1 Building networks and alliances between social groups, local authorities, NGOs, civil society organisations,</p> <p>Measure 2 Develop “Health in All Policy”</p> <p>Measure 3 Promote “Health Literacy”</p> <p>Measure 4 Improve systems that determinate health</p>

Results (Cont.)

Governing Institutions	Institutional Arrangements on Health Literacy	Regulations
National Strategy (2018 - 2037)	<p>Aspects related to Public Health in Strategy 3 Development of Human Capital</p> <ul style="list-style-type: none"> Issue 4.5 Enhancing Well-Being among Thai people 	<p>For example,</p> <p><i>Promote Health Literacy</i> by developing knowledge and health communication. Support all sectors to participate in health literacy promotion.</p>
Office of Department of Health (DoH) 4.0 and Health Literacy, Ministry of Public Health	<p>Promotion and Prevention Excellence Strategic Plan</p> <p>Health literate organization (Government, Civil Society, Private)</p> <p>66 Key Messages for HL</p>	<ol style="list-style-type: none"> 1. Survey national health literacy levels 2. Develop required knowledge on health literacy 3. Enhance human development 4. Develop health communication system 5. Support research and innovation 6. Support and engage in development of health literate organization, school, and community
Health Education Division, Department of Health Service Support, Ministry of Public Health		

Results (Cont.)

Governing Institutions	Institutional Arrangements on Health Literacy	Regulations
Thai Health Literacy Association (THLA)	<ul style="list-style-type: none">- Cooperation with health agencies on health communication and key messages on health literacy- Provide policy recommendations on health literacy to the public	
Regulations of the Office of the Prime Minister on District Health System	<ul style="list-style-type: none">• Establishment of the District Health Board (DHB)	<i>Duties and responsibilities of the DHB</i> <ol style="list-style-type: none">1. Set goals for quality of lives improvement in a district2. Integration among state agencies in a district3. Support collaboration between all sectors4. Provide recommendation and being a consultant on quality of lives improvement in a district5. Evaluate all works regarding quality of lives in a district

Discussion

1. Fictitious collaborative governance
2. Pseudo-deliberation
3. Rethinking collaborative health promotion

Fictitious collaborative governance

Collaborative governance	Fictitious collaborative governance
Bottom-up	Top-down
Trust-buildings	Coercion
Understanding and commitment in community	Community is guided by bureaucratic, local government authorities
Social actor domination	State actor domination

Pseudo-deliberation

Deliberative democracy	Pseudo-deliberation
Democratic regime	Authoritarian regime
Society-led regime	Bureaucratic-led regime
Deliberative engagement in decision-making	Top-down and centralized decision-making

Conclusion: Rethinking collaborative health promotion

- The authors argued that to reach the goal of a health literate community and society, we should **re-approach health and health literacy promotion from the bottom-up perspective.**
- Also, **overcoming fictitious collaborative health promotion and pseudo-deliberation** are necessary.
- To do that, we need a long-term project of **building up a ‘critical health regime’** based on **critical education and anti-authoritarianism** as major principles.