

Mobilizing Community Stakeholders for E-Cigarette Prevention via Participatory Policy Tools

**Present to the 5th edition of Global Community Health Annual Workshop
Under the theme of Building healthy, fair and climate-smart communities:
addressing commercial determinants of health**



Presented by
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Office (NHCO)
June 12, 2025, 10.05 – 10.35 CEST and from 16.05 – 16.35 CEST. This will be 15.05 – 15.35 and
21.05 – 21.35 Thailand time.

Learning Objectives

- Understand how NHCO Thailand uses participatory policy tools to improve community health
- Explore community-level strategies for e-cigarette prevention
- Reflect on how participatory models can be adapted to your local contexts



Why Participation Matters in Health/Social Issues

Health Care

Several agencies are working on **participation and health care** such as

- Ministry of Public Health
- National Health Security Office (NHSO)
- Ministry of Interior, Provincial Administrative Organization (PAO)

Social Determinants of Health (SDH)

Several health-related agencies are working on participation and SDHs/CoDHs but **Thailand National Health Commission (NHCO) focuses fostering participation at the policy level** to develop participatory policies that address the factors influencing health.

- **Health is not only about medical care-it's a human rights**
- **Participation leads to more inclusive, responsive, and sustainable health systems.**



Thailand National Health Act 2007

The hearth of this Act is “participation from all to create responsive policies”. Therefore, NHCO provides policy tools and platforms to create participatory policies from national to local levels

About NHCO

Thailand National Health Commission Office (NHCO) is an autonomous government agency, **under Prime Minister Office**, established under **the National Health Act in 2007**. We work with the motto Synergy for Wellbeing. Hence, a participatory public policy process based on wisdom (4P-W) is the heart of our work.

Vision

The national health system is developed by a participatory public policy process based on wisdom (4P-W)

Our Strategy

NHCO adopts a “Triangle that Moves the Mountain” strategy which trilateral synergy of political power, knowledge power and civil power holds the key to success, with the ambitious aim of integrating them into collaborative efforts to achieve

Key Participatory Policy Tools

Cabinet



National Health Commission Chaired by Prime Minister



**National Health Commission Office
(NHCO)**
Under Office of Prime Minister



NHC Roles

- Be an advisory body to cabinet on policies and strategies for health.
- Promote the participatory healthy public policy process.

NHCO Roles

- Be NHC's secretariat body, under Prime Minister's Office
- Be a synergist collaborating with partners for participatory policies
- Be a policy facilitator providing a participatory public policy process

HEALTH SYSTEM CHARTER

is a blueprint for the desirable health system jointly developed by a health and non-health sector.

Apart from the National Health System Charter, local governments and other organizations can develop their health charter for their context, e.g., a health charter for Mon ethnic group, a health charter of schools led by Ministry of Education, a health charter of monks led by The Sangha Supreme Council of Thailand.

HEALTH SYSTEM CHARTER : SHARED COMMITMENT FOR BETTER HEALTH



3 National Health System Charters aiming for Health Equity

2 National Health System Charters for Bhuddist Monks

Over **2,500** Local Health System Charters

HEALTH ASSEMBLY

- A participatory platform and process that government sector, academia and people sector come to discuss on critical health related issues and collectively find solutions/public policies.
- A NHA resolution goes to the National Health Commission and further to Cabinet.
- Three types of health assembly which are the National Health Assembly, Provincial Health Assembly and Issues-based Health Assembly.

