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**Alcohol & Health Promotion Policy Research Unit (A-HPRU)**



**Alcohol Policy to Achieve the SDGs:**

# **Lessons Learned from ThaiHealth's Alcohol Control Plan 2018-2020**

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GAPC2023: People before profits-building towards FCAC  
24-26 October 2023 at CTICC2, Cape Town, South Africa

# GLOBAL ALCOHOL POLICY CONFERENCE OCTOBER

*The Global Alcohol Policy Conference (GAPC2023), “Investing in People before Profits: Building Momentum towards the Framework Convention on Alcohol Control,” will be held from 24 - 26 October 2023 in Cape Town, South Africa.*

## **Evaluation of ThaiHealth’s Master Plan for Controlling Alcohol and Substance Use during 2018-2020: Lessons Learned for Design, Implementation and Evaluation of Complex Intervention Programs**

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# Introduction

- Alcohol is a complex social problem
  - eg. Harm to drinkers and others, Vested interests
- Thailand
  - Emerging country with low prevalence of drinkers
  - National alcohol strategy/action plans and Alcohol control laws
- ThaiHealth
  - Plan on alcohol and substance control to support prevention and control of alcohol consumption and related harm
- Objective of this presentation
  - Lessons learned from the evaluation of ThaiHealth's master plan on alcohol and substance control during 2018-2020

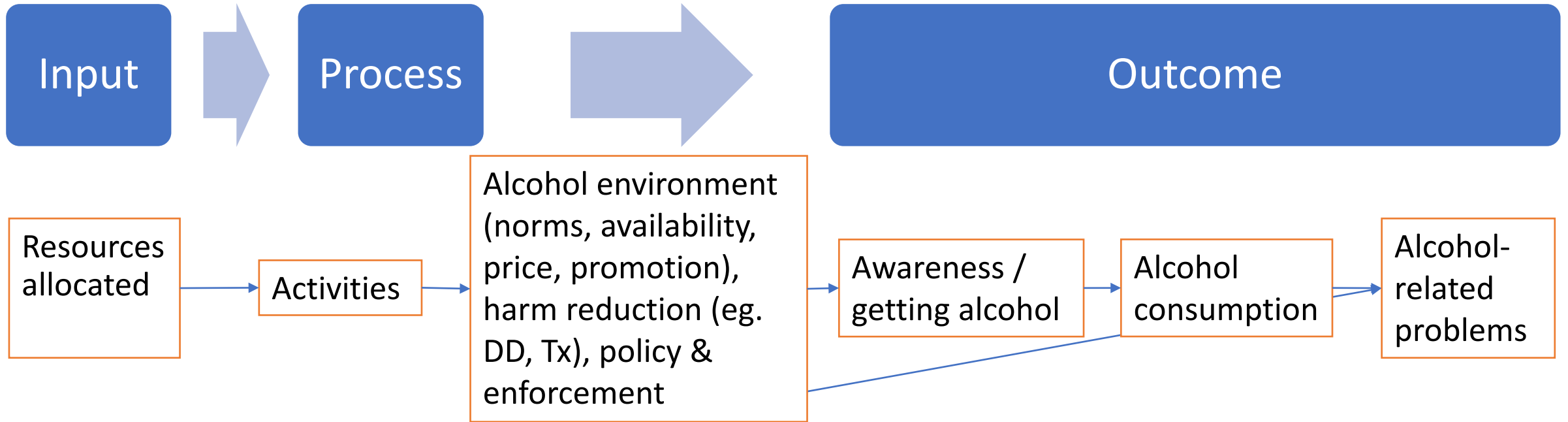


# Methods

- Logic model and theory of change
  - To assess concepts and designs of the plan
- CIPP model
  - To evaluate products, processes, inputs and contexts of the plan
- Data were collected from several sources including survey, achieve and secondary data and key stakeholders
- Achieving key performance indicators was evaluated and its significant factors were analyzed



# Logic model of the Plan



For complex design:  
**Master Plan**  
**Program/Project**  
**Project**

Plan-level แผนแอลกอฮอล์ฯ

Inputs	➔	Activities	Participants	Outputs	➔	Outcomes short term	Outcomes long term

