

English
version



50 Years of Thai Families

Quality planning for a better future



The Planned Parenthood Association of Thailand
under the Patronage of Her Royal Highness the Princess Mother (PPAT)



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General
Prayut Chan-o-cha
Prime Minister of Thailand



Family is considered a fundamental social institution in human resource development of the country, therefore; the government has set up a major policy aiming to develop quality of life for Thai people of all ages and genders by prioritizing reproductive health development and building loving and strong families as well as support the population's birth and growth with quality. To reach the goals, we provide some vital knowledges to educate the people in the society; from effective family planning that match up to the current economic situation, the world in the 21st century (under the Sustainable Development Goals or SDGs), and the Public Health Care Reform of Thailand. During the last 50 years, the Planned Parenthood Association of Thailand Under the Patronage of HRH the Princess Mother has performed a significant role in strongly integrating the operations with all sectors to help develop the quality of life for children, women, the elderly, inaccessible groups of people, and other disadvantaged people. PPAT's works also include spreading knowledge and understanding in family planning and reproductive health that allows all groups of people to access all services equally from information seeking, reproductive health study to health care which help Thai people to have a better quality of life and become the country's valuable assets.

On the occasion of the 50th anniversary of the Planned Parenthood Association of Thailand Under the Patronage of HRH the Princess Mother (PPAT), I would like to offer my congratulations with remembrance and good intention to the committees, officers, and all the people involved. May the power of the Triple Gem, all that is holy across the world, and the prestige of His Majesty King and Her Majesty Queen bestow upon you only happiness, prosperity, success, and being healthy both mentally and physically.

A handwritten signature in black ink, appearing to read 'Prayut Chan-o-cha'.

General Prayut Chan-o-cha
(Prime Minister)



Anutin Charnvirakul
Minister of Public Health



On the occasion of the 50th anniversary of the Planned Parenthood Association of Thailand Under the Patronage of HRH the Princess Mother (PPAT) in the year 2020, I would like to offer my good intention to the committees and officers of the PPAT.

Ministry of Public Health has a health care mission aiming to cover both social and economic dimensions in which our works are allied with the PPAT. During its 50 years, PPAT has continuously cooperated with the Ministry of Public Health to improve health quality for all Thai people, by creating all kinds of projects that tackle the different problem through the changing time and society; from family planning, reproductive health, HIV/AIDS prevention, the preparation to aging society, and unplanned pregnancy prevention that give a great result of better and prosperous development of public health as a whole.

On this special occasion, I would like to offer my encouragement to strengthen the power of working to support the health and the life quality of the Thai population for the better.

(Anutin Charnvirakul)
Deputy Prime Minister
and Minister of Public Health



Message

Alvaro Bermejo

Director - General

IPPF



It is my privilege to congratulate the Planned Parenthood Association of Thailand (PPAT) staff and volunteers on your 50th anniversary. PPAT is the only Thai NGO providing sexual and reproductive health services permitted to operate under the patronage of Her Royal Highness, the Princess Mother. We are all very proud of the accomplishments of PPAT through out your 50 years of existence as a leading member of the International Planned Parenthood Federation (IPPF).

We have witnessed how your volunteers influenced the passage of a needed “family planning” policy and program in Thailand in the 70s. From thereon, PPAT complemented the government’s program by organizing community-based distribution of family planning commodities, conducting information, education and communication activities and setting up clinics, especially in communities where access to government services is difficult.

When Thailand was faced by the AIDS epidemic in the 80s, PPAT was one of the first NGOs to offer its services for prevention and care. At the turn of the century, PPAT was one of the pioneers in providing SRH services to migrants through its clinics in various borders and through outreach missions, providing essential information and services especially to migrants from the Sub-Mekong region.

Today, PPAT continue to adapt to the various SRH needs of the Thai people. Your current work on providing comprehensive sexuality education to out-of-school youth and people with disabilities is testament that PPAT will never stop at reaching out to those who are most at need. This celebration belongs to those for whom PPAT was created in the first place: the people. And it also belongs to all PPAT staff and volunteers whose passion and commitment made PPAT a true champion of sexual and reproductive health and rights.

Thank you for all the support you have accorded IPPF. We are also grateful for your hospitality in hosting the IPPF Global Humanitarian Hub and the South Asia Regional Office for the past few years. Let us continue to work together and advance the sexual and reproductive health and rights of all people, especially the underserved and vulnerable.

Sincerely,

Alvaro Bermejo

Director - General



Message

Tomoko Fukuda
Regional Director
IPPF - ESEAOR



On behalf of the officers, volunteers and staff of IPPF East & South East Asia and Oceania Region (IPPF ESEAOR), I wish to convey our pleasure and pride as you celebrate your 50th Anniversary.

Congratulations to all of you who have passionately contributed and continue to strive towards an improved quality of life and healthy lifestyle for all the Thai people for their sexual reproductive health and rights.

50 years is an achievement for any organization, and we are very proud to be a part of your family. In all the years that you have championed and delivered sexual reproductive health and rights in Thailand, we can only be amazed at the collective journey you have made to protect the lives of women, men and youth, especially the vulnerable and underserved. There's nothing more noble than the work you do and have done over the years.

Together with our members in the Region, we continuously draw inspiration from the work that PPAT does. We learn from your lessons of creative community work on family planning. Our members continue to emulate your clinical services, especially the quality of care you have exhibited. We are trying our best to replicate your pioneering work among migrants and youth. We are with you as you develop new ways of reaching people with disabilities, the out-of-school youth, and even those in prison.

We are proud to be working with you in championing sexual and reproductive health and rights in Thailand. The world is ever evolving, bringing on lifestyle and societal changes that impact our well-being in ways that did not exist before. Population dynamics is also changing, with fertility declining in several countries of our Region including Thailand. The issues we must tackle under sexual reproductive health and rights are becoming multi-faceted.

Let's celebrate this special day along with the promise that the next 50 years will bring on a further empowered Association that is attentive to the needs, rises to the challenge, and is agile in best serving the people of Thailand for their sexual reproductive health and rights.

Yours truly,
Tomoko Fukuda
Regional Director
IPPF - ESEAOR



Prof.