HEALTH ASSEMBLY: MULTI-SECTOR DIALOGUES & POLICY SOLUTIONS

17
National Health Assemblies (NHA)

77
Provincial Health Assembly Networks

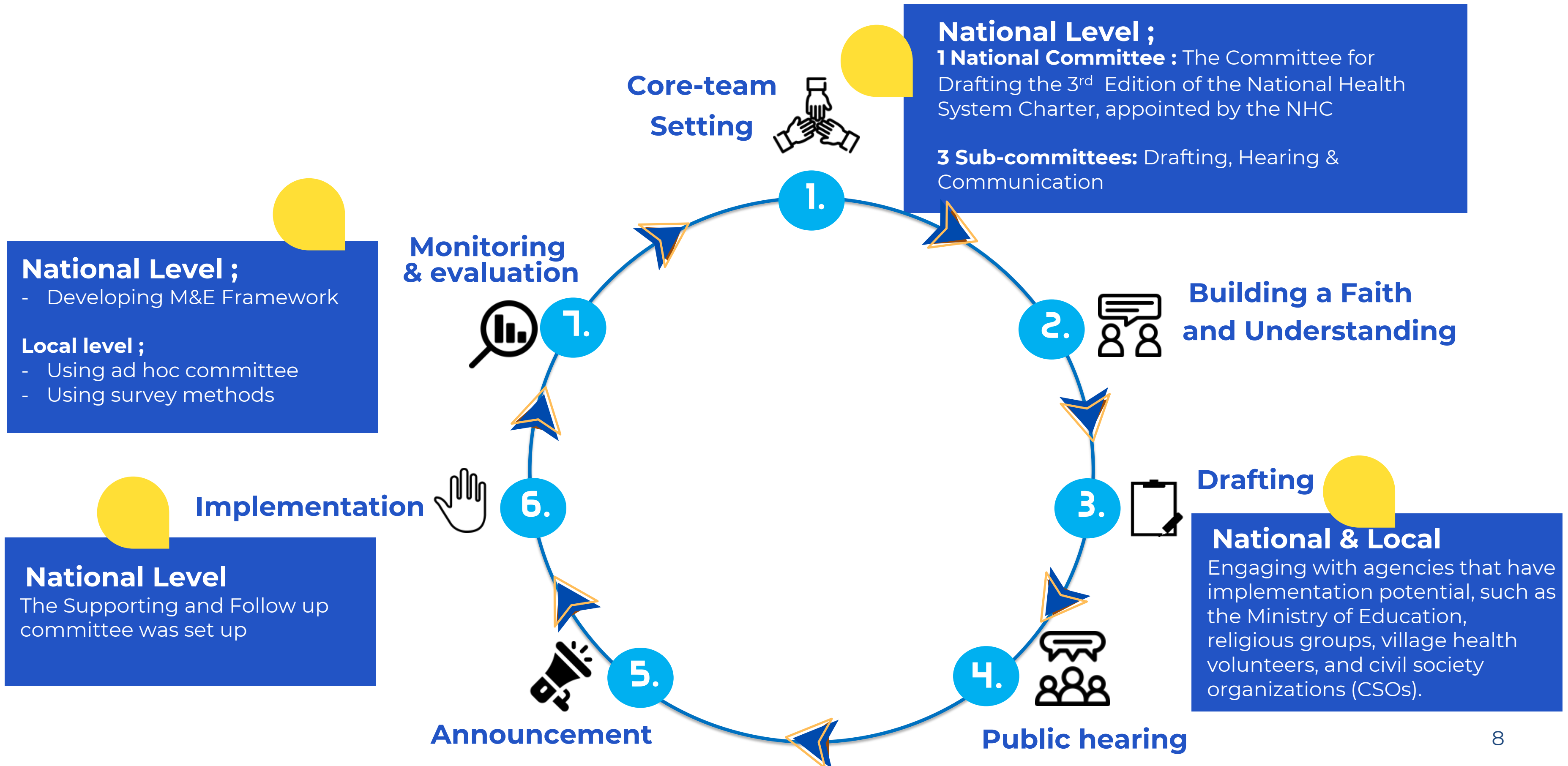


Process & Results of Health System Charter (Local Focus)

- **Health System charter** is a will or commitment or framework on the desired health systems collectively developed by all sectors in Thailand/an area.
- **Three types of health system charter** which are the National Health System Charter, Local/Community Health System Charter and Issues based Health Charter
- **The 3rd National Health System Charter** is focusing on health equity and was adopted by the cabinet
- **In 2025, there are about 2,533 local health system charters** were implemented at the local levels.
- **Local Examples:** School Health Charter, Buddhist Monk Charter



Process of Health System Charter (Local focus)



About Commercial Determinants of Health & E-Cigarette case

- In Thailand, e-cigarettes are banned: import, sale, and use are prohibited.
- Despite this, youth vaping is increasing—why?
- Commercial actors still influence behavior through:
 - Online/social media marketing (Difficult to monitor)
 - Flavored products smuggled or sold informally
 - Misleading health claims or peer influence

“Legal bans alone are not enough. Community-driven policies and vigilance are essential to counteract harmful commercial influences.”