Program-level กลุ่มแผน 1-6

Inputs	➔	Activities	Participants	Outputs	➔	Outcomes short term	Outcomes long term

Project-level โครงการที่รับทุนโดยตรงจาก Plan และที่รับทุนจาก Program

Inputs	➔	Activities	Participants	Outputs	➔	Outcomes short term	Outcomes long term



# CIPP model of the plan:

## ThaiHealth's Alcohol & Substance Control Plan, 2018-2020

### ThaiHealth

#### Role & Mission:

- Inspire, motivate, coordinate, and empower

#### Working strategy:

- Triangle to Move the Mountain (TMM or Tri-Power) concept & 5 strategies

10-year strategy and goals (2012-2021)

Mater Plan#1 (2012-2014)

Mater Plan#2 (2015-2017)

Mater Plan#3 (2018-2020)

1. Policy and enforcement
2. Knowledge generation
3. Networks & campaigns
4. Sponsorship
5. Treatment services
6. Substance

### Context

- Situation on alcohol problems
- Alcohol environments: Norms/culture, availability of alcohol (commercial, economic, social supply), marketing and advertisement, alcohol business/industry, international trade, health and social system
- National alcohol control strategy and action plan
- Outcomes of previous TH's plans
- TH's policy on alcohol plan, 2018-2020

### Input

Resources (man, money, material, management), technology, plan support system

### Process

TMM to design main 3+2 programs & 4 working principles (Proactive, Innovation, Collective impact, Sustainable change)

Granting/Supporting/Capacity Building



### Product

1. APC
2. No. of service clients & successful clients to stop drink
3. Alcohol awareness
4. Alcohol-free sponsorship activities
5. Provincial model of alcohol control
6. Policy, measure, laws and enforcement
7. Knowledge to support control & national forum
8. Knowledge to support substance control