Dr. Surasak Taneepanichskul

President of the Planned Parenthood
Association of Thailand Under the
Patronage of HRH the Princess Mother



สมาคมวางแผนครอบครัวแห่งประเทศไทย
ในพระราชูปถัมภ์สมเด็จพระศรีนครินทราบรมราชชนนี

The Planned Parenthood Association of Thailand Under the Patronage of HRH the Princess Mother has been operated for 50 years. With the aim of supporting Thai people of all ages to have appropriate reproductive health and better quality of life, the continuous operations have eventually become successful. There were some examples of outstanding operations such as family planning, HIV/AIDS prevention, and the accessibility to reproductive health service of an inaccessible group of people. At the same time, some new operations had also kept up with the changing era and modern society such as reproductive health operation for children and youth, the elderly development for the transition to the aging society, and the maternity promotion in the period of low birth rate which affected the population equilibrium.

The success from the past become important lessons for the Planned Parenthood Association of Thailand to continue its future operation and develop new projects that are relevant to the government policy. By using the strategic plans to reach the right target groups that can get the evaluable results and tackling the reproductive health problem to its core, for example, building cooperation with public and government sectors, an operation that targeted mainly to adolescence so it helped to resolve and prevent unplanned pregnancy, cooperation with inaccessible and disadvantage groups of people to provide them reproductive health knowledge, transmitted sexual disease prevention, and HIV infection prevention. All of this helps the target groups to be able to access appropriate and friendly reproductive health services.

In terms of future operation, PPAT will place importance on the organization development to be more effective, efficient, and sustainable by using modern technology to accessing target groups better and more. We will increase organizational capacity in all aspects so we can accomplish our missions by substantial key performance indicators and can keep up with more complex reproductive health problems, so we can create more quality population that will be our valuable assets to build a sustainable future for the country.

Prof. Dr. Surasak Taneepanichskul

President of the Planned Parenthood Association
of Thailand Under the Patronage of HRH the Princess Mother

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Her Royal Highness the Princess Mother
A lifetime of giving and caring for all



50 years of PPAT

Continuing to serve family planning mission
Improving the quality of Thai people's lives
Following the royal wish of HRH the Princess Mother

To Her Royal Highness the Princess Mother, the wellbeing and good quality of life for her people was highest on her list of priorities, particularly those living in remote areas without access to public health services. The Princess Mother had assisted and patronized many foundations and non-profit organizations as well as giving support by herself whether through health services or donating clothes, medical and food supplies to people in rural areas where she visited.

Whenever she visited people living in remote and difficult to access areas, the late Princess Mother would bring the royal doctors to do health check-ups and treat patients. With her kindness and concern for her people as well as her lifelong devotion to promote better health and quality of life for Thais, they praised and called her by several titles such as “the Mother of Thai Dental Hygiene”, “the Mother of Rural Medication”, “the Mother of Social Work”, “the Mother of Thai Healthcare” and more.

The Planned Parenthood Association of Thailand under the Patronage of Her Royal Highness the Princess Mother (PPAT) was one of the organizations to receive the kind consideration of HRH the late Princess Mother's patronage since it was established. The work and devotion of the Princess Mother has been our great inspiration until today, PPAT stills determine to continue the Princess Mother's royal wish and works to serve the entire community for a better quality of life, to promote the right to reproductive health information and services, and does not work for the benefit of any individual or group but for all.



The Mercy of HRH the Princess Mother to the Thai People

HRH the Princess Mother's work has produced a lot of benefits for Thai people and the healthcare service in the country. She always prioritized improving the quality of life and health for her people, especially those living in remote parts of the country. Thai people became accustomed to seeing her visit rural areas with the volunteer team, made up of doctors, nurses and healthcare officers to treat the ill and offer consultative services to the public free of charge. Thai people gave her the title of "the Mother of Thai Healthcare" to show their love and appreciation of her devotion to the people particularly in medication, public health services along with her royal support to many charity projects.



chapter 1

The Beginning of Challenging Path

The first non-profit organization and a pioneer in family planning in Thailand
 The pilot in knowledge sharing Introducing new ideas to society was not easy
 But obstacles and different opinions could not stop us For the sake of all
 people that keep we going





Extremely high birth rate

Over 60 years ago, World Bank experts visited Thailand for economic circumstance review and in their report in 1959 showed that Thailand's high rate of population growth was adversely affecting its development efforts, and that prompt action on the issue was required. It predicated that population pressure would result in such problems as a shortage of schools, inadequate housing, poor health care and unemployment which would affect the economy and people's quality of life.

The first National Population Policy

After the warning from World Bank, Thai government started to study and research in population issues and effect of high birth rate. It took 11 years for Thailand to announce the official National Population Policy on March 17, 1970 and "the National Family Planning Programme" was launched aiming to reduce population growth rate using several family planning approaches and voluntarily from people.

However, after launching the policy, no further substantial plans or activities from the government were implemented since there were still many people disagreed with family planning or birth control ideas. Meanwhile, the population growth continued to increase in apprehensive rate. With a great vision to see this problem should no longer wait, some of the founders including General Naet Khemayothin, Secretary-General of National Research Council of Thailand and Permanent Secretary, Office of the Prime Minister (at that time),



Professor Mom Luang Kashetra Sanidvongs, M.B., B.S., Dr. Visit Prachuapmor, Professor Khun Ying Suparb Visetsurakarn and Professor Dr. Tuangpak Thammapanich. They joined together to plan and form 'The Planned Parenthood Association of Thailand' a private organization with more flexibility and respond to the Population policy or other issues better.

On 14 April 1970, the working group of those volunteers was registered as the Planned Parenthood Association of Thailand (PPAT) and has been granted permission to operate under the patronage of Her Royal Highness the Princess Mother. After the official recognition of family planning, PPAT has been one of the leading NGOs in providing supportive and complementary role in government's family planning efforts and helping the country to achieve the goals to reduce population growth. However, the economic and society has changed over the years, but PPAT has never stopped, but continue to adjust and adapt its family planning expertise to extend its operation in improving quality of life for all people.



