



# Area Based Development Research Journal

Official Translation of วารสารวิจัยเพื่อการพัฒนาเชิงพื้นที่  
Thailand Science Research and Innovation

Vol. 12 No. 1 January – February 2020

E-ISSN 2408-1752

- |  |                    |
|--|--------------------|
| Civil Society Organizations and Their Roles in Alcohol Control in Thailand<br><i>Udomsak Saengow</i>   | Article No. 256301 |
| Community Health Promotion by Three Aor Two Sor Principle, Wangsomboon Sub-districts, Sakaeo Province<br><i>Nadchar Yanti, Thassaporn Chusak and Apichai Khuneepong</i>  | Article No. 256302 |
| Promoting <i>O. viverrini</i> -free Traditional Food Consumption to Reduce Infection and Prevent Reinfection of <i>O. viverrini</i> in Khok Prong Sub-district, Phetchabun Province<br><i>Wilawan Pumidonming, Dulyatad Grongang, Khamphon Sangkaeo, Nanthaphon Thammatrakun and Panumus Kotanon</i> | Article No. 256303 |
| Kha-Yot Model: Innovative Participatory Waste Management, Bung Wang Ngio Community, Uttaradit Province<br><i>Siriwadee Phromnoi, Watsana Phanthong, Soiratda Sampoosree and Sueb Insueb</i>  | Article No. 256304 |
| Practical Model of Community Development for Tribal Fabric Production Development to Promote Community Based Tourism, Lampang Province<br><i>Pornchanok Tonglad, Siraya Janasak, Sarawut Changsaard, Tiparat Tikapanya, Piyarat Tongtanee, Suwannee Kruaphung and Chamaiporn Kanjanapan</i>          | Article No. 256305 |
| Promoting the Participation of Bucha Drum Performing Arts of the Kwan Phayao Community<br><i>Rattana Tapang, Nuchanart Deechooen, Nakhon Khamrong, Tanapong Dedkaew and Ausadawut Ploykhiew</i>  | Article No. 256306 |



## Civil Society Organizations and Their Roles in Alcohol Control in Thailand

Udomsak Saengow

<sup>1</sup>Center of Excellence on Health System and Medical Research (CE-HSMR), Walailak University, Thasala District, Nakhon Si Thammarat Province, 80160 Thailand

<sup>2</sup>School of Medicine, Walailak University, Thasala District, Nakhon Si Thammarat Province, 80160 Thailand

\*Corresponding author's Email: [saengow.udomsak@gmail.com](mailto:saengow.udomsak@gmail.com)

---

### Abstract

A civil society is an area of culture that is not part of either the state or business institution. Civil society organizations (CSOs) generally play a role in improving living conditions of those who cannot access public services and market-provided services. In 1990s, CSOs increased involvement in public health issues; because activities of a civil society are consistent with public health activities based on the concept of community health. Additionally, in 1990, civil society in Thailand played an important role in political movement. The political climate during the enactment of the Constitution for the Kingdom of Thailand 1997 supported participation of civil society in several aspects and led to establishment of Thai Health Promotion Foundation. The Thai Health Promotion Foundation has become a primary source of funding for many CSOs as funding from international organizations decreased. CSOs integrated focus on issues with health promotion, a primary focus of the Thai Health Promotion Foundation. In regard, for example to alcohol control, CSOs that worked on religion, domestic violence as well as youth leaders develop as CSOs on alcohol control. Activities such as the Buddhist Lent Abstinence Campaign emerged from the integration of Buddhism and alcohol prevention campaign. Alcohol control CSOs supported state actions in reduction of alcohol-related problems. Consequently, the Buddhist Lent Abstinence Campaign, primarily administered by CSOs, has been proven successful in the reduction of alcohol consumption during the campaign period.

**Keywords:** Civil society, Alcohol, Public health



## Community Health Promotion by Three Aor Two Sor Principle, Wang Somboon Sub-district, Sakaeo Province

Nadchar Yanti\*, Thassaporn Chusak and Apichai Khuneepong

*Public Health Program in Hospital Management, Valaya Alongkorn Rajabhat University Under The Royal Patronage, Klongluang District, Pathumtani Province, 13180 Thailand*

*\*Corresponding author's Email: nadchar\_net@hotmail.com*

*Received: 30 October 2019 Received in revised form: 28 January 2020 Accepted: 7 February 2020*

---

### Abstract

This participatory research aims to promote healthy behaviors among local people in Wang Somboon sub-district, Wang Somboon district, Sakaeo province, by practicing the principle of Three Aor Two Sor as a major guideline. The research process employed 4 steps: 1) the researchers conducted a field study to collect data on local community's capacity; 2) a civil societal forum was organized to address health problems, particularly those concerning excessive weights against standard; 3) a network was established to carry out research to identify activity guidelines; and 4) four activities under the Three Aor Two Sor principle were implemented, which included healthy eating education, exercise for good health, effective ways to kill stress, and saying goodbye to alcohol and smoking. The data are interpreted and recommendations were suggested for joint activity development. The sample group included 51 local people in Wang Somboon sub-district participating in 4 Three Aor Two Sor activities. Subsequently, a follow-up on health conditions among the participants was conducted. The findings indicated that 37 out of 40, lost weight while the normal weight group increased from 9 to 12. The research conclusions are as follows: 1) established the health promotion network in Wang Somboon sub-district; 2) applied the principle of Three Aor Two Sor and health promotion activities to improve the health of the samples in this area; and 3) implemented the strategies and guidelines of health promotion such as pamphlets on appropriate eating habits and initiating the Three Aor Two Sor Day, which highlights good health among people in local communities for life.