10-year goal: reducing PREVALENCE of drinking to 27%



# ThaiHealth's Alcohol Plan & the TMM (Tri-Power) approach

## Knowledge sector

### Creation of Relevant Knowledge

Technical health and other knowledge, including health professionals



STOPDRINK NETWORK

## People's sector

Civil society, private sector, media, traditional knowledge

## Social movement



## Government sector

Politicians, local administrative organizations and government services

## Political involvement

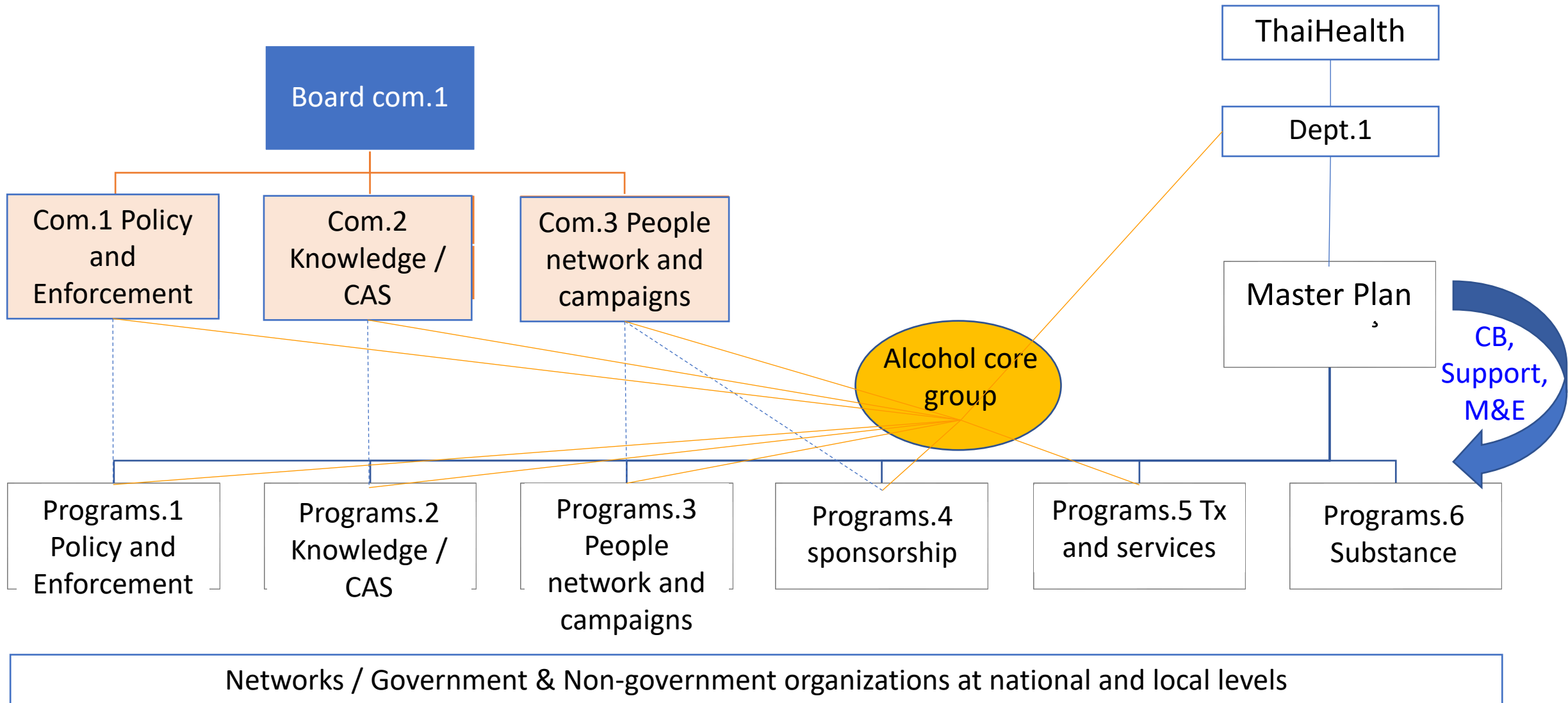


The Plan 2018-2020 comprised of 3 main TMM programs + 2 additional programs