Travel through time for 50 years



Over the 5 decades, the Planned Parenthood Association of Thailand under the Patronage of Her Royal Highness the Princess Mother has worked along Thai society from agrarian to industrial society, and from industrial to digital, which made us realise that people are the country's most valuable assets. Therefore PPAT's mission emphasized on helping to improve the quality of family life for the Thai people in all aspects, by educating and raising awareness in family planning, reproductive health and sexual health, and promoting the rights to access reproductive health information and services that would help people achieve the appropriate and effective family planning for them.

From the era that high population growth was a big problem in country development, the society has changed significantly that now the birth rate is too low and the government has to motivate planned parents to have more children. PPAT also has to adjust their roles to tackle this new challenges and changes.

In addition, PPAT has worked with several vulnerable groups to increase everyone's opportunity and channels to access news, information and knowledge on sexual and reproductive health and family planning and provide fundamental support for every family to give their children a good life quality. Also when the country's population structure has changed to aging society, PPAT also created several projects to improve the elderly's quality of life in this decade as well.

PPAT's approach has been innovative and conform with the changing society and national policies, in order to prevent and tackle new social problems effectively; so that people can have a good quality of life in a sustainable way and Thai society can have firm steps into the future and face new challenges with confidence.

Vision

PPAT is the non-governmental organization and leading learning organization in sexual and reproductive health, which is the foundation of the population's quality of life for sustainable development

Mission



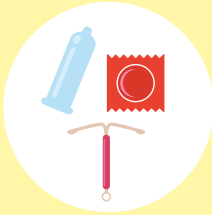
1. Increase access to the targeted population, particularly disadvantaged groups, providing comprehensive sexual and reproductive health information for them to be able to take care of their reproductive health, and make informed decisions to receive reproductive health services.



2. Promote and encourage the targeted population to be aware of their sexual and reproductive health and rights, which are entitled to be protected without any discrimination, as well as family planning for quality of life of members of the family, which is a broader meaning than family planning in the old days.



3. Prevent and resolve unplanned pregnancy and unsafe abortion activities and promote the status and strengthen the capacity of women and youth in sexual and reproductive health and rights.



4. Cooperate with government and private sectors to increase access to sexual and reproductive health services and sexual health commodities to promote sexual health that conforms to the needs, way of life and tradition of target group, as well as to promote the prevention and reduce the effect of sexually transmitted diseases and HIV infection.



5. Advance cooperation and connect with local and international network organizations, particularly in sub-regions, to implement and promote lifelong learning on sexual and reproductive health and rights, including Comprehensive Sexuality Education, family planning, maternal and child health, STIs and HIV.



6. Strengthen relationships with women and youth organizations to encourage them to be strong advocates for championing and advocating the rights to sexual and reproductive health services without discrimination.



7. Develop and improve the organization of PPAT so that it can reach its maximum effectiveness



To develop the better quality of life in a sustainable way for all Thai people



chapter 2

50 Years of the Walk of Pride

There are many stories to tell from these 50 years Working in all areas across Thailand Accessing all target groups without any discrimination Facing and overcoming many problems Always working and gaining more experience Building our expertise and skills in reproductive health care To develop the better quality of life in a sustainable way for all Thai people





The era that
pre-established the
Planned Parenthood
Association of Thailand



The pioneer era
of family planning
education,
the 1st decade

พ.ศ.

1968 – 1970

1970 – 1979

1957

The World Bank sent experts
to observe the economic
circumstances in Thailand

1963

-
1968

The National Research Council of
Thailand in cooperation with the
Office of the National Economic
and Social Development Council
organised a seminar on the
topic of population

A conflict of opinion

At that time, there
was a widespread
movement related
to family planning,
starting from the
National Research
Council of Thailand,
and there were
many supporters
and dissidents on
both sides.

A trip in October 1969

Professor Mom Luang
Kashetra Sanidvongs,
M.B., B.S. travelled to
London, England to talk
with the International
Planned Parenthood
Federation (IPPF) about
establishing the Planned
Parenthood Association
of Thailand, an indepen-
dent department that
aimed to support the
national population
policy and to prepare to
join the IPPF.

1970

March 17, 1970

The government announced
the National Population Policy.

April 14, 1970

The Planned Parenthood
Association of Thailand
was established and registered.

1975

Became an Associate
Member of IPPF

1977

Became a Full Member
of IPPF

March 14, 1977

The start of the Slum Project
To educate people living in
slum communities in Bangkok
about birth control and providing
contraceptive equipment

May 16, 1977

The start of the Vasectomy Project

May 25, 1977

The start of the Integrated Family
Planning and the Community
Development



1978 ● April 12, 1978

Assigned by the Ministry of Public Health to operate 4 projects which are:

- The Refugee Project
- The Role Model Province Project, Saraburi
- The Industrial Factories and State Enterprise Project
- The Suburb Communities of Bangkok

April 20, 1978

- Assigned by the Ministry of Public Health to operate the Family Planning in the Southern part of Thailand
- Cooperated with the Faculty of Medicine, Siriraj Hospital to organize Family Planning Workshop for secondary school teachers in schools under the jurisdiction of the Department of General Education

May 17, 1978

Started of 6 projects which are:

- The Refugee Project in Nong Khai
- The Out-of-School Youth Project
- The Project to Improve Woman Living Standard
- The Private Clinic Project, provide family planning services through private clinics
- The Hill Tribe Project

1979 ● March 17, 1979

Started of projects which are:

- The Role Model Province Project
- The Factory and State Enterprise Community Project
- The Low-Income Community Project
- The Project to Improve Woman Living Standard
- The Hill Tribe Project
- The Refugee Project
- The Orphan and Poor Youth Project





The era of
enhancement and
expanding operations,
the 2nd decade



พ.ศ.