**Keywords:** Sakaeo province, Wang Somboon sub-district, Health behaviors, Three Aor Two Sor principle, Excessive weights



## Promoting *O. viverrini*-free Traditional Food Consumption to Reduce Infection and Prevent Reinfection of *O. viverrini* in Khok Prong Sub-district, Phetchabun Province

Wilawan Pumidonming<sup>1,\*</sup>, Dulyatad Grongang<sup>2</sup>, Khamphon Sangkaeo<sup>3</sup>, Nanthaphon Thammatrakun<sup>4</sup> and Panumus Kotanon<sup>4</sup>

<sup>1</sup>Department of Microbiology and Parasitology, Faculty of Medical Science, Naresuan University, Muang District, Phitsanulok Province, 65000 Thailand

<sup>2</sup>Faculty of Veterinary Science, Mahidol University, Salaya District, Nakhon Pathom Province, 73170 Thailand

<sup>3</sup>The Office of Disease Prevention and Control 2, Muang District, Phitsanulok Province, 65000 Thailand

<sup>4</sup>Khok Prong Health Promoting Hospital, Wichian Buri District, Phetchabun Province, 67130 Thailand

\*Corresponding author's E-mail: [wilawanp@nu.ac.th](mailto:wilawanp@nu.ac.th)

Received: 20 August 2019 Received in revised form: 16 December 2019 Accepted: 25 December 2019

---

### Abstract

Consumption of traditional raw food prepared from cyprinid fish including plara, plasom and pla jom has been reported a risk factor for *O. viverrini* infection. The objectives of this project stressed 1) develop *O. viverrini*-free traditional diets; 2) promote consumption of the *O. viverrini*-free menu and health education and 3) evaluate the efficacy of this promotion in controlling infection and reinfection of *O. viverrini*. This project was undertaken in Khok Prong sub-district, Wichian Buri district, Phetchabun province in 2015-2019. The procedure was divided into 3 phases: Phase 1 identifies risk factors and *O. viverrini* infection rate in the target sub-district, laboratory diagnosis for *O. viverrini* infection, treatment of infected cases, and reports infection rates to community stakeholders and planning prevention and control policies. Phase 2 develops the *O. viverrini*-free traditional menu suitable for the infected communities. Phase 3 determines infection and re-infection rates, measure changes in dietary behavior in the target group. The program achieved a reduced infection rate from 28.7% to 7.2%. Cooperative work and combination methods with campaigns for consuming parasite-free traditional meals reduced infection in high prevalence communities. Conclusion, consumption of a parasite-free traditional meal can have a major impact in controlling *O. viverrini* in endemic areas where traditionally raw fish is preferred.

**Keywords:** Phetchabun province, Khok Prong sub-district, Traditional food, Liver fluke *O. viverrini*, Cyprinid fish



## Kha-Yot Model: Innovative Participatory Waste Management, Bung Wang Ngjo Community, Uttaradit Province

Siriwadee Phromnoi<sup>1,\*</sup>, Watsana Phanthong<sup>2</sup>, Soiratda Samposree<sup>2</sup> and Sueb Insueb<sup>3</sup>

<sup>1</sup>Faculty of Science and Technology, Uttaradit Rajabhat University, Muang District, Uttaradit Province, 53000 Thailand

<sup>2</sup>Pa-Sao Sub-district Municipality, Pa-Sao Sub-district, Muang District, Uttaradit Province, 53000 Thailand

<sup>3</sup>Bung Wang Ngjo Community, Pa-Sao Sub-district, Muang District, Uttaradit Province, 53000 Thailand

\*Corresponding author's E-mail: : [siriwadeephromnoi@gmail.com](mailto:siriwadeephromnoi@gmail.com)

Received: 18 November 2019 Received in revised form: 21 January 2020 Accepted: 22 January 2020

---

### Abstract

The study on the 'Kha-Yot Model' aims to develop an innovative participatory waste management in the Bung Wang Ngjo community, Pa-Sao sub-district, Muang district, Uttaradit province. 'Kha-Yot Model' refers to the process of applying science and technology knowledge for waste management mechanism in the community, conducted in 2016-2018. The concept of 3Rs was adapted for waste reduction, technology-based value-added waste management, and life quality improvement for the community. This participatory research enabled networking among the various organizations including Pa-Sao sub-district municipality, Bung Wang Ngjo community, and Uttaradit Rajabhat University. In 2018, under the innovation in waste management the "Kha-Yot Model", the amount of waste products in the community decreased by 23.53% to 1.04 kilograms per person per day, which is lower than the national average incidence rate of waste products in Thailand. The recyclable waste reduced from 50.91% to 37.52% and organic waste reduced from 45.15% to 43.06%. In addition, relevant management mechanisms were initiated such as community waste banks, Environmental Fund for the Elderly, and Community Waste Management Learning Center. Overall, households participating in the waste management process increased from 178 households to 356 households or every household in the community. Consequently, the Ban Bung Wang Ngjo community, as the pilot project area has developed a trash-free village and is able to manage waste products independently and sustainably.