1. Policy and enforcement
2. Knowledge generation
3. Networks & campaigns
4. Sponsorship
5. Treatment services



# Structural diagram of the plan





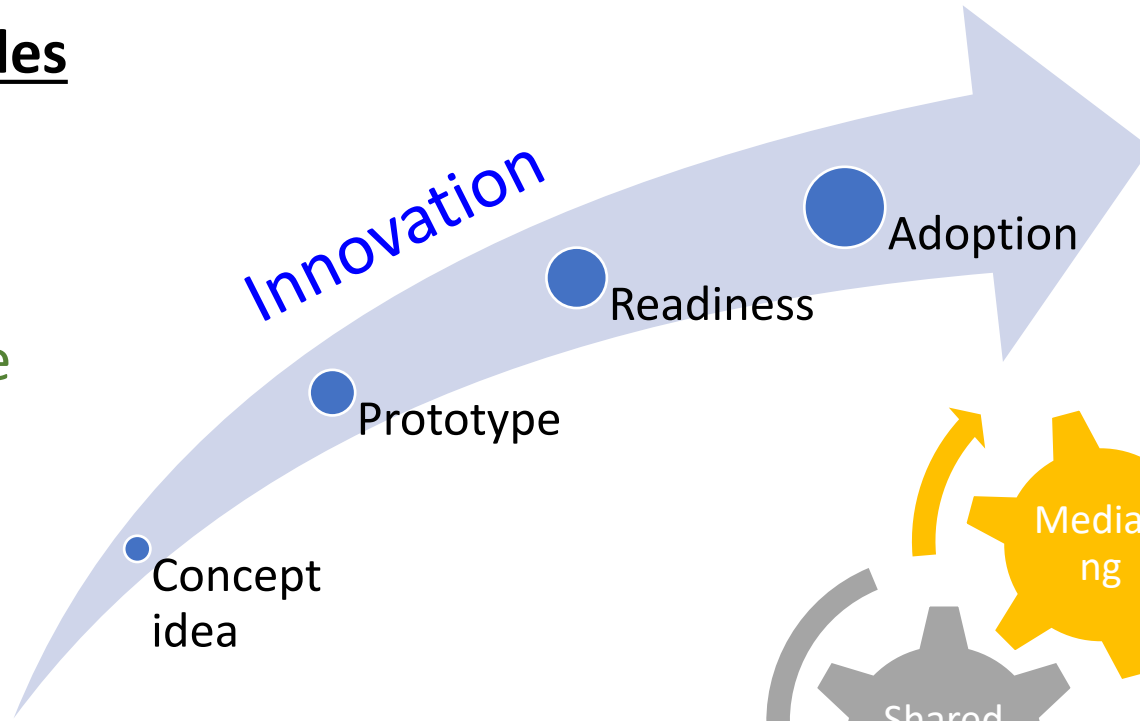


# Working principle:



## 4 core working principles

- 1) Proactive
- 2) Innovation
- 3) Collective impact
- 4) Sustainable change



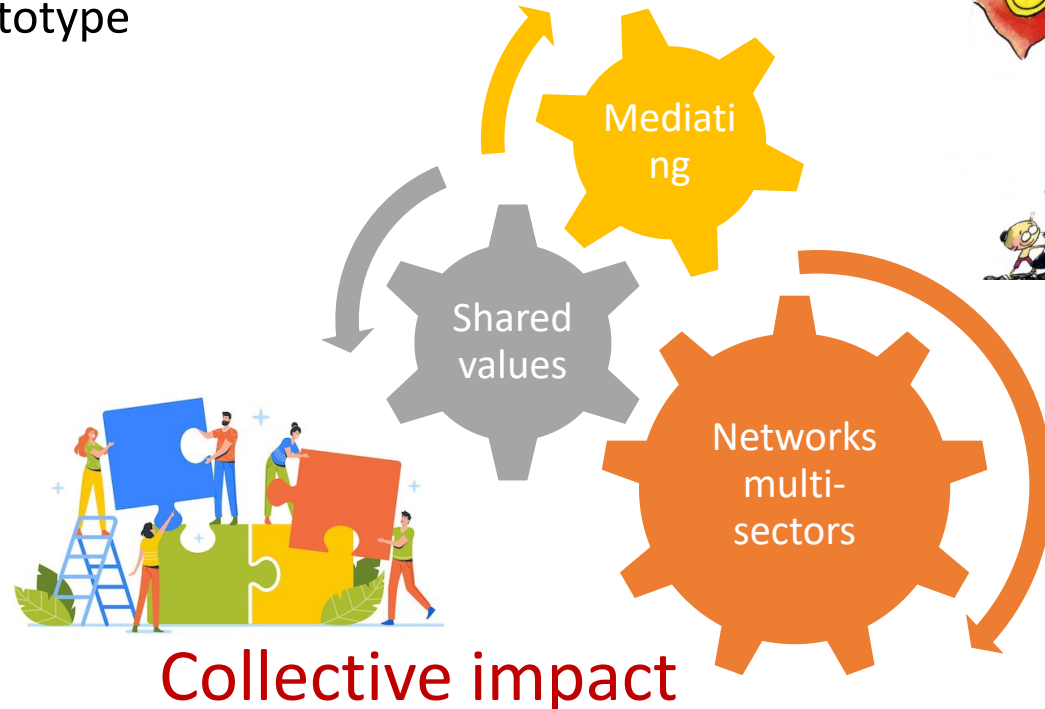
## Sustainable change

- Policy/legislation
- Norms/culture
- (Individual) healthy behavior



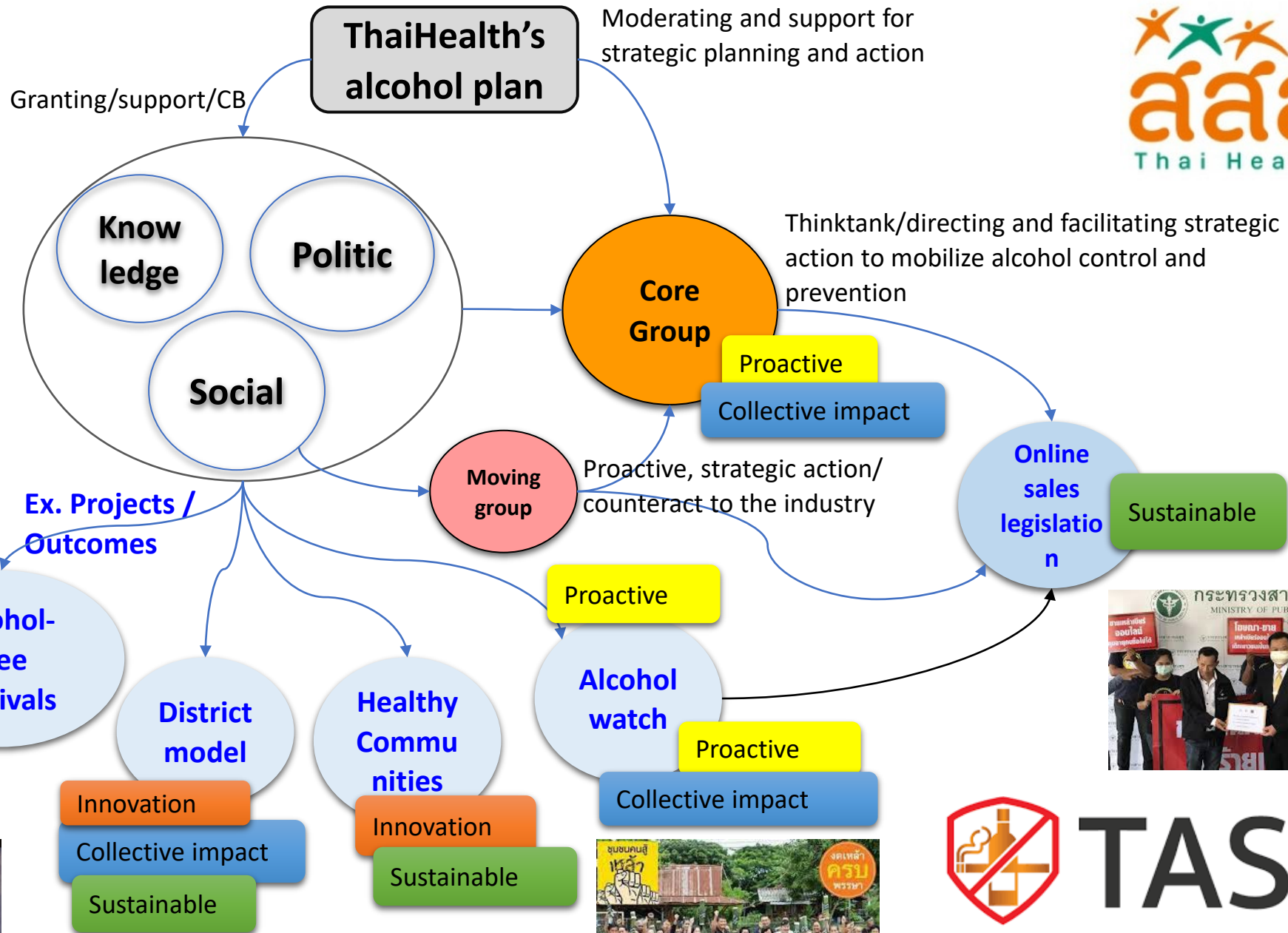
## Proactive

- Beyond routine