1980 – 1989

- 1980** ● **May 28, 1980**
Launched PPAT's first medical clinic,
Din Daeng Clinic
- 1986** ● **June 9, 1986**
Launched PPAT's second medical clinic,
Bang Kaen Clinic at PPAT headquarters
- 1987** ● **February 11, 1987**
Launched the third medical clinic,
Pinklao Clinic located at the
footbridge of Saphan Pinklao
- June 10, 1987**
In collaboration with the jurisdiction of
the Department of General Education,
Ministry of Education to create the
teaching materials of family life education
(FLE) to use in schools under the
department
- December 19, 1987**
Expanded the Living Support Project for
Families in Southern Thailand in
Krabidepartment
- 1988** ● **November 3, 1988**
- Began operations at the
Living Support Project for
Families in Southern Thailand
in Pattani
 - Started the AIDS Prevention
Education Project in the
Correctional Institution,
Department of Corrections
- 1989** ● **March 17, 1989**
- Established the Planned
Parenthood Association of
Thailand Foundation
- October 3, 1989**
- Started the AIDS Prevention
Education Project for
fishermen in Chonburi

The era of
encountering
industrial society,
the 3rd decade



1990 – 1999

- 1987
1994
- Expanded family planning services from general communities to factory communities. Several PPAT clinics were opened: Pinklao, Chiang Mai, Khon Kaen, Had Yai, Ubon Ratchathani, Chiang Rai, Phuket and Lampang

- 1990
- March 14, 1990
 - PPAT was honorarily certified for excellent performance on family planning on the 20th anniversary of the National Population Policy in Thailand
 - The Population and Environment Development Project in Sakon Nakhon and Nakhon Phanom

- 1994
- The World Bank sent experts to observe the economic circumstances in Thailand

The United Nations organised the world population conference and it was the first time they used the term “reproductive health” to replace “family planning”

The conference titled “How to improve the AIDS education in higher educational institutions” was organized

- 1995
- Started the project to promote reproductive health and family planning education in Surin

- 1997
- The Ministry of Public Health announced “The Reproductive Health Policy”





The era of the
new strategy,
the 4th decade



พ.ศ.

2000 – 2009

2000 ● Reduced the high birth-rate
of the population from 3.2%
in 1970 to 1.1%

2000 ● Operated projects as follows:

2009

- The Safe Motherhood Project : Narathiwat Model to honour HRH Princess Galyani Vadhana Krom Luang Naradhiwas Rajanagarindra
- The AIDS Prevention and Treatment for HIV/AIDS Patients Project in Chiang Mai
- The Second Thai – Lao Friendship Bridge and AIDS Prevention Project
- The Triangle Friendship Project
- The Dawn at the Golden Triangle Project
- The AIDS Prevention Project for fishing communities in Pattani
- The Reproductive Health Education and Services for Youth Project by the cooperation of the community

- The Project for Working Skills Development and Healthcare Support for Children in Fisheries Industry (Pattani)
- The Healthcare Support for Children and Youth Project in the Fisheries and Agriculture Industry in lower Southern Thailand (Pattani and Yala)
- The Reproductive Health Education Project, considering a gender binary, in the Juvenile Vocational Training Centre
- The Reproductive Health Education Project in refugee camp and shelters along the Thai-Myanmar border in Tak and Mae Hong Son



The challenging
era, the 5th
decade



2010 – 2020

2010 ● Initiated the 6-Strategy Plan

The Community Empowerment
to tackle AIDS problem Project

The HIV Infection Prevention
Project by encouraging
integration and building
a network to support
inaccessible targeted groups

2011 ● The Pre-Elderly Health
Promotion Project in
Doi Tung Development
Project Area

2012 ● The Reproductive Health
and Unplanned Pregnancy
Counselling Project

2013
-
2016 ● The Pre-Elderly
Empowerment Project in
Chiang Mai, Chiang Rai, and
Lampang

2016 ● The Promulgation of Act for
Prevention and Solution
of the Adolescent Pregnancy
Problem 2016

The programme to raise
awareness among the group of
men who have sex with men
(MSM) and transgenders in HIV
prevention and volunteer to
have HIV and sexually
transmitted disease testing
and treatment

The programme to raise aware-
ness among the group of MSM
and transgenders in HIV preven-
tion and volunteer to have HIV
and sexually transmitted disease
testing and treatment at 16
educational institutes in Bangkok





พ.ศ.

2010 – 2020

2016 ● The project to build a network for female sex workers in Nonthaburi and Pathum Thani to promote HIV prevention

The project to build a network for female sex workers in Khon Kaen and Songkhla to promote HIV and sexually transmitted infections prevention and volunteer for testing and treatment

The Reproductive Health and Rights Empowerment Project for Youth in Thailand

The Reproductive Health and Rights Promotion and HIV Prevention Education Project in secondary schools and higher education institutes

The programme to promote HIV prevention and volunteer for testing among migrant workers

2016 ● The Domestic Violence Reduction in Muslim Community Family Project in Pattani, Phase 4

2017 ● Initiated the Strategy Plan for 2017 – 2022

The project to empower the Elderly in Pattani

The project to promote reproductive health education and access to services and HIV prevention in 39 academic institutions



2018

The Adolescent Pregnancy Prevention Project in 4 establishments in Chiang Mai, Chiang Rai, Lamphun, and Lampang

The Organisation's Potentiality Development to Sustainability Project

2019
2021

The Life Skills Encouragement for Boy Scouts Project

The Preparation for Society Exposure for Children and Youth Project

2019

The All Rounded Sexual Education for Visually Impaired People Project in Chiang Mai and Chiang Rai



PPAT role in an international level

The Planned Parenthood Association of Thailand is a member of the International Planned Parenthood Federation or IPPF. Therefore, it has been fully supported by IPPF in terms of funding, body knowledge, equipment, and other support. Once Full Membership of IPPF is granted, 2 representatives will be selected to be part of the Regional Council and 1 will take part in the Centre Council. Their key role is to impose the policy, working direction, share and exchange knowledge, technology, and experience with other countries.





chapter 3

Social Movement

Social movement drive: a role in healthcare reform
 With a mission to make changes in all aspects
 Leading us to better problem-solving skills
 And encourage Thai society to build a sustainable future





Social movement drive for change

Five decades ago, family planning was very new in Thai society. To extend the work to population issues in response to rapid change, the team also had to broaden their minds and vision while trying to raise awareness among people who had no information about family planning and those who were against it. The work involved changing people attitudes and many issues were extremely sensitive for Thai culture, consequently, PPAT had to work on an uneasy road that had different opinions, conflicts, and lots of pressure from society along the way.