9.1%

Of students and youth smoke e-cigarettes & Increasing trend of smoking it in schools.

(sources, Health Education Division, MoPH 2023 & Ministry of Education)



Case Study: E-Cigarette Prevention in Schools

- E-cigarettes illegal in Thailand; rising use among youth.
- National MoU signed in 2023 between NHCO and Ministry of Education
- The Cabinet approved the Specific Health Assembly resolution on protecting children and youth from e-cigarettes—specifically endorsing five national measures for the prevention and control of e-cigarette spread in Thailand



Prevention E-Cigarette From National to Local Through Health System Charters

2023



MoU on Educational Health Charter (2023) between NHCO and Ministry of Education (MoE), aimed at improving health systems in schools focusing on e-cigarette and bullying prevention

2024



Workshop on development and promotion of the school health system held on March 21, 2024. Participants are policy makers, teachers, parents associations throughout Thailand.

Workshop on driving school health system for 4 regions. 439 Participants attend with 143 schools/education institutes

Developing & Implementing the school health system focusing E-Cigarette prevention (Pilot projects in selected schools)

2025



Implementing the school health system focusing E-Cigarette prevention (Pilot projects in selected schools)



Saparachinee Trang School

Health System Charters (1)

About schools

- A government elementary and high school located in Tubteang Subdistrict, Mueang District, Trang Province (Southern Part of Thailand) with 2,957 male and female students.

About problems

- A growing concern in the community and in school about the increasing use of E-cigarettes among students.
- The survey conducted by the student group found that a significant rise in e-cigarettes using and students lack awareness on harmful effects of it.

About solutions

- The core group of the school consist of teacher, local health organization and students attend the workshop on development and promotion of the school health system.
- The core group of the school have been develop their own school health system charter.

Saparachinee Trang School

Health System Charters (2)

About the charter

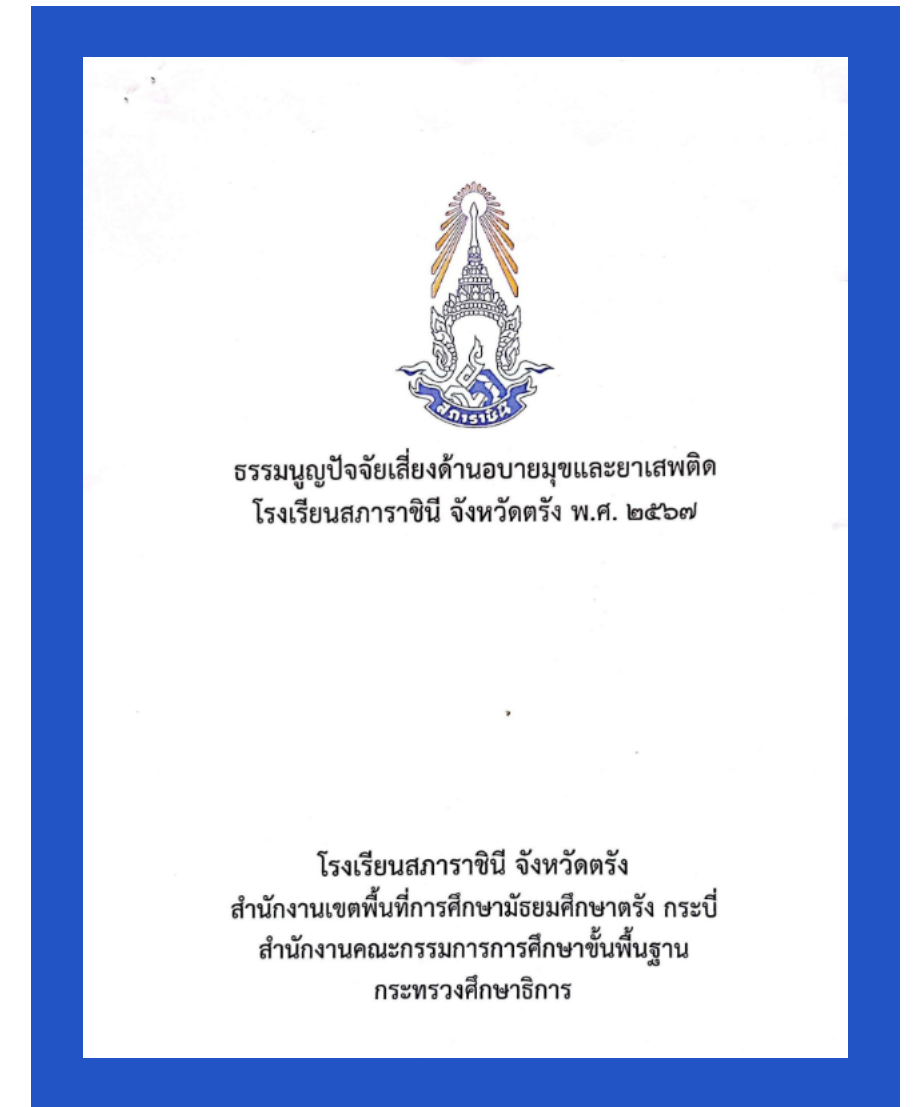
The charter was developed based on a participatory process and highlights the following:

Expectations of the school include:

- Raising students' awareness about the harms of e-cigarettes and other substances.
- Reducing the number of students who use e-cigarettes.
- Promoting collaboration with parents to address the problem within the school, family, and community settings.
- Ensuring the Committee on Primary Education (a Ministry of Education mechanism responsible for school oversight) provides cooperation and support in addressing e-cigarette and substance use issues.

Key Measures:

- Conduct training and awareness sessions.
- Provide peer support programs.
- Engage the student committee, the student detective committee, and the Semarak committee in monitoring and identifying risk areas within the school.
- Coordinate and build collaboration with parent groups, associations, and community networks to address e-cigarette use, with a focus on problem-solving.
- Establish public monitoring in areas surrounding the school.
- Coordinate with the police for law enforcement and monitoring efforts.
- Closely monitor students who have been using e-cigarettes.



Source : Miss Rattana Oebking, NHCO Thailand (April 2025)

Saparachinee Trang School Health System Charters (3)

Actions	Results
<p>Awareness campaigned & Peer Supports</p> <p>The school core group conducted;</p> <ul style="list-style-type: none"> The survey to collect current information about using of E-Cigarettes and student's attitude toward E-Cigarettes. Public hearing forums to identify effective measures for the draft charter Stakeholder consultative meetings to gain acceptance and collaboration in advancing or implement the charter <p>Collaboration with External Stakeholders</p> <p>The school's core group, in collaboration with several organizations, has been implementing the charters by</p> <ul style="list-style-type: none"> An announcement of intent to drive the charter was signed by 21 provincial agencies Set up and managed the online platform for public monitoring Organized training forums to students to raise awareness about harm of E-cigarettes, Run the project on volunteers to detect people smoking e-cigarettes. Advocating the charter measurement in the school meetings to raise awareness among parents, community members and related stakeholders 	<ol style="list-style-type: none"> The Charter was officially lunched on September 30,2024 An announcement of intent to drive this School Health Charter was signed by 21 provincial organizations such as the Secondary Educational Service Area Office, Trang Municipality, Provincial Narcotics Control Center, Trang Provincial Police Station, Trang Provincial Public Health Office, and media representatives. 72 training on raise awareness about the harms of e-cigarettes and to promote prevention measures, were held from September 2024-March 2025 More than 2,000 students attended the above-mentioned training courses. Several reported cases by representative of community members about students using e-cigarettes outside the school via the online platform. The risk map of high-risk areas was submitted to the Municipality in order to monitor and surveillance of these areas. After one semester of implementation, the survey found that the use of e-cigarettes among students from Grade 7 to Grade 12 decreased from 32 students to just 3 students. Advocated about student e-cigarette use at least twice during provincial meetings



Key Take Aways

- **Participatory Policy Platforms** – like Thailand’s Health Assembly where stakeholders co-create health or health related policies.
- **Health System Charters** – written commitments created by communities outlining shared health priorities and actions.
- **Strong community health** requires facilitation, deep listening, cross-sectoral collaborations, agreeable solution from differences stakeholders and joint decision-making.
- **Strong policy-level support for community-driven efforts**

Thank You

If you have any question please feel free to contact us.

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