- Looking for/making opportunity





# Examples of using working principles





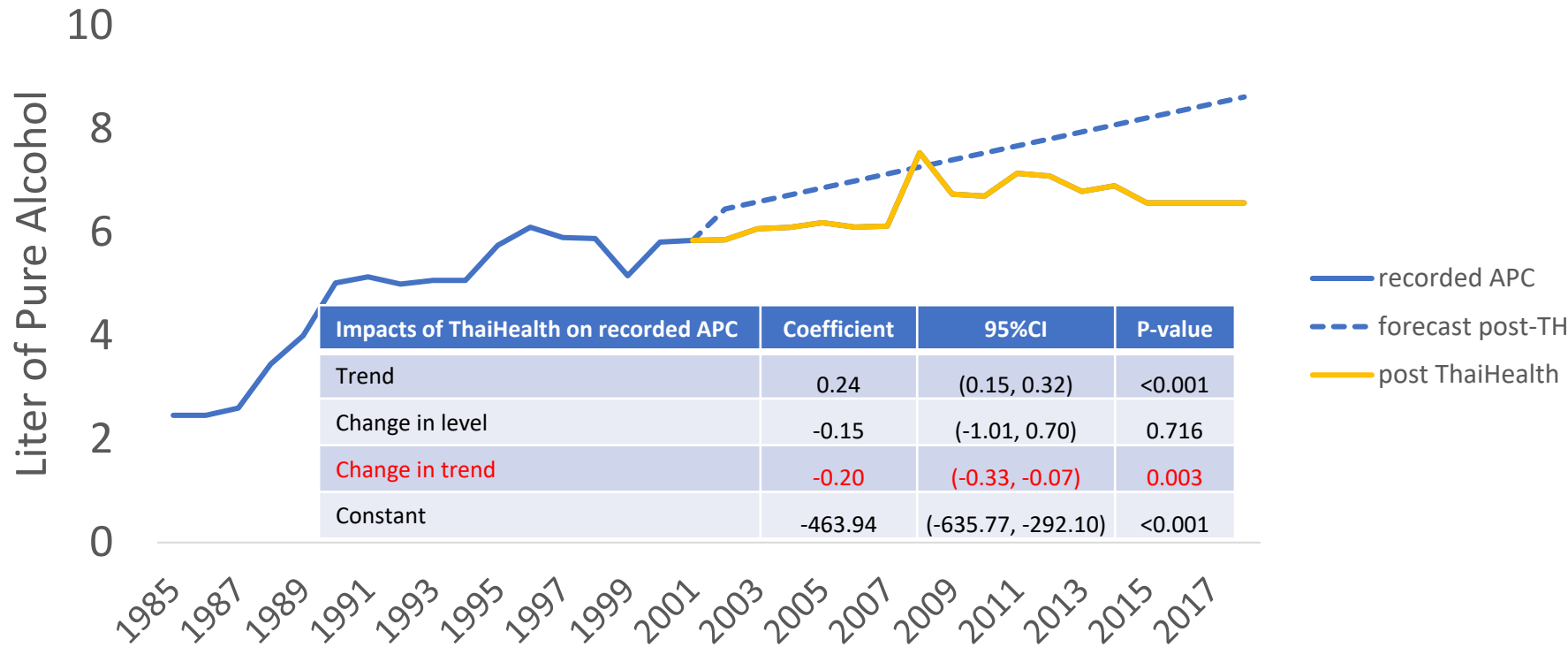
# The Plan's Product Evaluation

No.	Indicators	Evaluation	Remarks
1	Alcohol consumption	X	Targeted APC < 6.61 LPA (2017=7.33 LPA, 2021=7.10 LPA)
2	Policy, law, measure	✓	≥ 3 policies/year
3	Provincial model for alcohol control	✓	≥ 5 provinces
4	Knowledge to support control & national forum	✓	≥ 10 policy-utilization research topics /year & 1 national forum/year
5	Alcohol awareness	✓	≥ 3 issues/year
6	No. of festivals & cultural events without alcohol sponsorship	✓	≥ 150 events/years
7	No. of service clients & successful clients to stop drink	✓	> 4,000 clients/month & >400 successful cases/month
8	Knowledge to support substance control	✓	≥ 5 policy-utilization research topics /year



# 1) Efforts after ThaiHealth establishment would reduce only **TREND** but not **LEVEL** of alcohol consumption!

Estimated Impact of ThaiHealth on Alcohol Consumption: ITS analysis of Recorded APC



2) Survey among key stakeholders indicated that **ThaiHealth's contribution** to the change in alcohol consumption are **39%-52%!**