Working hard and consistently on the road to success

To drive the society to a new direction, PPAT had to work and tackle the challenges intensively. The mission and determination to promote and educate people to change their attitudes and behaviour required time and consistency. However, PPAT's hard work over the years has paid off as some social issues have been changed and moved in a better direction.

Introducing the family planning knowledge to Thai society

This was the first operational strategy that PPAT had successfully implemented in Thailand. By integrating family planning to the plan of quality of life improvement, cooperating with the communities, to promoting sex and reproductive health knowledge through mass media and various projects across the country, these achieved great success in raising the importance of reproductive health among Thai people.



Reproductive Health Services and Rights

To provide a friendly family planning one-stop service and understand all-around issues of reproductive health, PPAT initiated service units to access remote areas and later managed to establish 10 Planned Parenthood Association of Thailand's medical clinics all over the country. The clinics have been established and operated under its concept of people's rights in accessing the services and that includes everyone from all races, religions, languages, and social statuses.



Sex education should not be prohibited

PPAT played a vital role in promoting sex education (SE) in the country during the time that SE was considered a forbidden topic, this caused sex and reproductive health problems to worsen and become complicated. PPAT started the operation to provide knowledge and understanding of SE to teachers, people with interest in SE, and young people. Giving information through mass media also drew wider social attention to the subject which then led to a better understanding and realisation of the importance of sex education among Thais.



Woman's rights for safe abortion

This was a sensitive issue, and there were many people on either side when PPAT supported a law amendment for unintended pregnancies to receive a safe abortion service legally. PPAT had to work in a challenging atmosphere and under pressure from the anti-abortion side and conservative society. However, PPAT pushed through the obstacles and the law amendment was accepted for consideration in the parliament. The efforts from their hard work have helped to raise awareness and encourage relevant organisations and authorities to provide the safe health services for unplanned pregnancies since then.



Changing social attitude about HIV/AIDS

While continuing to strengthen knowledge and understanding of HIV/AIDS prevention and people living with HIV, there was a time when changing social attitudes and discrimination against people with HIV and panic about the disease became an important challenge. PPAT worked hard to put out new information that HIV/AIDS was not so frightening and the facts that people with HIV could live a normal life and the virus did not pass on to others easily, and HIV transmission can be prevented by avoiding risky sexual behaviour. The success of this campaign not only brought changed to many people and improved their quality of lives and healthcare services, but also helped strengthen HIV/AIDS prevention and better understanding of society.

Promoting and raising awareness of gender equality

PPAT encourages and supports woman, youth, and LGBTQ people who used to be suppressed by gender prejudices to be treated better and equally. By informing and improving the understanding of gender equality, diversity, roles of genders, the rights to one's own body, and the equality of accessing resources that help to improve one's quality of life, hoping that people with different identities will be able to live together harmoniously and respectfully, without judging, bullying, or discrimination.

Solving unplanned pregnancy issues

This campaign started working with some hard-to-reach, fragile groups or groups who lack opportunities such as minorities and migrant workers. After that it moved to work with teenagers when the unplanned pregnancy rate had increased significantly to educate them about sexual health and how to prevent and handle unplanned pregnancy appropriately.

Social Innovation

PPAT has initiated and developed several creative methods and social innovations that change and improve society in many ways.

Mor Lam to promote vasectomy campaign

In the northeastern area, Mor Lam, a traditional Isan music and dance, is a local form of entertainment that is easily reached by local people. During the pioneer era of 1974 – 1977, PPAT was the very first organisation that launched a vasectomy campaign and chose the northeastern area for the start. The team decided to use Mor Lam as a channel to reach and educate local people by training and providing knowledge to Mor Lam artist, Suntrapirom Band, and including vasectomy information as part of their performance.

It was first performed at the Self-help Land Settlement, Phon Phisai District, Nong Khai. A vasectomy mobile medical unit was sent there right after and there were 150 people who received the service within 4 days. The next performance was at Kabin Buri District and this time PPAT staff gave the service to 350 people in 6 days, and 100 people in Lam Pao District



in 4 days. Besides their live performance, Suttrapirom Band also promoted the campaign through a radio station, and approximately 10-20 people went to Ramathibodi Hospital to receive the service every week.

The use of entertainment to persuade people to receive a vasectomy service was a proper social innovation that matched with the taste and lifestyle of the target group. Not only could it create an awareness of the importance of family planning, but also encouraged them to cooperate willingly.

Housewives' medicine cabinet, empowering women in the communities

Women have played an important role in the Thai family for a long time and a family planning mission could not be successful with out empowering women in the community and to gain their support, understanding and cooperation as well. A project called “Housewives’ medicine cabinet” was initiated so the women in the Northeastern community could show their potential in improving their families’ wellbeing and participate as a leader in community development.

The integration approach to empower local women was launched for the first time in the Northeastern region by giving them more knowledge about family life education, nutrition, cooperatives, and family planning for women. After that many housewife groups and volunteer housewife groups were established to support the family planning operation in their communities.

The Housewives’ medicine cabinet project encouraged many rural women to show their potential as the community leaders to provide information, basic advice for family planning and services as well as motivate others to consult for advance family planning in medical institutes. The members of Housewives’ medicine cabinet had played a significant role in not only making family planning successful in their communities, but also encouraging and empowering many women to participate in other community development projects in the long run too.

Edutainment: when learning can change risk-taking behaviours in adolescence

To approach the adolescent groups, PPAT selected the edutainment activities using modern multimedia and technology that match up with teenage lifestyles while blending message to the fun and lively activities that encourage them to learn and accept those concepts easily.

The edutainment that urges students to learn by doing and engaging in the activities have improved their understanding in sexual risk-taking behaviour issues to the point that they changed their attitude and behaviours and learn to prevent themselves from sexually-transmitted diseases and HIV as well as unplanned pregnancies.