**Keywords:** Uttaradit province, Bung Wang Ngjo community, Kha-Yot model, Concept of 3Rs, Waste management innovation



## Practical Model of Community Development for Tribal Fabric Production Development to Promote Community Based Tourism, Lampang Province

Pornchanok Tonglad<sup>1,\*</sup>, Siraya Janasak<sup>1</sup>, Sarawut Changsaard<sup>2</sup>, Tiparat Tikapanya<sup>3</sup>, Piyarat Tongtanee<sup>3</sup>, Suwannee Kruaphung<sup>4</sup> and Chamaiporn Kanjanapan<sup>1</sup>

<sup>1</sup>Faculty of Management Science, Lampang Rajabhat University, Muang District, Lampang Province, 52100 Thailand

<sup>2</sup>Office of Agriculture and Cooperative of Lampang Province, Muang District, Lampang Province, 52000 Thailand

<sup>3</sup>Faculty of Agricultural Technology, Lampang Rajabhat University, Muang District, Lampang Province, 52100 Thailand

<sup>4</sup>Faculty of Education, Lampang Rajabhat University, Muang District, Lampang Province, 52100 Thailand

\*Corresponding author's E-mail: iamnok119@gmail.com

Received: 18 November 2019 Received in revised form: 4 January 2020 Accepted: 9 January 2020

### Abstract

The purpose of this participatory research action established a prototype community for enhancing tribal cloth products in the Lampang community tourism promotion. Samples originated from 9 localities from Lahu (Ban Pa Kha Mae Jam, Muang Pan district), Yao (Ban Cham Pui, Mae Moh district) and Pakakayo (Soem Ngam district) in Lampang province. The participatory learning process 4 steps comprised 1) planning, 2) workshop, 3) reflecting, and 4) enhancing the prototype teacher performances from products. Group discussions, participatory observation and in-depth interviews were employed. Four major research findings were revealed: 1) Innovation of teacher development process in designing of sewing ethnic products. 2) Identification of tribal fabric products creation process through integration of community culture. 3) Networking partners in new markets allowing the best practices, experiences and success stories from the community shared in format of a prototype teacher's book. 4) Promoting community work in provincial policies through memorandum of agreement (MOU) among the Provincial Strategic Planning Office, the Community Development Office and Lampang Rajabhat University for developing community products, and public sharing (by presenting the knowledge in Lanna Ethnic Culture and Countries in ASEAN organized by the Provincial Cultural Office). Lastly, at the regional level, the prototype teacher should receive the distinction as a guest speaker at the Northern Women's and Family Learning Center on tribal products sewing designs.

**Keywords:** Lampang province, Prototype teacher, Prototype community development, Tribal fabric products, Community based tourism



## Promoting the Participation of Bucha Drum Performing Arts of the Kwan Phayao Community

Rattana Tapang, Nuchanart Deecharoen, Nakhon Khamrong, Tanapong Dedkaew and Ausadawut Ploykhiew

*Department of Fine Arts, School of Architecture and Fine Arts, University of Phayao, Muang District, Phayao Province, 56000 Thailand*

*\*Corresponding author's E-mail: kaewjerngsaomai@gmail.com*

*Received: 11 October 2019 Received in revised form: 21 January 2020 Accepted: 27 January 2020*

---

### Abstract

This participatory research comprised the home, temple and school networks in Bantoon sub-district, Muang district, Phayao province aims to 1) study cultural performing art renovation process, 2) disseminate the knowledge to the youth, and 3) promote participatory network in the community. The research participants included local Bucha Drum performers and patrons, who provided background information. The researchers arranged a community conference to recognize community needs, collaborate in planning, identify the learned lessons, organize the drum rhythm records, record videos, and disseminate the knowledge. To ensure the authenticity regarding the Bucha Drum performance, the Bucha drummer master co-supervised the complete study process. The collaborative project, among the Bantoon sub-district, Bantoon temple, Bantoon Sub-district Administrative officer, Fakkawan Wittayakom School, focused on connecting the youth with the local culture within the Bucha drum show. Qualitative data analysis identified directions for performance development and the importance of the Bucha drum for youth development. The follow-up stage considered the Bucha drum performance knowledge transfer and community art promotion, resulting in higher interest for wider community activities. In conclusion, the researching findings and applications enhanced tourism in the Phayao province, community development, and increased youth participation featuring the Bucha drum performance.

**Keywords:** Phayao province, Kwan Phayao, Bucha drum, Participation, Performing arts