**To achieve alcohol target, multi-sectoral action is essential.**



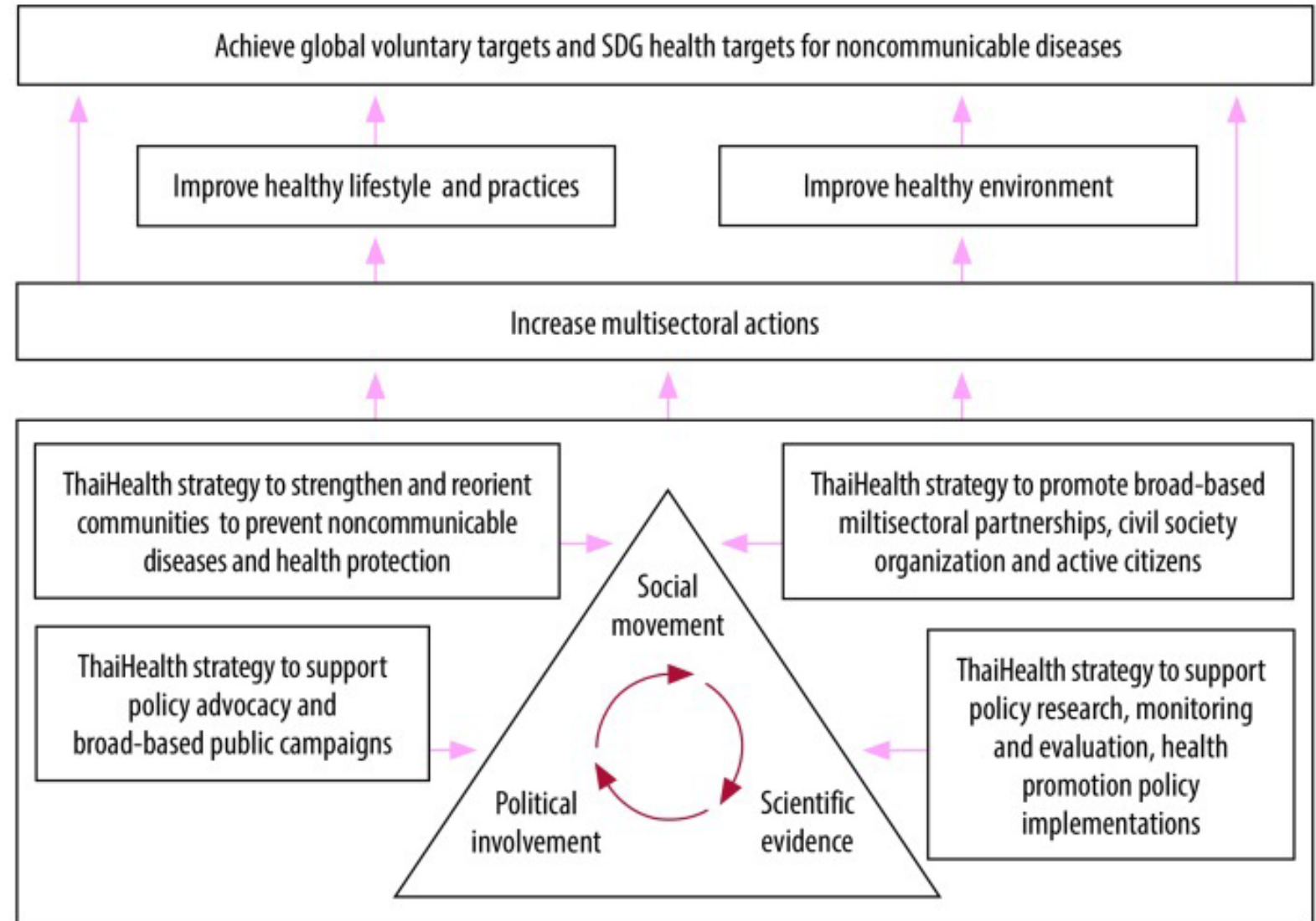
# Summary

- Alcohol is a complex social problem!
  - To move the Big alcohol problem is a marathon
- Need multi-sectoral actions & contributions to reduce alcohol consumption and related harm
- Evidence for design, implementation and evaluation of complex intervention programs in other countries



# TMM (Tri-Power) approach and multi-sectoral actions

ThaiHealth contributes to targets for NCDs and health-related SDGs, using “the Triangle that Move the Mountain (TMM) or Tri-Power” approach to address multi-sectoral aspects for NCDs prevention.



Source: Pongutta et al. (2019) – Lessons from Thai Health Promotion Foundation.



# Lessons Learned

- Fundamental concept:
  - the Triangle that Move the Mountain (TMM) or Tri-Power approach
- Role of ThaiHealth/the plan:
  - Policy entrepreneur or Tri-power coordinator
- Structure:
  - Steering committees for the main 3-TTM programs
  - Support system/granting/CB
- Working principle:
  - Proactive, innovation, collective impact, sustainable change

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# Thank you for your attention