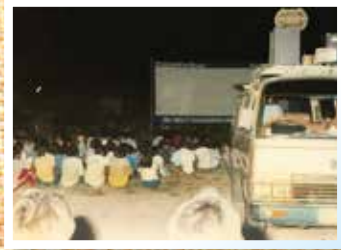




chapter 4

The Pioneer Era of Family Planning Education (1970-1979)

To achieve the main goal, knowledge is power
Introduce new concept, new mindset to society
Implement knowledge for efficient operation

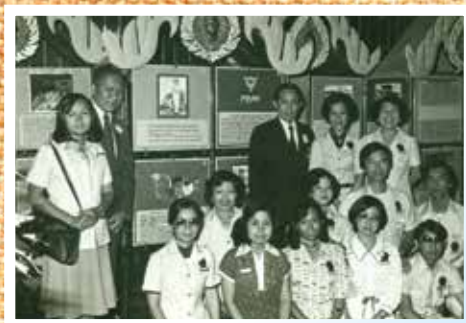


When the Planned Parenthood Association of Thailand (PPAT) was established, Thailand and its people still had zero knowledge about population and family planning. Contraception or birth control was a new-found concept that contradicted social values and the way of living in an agricultural society in which reproduction was important for the family labour force, as well as manpower that guaranteed national stability.

The PPAT founding members faced big challenges and the pressure of different opinions and attitudes from both policy makers and the general public since before its establishment. Therefore, once it was settled, the initial operational strategy of PPAT was assigned to knowledge management and to intensively increase the awareness among the public about how Family Planning (FP) could benefit them.

Integrated communication strategy led to practices

Family Planning was a new concept in Thai society and since the idea contradicted the mainstream ideas and norms of society at the time. Therefore, the first phase of the strategy was to increase public awareness of FP and communicate and educate them through all types of mass media including TV and radio, various types of publication such as instructional aids, handouts and guides, pamphlets, Fertility and Family Planning calendars along with exhibitions, open-air movie screening, and more. All these practices were to reach different target groups and develop their understanding to see the importance of Family Planning programmes which encouraged people to adopt the concept of their lives.



Lessons for a pioneer

PPAT pushed a legal boundary by proposing the Population and Planned Parenthood Act and appointed an advocate commission to revise Criminal Code Act Sections 305, which allowed the abortion procedure to be conducted by a trained medical practitioner if it is necessary for the sake of the health concern and/or crime-related pregnancies. However, PPAT held the public seminar on the abortion issue, where clinical experts provided the medical and healthcare information to clarify the necessity and benefits of having safe and legal abortion services for health-problem related pregnancies and unwanted pregnancies.

Even though, the Bill revision has failed, but this sensitive issue and the movement had caused ripples in Thai society. While the anti-abortion movement continued worldwide, Thailand saw more debates and open discussion, this also helped increasing awareness of Family Planning issues especially the necessity of unwanted pregnancy prevention. This socio-political climate nurtured progress and saw various cases of unplanned pregnancies gaining access to safer medical practices.





The pioneer advocate for vasectomy

Since 1974, PPAT was an initiator, advocate, and campaigner for vasectomies in Thailand. After promoting temporary contraception schemes such as using contraceptive pills, vagina rings, and condoms, PPAT stepped up to promote the permanent birth control methods which benefited in lower costs and more effective implementation of the FP goals.

In the last quarter of 1973, PPAT held a vasectomy exhibition at Bhudhachinnaraj Phitsanulok Hospital, a general hospital in Phitsanulok province. During the short period of the 10-day event, one hundred husbands willingly received a vasectomy service which was the first time that the campaign reached a big target group like this.

PPAT also organized the show called Mor Lam with the narrative of the songs advocating for family planning and vasectomies. The performance was broadcasted on national radio programmes as well as live performances on several stages nationwide. This infotainment project achieved huge success when many married men flocked to receive the vasectomy service. And the promotion help orchestrate the founding of Thai Association for Voluntary Sterilization, after that PPAT diverted roles of mobile vasectomy teams, from providing vasectomy services to motivating and promoting to get the vasectomy services in authorized local health centres which sprung up nationwide.

The right to access services in a private medical clinic

To broaden the accessibility to family planning service among locals and communities, PPAT initiated the Private Clinics Project in 1974. The project's first action was to motivate medical practitioners in private clinics around Bangkok to deliver family planning services with PPAT support of birth controls kits and tools such as contraceptive pills, condoms and vagina rings. The project saw 400 private medical clinics across Thailand submitted to the scheme that allowed people easy access to family planning services outside the general hospitals' restricted operating time.



Variety of Projects in the first decade: An achievement in local and diverse community outreach



From day one, PPAT relentlessly pushed the promotion scheme and reached out to all groups of people in local communities with various projects and laid the foundation of the family planning concept in Thailand with an intensive approach toward the targeted communities.

The Role Model Province The Project of Family Planning Promotion in the Role Model Province -Saraburi

This regional project aimed to bring the family planning programme to local communities in all areas and levels, from provincial to village, by educating the locals and motivating them to participate in the FP programme within their own communities. The Saraburi Provincial government appointed the Provincial Family Planning Program Commission to create and implement policy through various approaches and activities, such as FP training for volunteers in all villages that encouraged a lot of locals to receive FP counselling, vasectomy and tubal sterilization services. Saraburi then become Role Model Province for effective Family Planning initiatives.



Empowering women in rural area The Project to Improve Women's Living Standards in Rural Areas

Foreseeing that women can play an important role to help promoting and providing basic family planning services within their communities, the Project to Improve Women's Living Standards in Rural Areas was initiated to provide essential knowledge and training in healthcare, nutrition, sanitation, vocation and family planning for the housewife volunteers. After that the volunteers could give basic advice as well as providing basic FP services such as the distribution of contraceptive pills and condoms for other locals. These groups of local women were the key in helping to raise awareness and encourage their community members to embrace FB to their lifestyle and use the services more.



Coping with Industrial Society The Industrial Factories and State Enterprises Project

The development of Thailand from an agricultural to industrial society caused an increase in the labour population in industrial factories and State Enterprises, with many at the reproductive age. PPAT started working with employees and employers, both in the industrial and State Enterprise sectors, and provided them family planning education to raise their awareness and see the importance of FP. For the employees, the main point was to advise them to have children within their financial status while encouraging employers to provide the family planning service as an important part of the company's welfare,

This campaign was promoted in over 200 factories and workplaces and resulted in more than 30,000 people receiving the FP counselling service. In addition, the project facilitated the FP welfare package for industrial employees provided by their employer in over 40 factories.

Raising awareness in schools The Family Life Education Training Programme for Teachers

PPAT set up the Family Life Education (FLE) training programme for teachers, aiming to develop secondary school teacher's understanding and skills in teaching sex education and family planning, as well as acting as a reliable advisor to give an appropriate and adaptive guidance for their students in real life situations.



Improving the quality of life for low income people. The Low-Income Community Project

A drastic social and economic change in Bangkok resulted in the sharp rate of population growth and there were many low-income people living in more than 300 slums with a low quality of life, lack of sanitation in their communities and the inability to access government services. In 1973, PPAT reached out to these communities to deliver information and family planning counselling as well as maternal and child Health services. These procedures received a good response with lots of people wanting to participate in this project with high hopes of improving their quality of life.



No-one left behind The Refugee Project

In 1975, Thailand saw the influx of hundreds of thousands of refugees from neighbouring countries which caused the annual birth rate to go higher than ever. Thailand's Ministry of Health requested cooperation from PPAT in educating the refugees about family planning in 5 refugee camps. PPAT provided printed materials in their native languages and communicated with them via the daily radio programme in the camps. Furthermore, PPAT trained 100 refugee volunteers to work on the project and successfully made more refugees understand and accept the FP concepts as there were approximately 15,000 people coming to get FP services in 1979.



chapter 5

The Era of Enhancement and Expanding Operations (1980–1989)

Reduce the Urban-Rural Inequality
Develop equality and increase opportunities
for improved livelihoods across the population



In the 1980s Thailand experienced various changes in politics, society, culture as well as social values, when the political climate caused a lot of tension and conflict among citizens. Thailand stepped into a modern and multi-cultural society which was open for more diversity especially in opinions and identities. On the other hand, social and economic changes caused other severe social issues especially inequality in several aspects.



Reduce inequality, promote equality

After PPAT laid a solid foundation in previous decades and Thai people successfully embraced family planning as part of their way of living. In the second decade, the strategy was to up-level and expand throughout Thailand and increase access to the special target groups with diverse and multicultural backgrounds; to provide comprehensive sexual and reproductive health information and services that were appropriate for their culture. The procedures also aimed to reduce the urban-rural inequality and accessibility of healthcare services and create equality enablement for all people to improve their quality of life.

Development for unique ethnic population



Since the population in Thailand includes various ethnic minorities across the country, PPAT designed and launched several projects tailored to the cultural context of people with unique cultures, ethnic groups, and those who were refugees. Some of the successful projects included the Family Planning Counselling for Refugee Project, the Living Support Project for Families in Southern Thailand, the Family Planning Counselling for Hill Tribes. Then later, PPAT merged these types of projects under one umbrella called “the Unique Ethnic Population Development Project.”

Respect cultural diversity The Living Support Project for Families in Southern Thailand

PPAT implemented an effective strategy for family planning in the Southern region with the understanding and respect for their culture and religion since the concept of birth control contradicts religious beliefs, the Family Planning programme had to operate with care. In 1980, Satun was the first province to implement the action and launched the programme for community leaders to train to be PPAT volunteers who could provide information and motivate their community members to get the FP services. Around 200 volunteers participated in the training with successful results as the number of people got the FP services increased by 10%. Consequently, a further expansion reached out to the remote rural areas in Song Khla province and Pattani province.



Working on Perspectives with Muslim housewives: The Maternal and Child healthcare programme encouraged a change in the reproduction cycle in the Southern Thai Muslim community

PPAT worked with the Southern Thai Muslim community to motivate them to participate in the family planning programme with consent. The project focussed on the mother and child as a target group and tried to improve their understanding and encouraged them to see the importance of maternal and child health as well as family planning concepts.





Access the ethnic minorities in remote areas. The Family Planning Counselling for Hill Tribes Project

The project promoted the idea and provided information about family planning to hill tribes and various ethnic communities in remote areas, while integrating other support and knowledge to improve their quality of life from sanitation, education, environment conservation and career training.

Improving Quality of Life with Rural Development Programme

The programme's focus was on the rural, poverty ridden areas, which were the effects of rapid social and economic change, especially in Northeastern Thailand which still suffers from high birth rates, but low-income. Then, a pilot project entitled "the Integrated Rural Development Programme" was initiated in Ubon Ratchathani., which aimed to train over 4,000 local women in 21 districts and enhance their skills in various aspects and empower them to be the backbone of a self-sufficient family and community.

The project achieved great success and Ubon Ratchathani became a Role Model Province in the Northeastern region and a prototype for further development. The initiative continued with "the Integrated Development for Rural Women Programme" covering 3 provincial areas of Yasothon, Sri Saket and Buriram, and in its early stage, they started working in the areas with a high birth rate, but fewer family planning services. The project not only worked to educate rural women and housewives about family planning, but also to build on their potential and knowledge in maternal and child health, improve their quality of life in every aspect and career training to earn extra income. This project helped empower women to play a significant role in increasing the quality of life for families and communities.



Develop low-income population in urban areas

In the big cities like Bangkok, economic inequality became a serious issue, which is a consequence of a new economic system growth and urbanisation. Many people from around Thailand moved to work in Bangkok; the numbers of the poor urban population increased sharply as well as slum communities dispersed all over Bangkok. PPAT was aware of these social issues so "the Low-Income Community in Urban Area Project" was initiated to deal with the problems and target low-income factory workers.

Further work was “the Family Planning Service and Family Life Education programme for Klong Toey Developing Community” to reach the target group living in the biggest slum in Bangkok. The project cooperated with Duang Prateep Foundation and set up the Family Planning Service Centre, which provided the FP services and has continuously organised many successful educational activities over the years.



Shifting Society’s Mindset about Sex education in Thailand

When sex education was still a prohibited subject to teach or discuss openly in Thai society, PPAT conducted research and found a lack of comprehensive sexual health education among children and youth, even teachers had inadequate knowledge in the subject. Therefore, PPAT launched a training project for teachers to equip them with essential knowledge and positive attitudes toward sex education. The programme was later developed into a sex education instructor training course and was very successful since many people joined the training and after they graduated they could bring the information for good use in their own territories.



From Sex education to Family Life Education

Nonetheless, it was not easy to change society’s attitudes, the sex education programme faced backlash from several communities. To reduce the tensions, PPAT improvised the subject to “Family Life Education (FLE)” which integrated knowledge to quality of life, family relationships and blended in sex health education into the curriculum.



Building psychological immunity for Children and Youth

Also relevant to sex education was “the Youth Counselling Project” which aimed to build skills as psychological immunity to help young people make healthy decisions in their life. Since sex education was forbidden in the society, the lack of comprehensive sexual health education could weaken life problem-solving skills, so PPAT developed the programme to help young people access essential knowledge and prevent them from unwanted sexual-related problems.



Established everyone's right to access the services

During the past decade, PPAT was at the forefront of delivering family planning services via mobile service teams, who worked extensively all across the country, and promote accessibility to services as much as possible, including the information oriented activities that were spread out across local communities. In later years, an intention to install the Family Planning service centre to extend the services to broader population led to a new initiative; the PPAT Medical Clinic Project to serve increasing demands. In 1980, PPAT opened the first PPAT medical clinic called “Din Daeng Clinic” and continue to branch out around Bangkok and other big cities. Nowadays, a total number of 10 PPAT Clinics are still in service nationwide.

PPAT Medical Clinics Mission



Out of 10 PPAT medical clinics, 3 are located in Bangkok (Din Daeng, Bang Khaen, Pinklao), another 3 are in the Northern region (Chiang Mai, Chiang Rai and Lampang), and 2 clinics opened in the North Eastern region (Ubon Ratchathani and Khon Kaen) and 2 are in Southern Thailand (Songkhla and Phuket).

Since the opening days, PPAT clinics continue to improve their medical services and counselling services for reproductive health and family planning, to broaden the accessibility of reproductive health services as well as deliver services that meet the changing needs of target groups.

The improved all-round services are as follow:

- Family planning counselling tailored to the needs of target groups
- Medical examination and clinical treatments for sexual transmitted diseases
- HIV/AIDS testing service
- Menopause treatments
- Pre-elderly/ elderly health services
- Fertility consultation and treatments for infertility.
- Provide information, knowledge and advice on reproductive health, sexual health, and prevention of unplanned pregnancy
- Mobile service teams in remote rural areas.



chapter 6

The Era of Encountering Industrial Society (1990 – 1999)

A transition to industrial Society brought more complex issues
 Environmental protection after facing critical degradation
 Aiming for sustainable development
 An attempt to cope with HIV/AIDS
 Supporting reproductive health operations
 Taking a prompt response to any new challenges



Thailand transitioned from an agrarian to an industrial society, the economy continued to grow and urban communities expanded to serve the industrial production methods. Consequently, there were migrants moving from rural areas to the cities which created more complex issues and also affected PPAT's work direction which required adjusting to promptly tackle the changing situation and new challenges.

Taking an environment problem to heart

The fast economic development had a tremendous effect on environmental degradation in both cities and rural areas. PPAT then integrated the ideas of operating population development along with environmental development since it was obvious that the environmental issues also greatly affected people's health and quality of life.

In late 1994, “the Population and Environment Development Project in Hua Khao” in Songkhla was found. At that time, Hua Khao was a small village located near Songkhla Lake that facing a critical environmental problem from littering, wastewater released to the lake and the issue of stone extraction intrusion for habitat construction. The community development and environmental protection campaign started with promoting and seeking cooperation from locals, providing them the waste management knowhow, and created awareness of environmental hazards and health risks. Not only that but PPAT also continued their work to share knowledge in maternal and child health, family planning, second career training and developed their potential in community management to cooperate with other sectors successfully and sustainably.

Expanding from community to factory

There was an expansion of factories in the greater-Bangkok area and large numbers of labourers migrated from the countryside formed a labour community in which most of them struggled with financial status pressure and were unable to access health information. From 1987 to 1994, PPAT participated in the Ministry of Public Health’s project, “the Family Planning and Occupational Health in Industrial Factory” and was appointed to be responsible for 23 provinces where there were industrial factories. The mission for this project was to recruit and train 700 coordinators to provide services for 70,000 people.

This project provided family planning knowledge and services along with occupational health operations for employees in factories so they could improve their quality of health and life. This also created awareness for business owners to see the importance and advantage of improving their employees’ life quality in increasing their work quality and productivity in the long run. When employers and employees were on the same page, their operations achieved their goals with great results.



Being proactive with AIDS Prevention

During this era, the spread of HIV/AIDS became a threat to the country since it was proclaimed as a deadly, incurable disease. In the early stages, the lack of information and knowledge in HIV transmission made people confused and created fear and discrimination against people with HIV/AIDS. Most people believed that HIV transmitted only through sexual intercourse which was especially associated with prostitution and homosexuality, but did not know that the disease could be contacted through other behaviours such as sharing a needle or syringe for drug use, wounds or blood, or from mother to infant.

Since PPAT had already been working on and had some expertise in reproductive health operation and the promoting condom usage to prevent pregnancy and sexually transmitted infections, so the team saw they had a major role to play in the AIDS issues and the prevention approach. Over the decade, PPAT worked hard to strengthen the knowledge of HIV/AIDS transmission and prevention to society as well as to provide services to all people including those who are difficult to reach, people facing social discrimination including people with HIV and families and female sex workers.

Respond promptly to any issues in challenging areas

PPAT's long experience also grew out of work with various high-risk groups such as out-of-school youths in slums, fishing communities, labour communities, prisoners, and enlisted soldiers that PPAT had to access and respond to their issues quickly.

Therapeutic community for HIV prevention in Youth

PPAT provided knowledge of sexually transmitted infections (STIs) and AIDS prevention for both on and off school youth in 6 different slums in Bangkok and could reach 50,000 people as a result. Apart from educating the young people, PPAT also trained community leaders and volunteers using a therapeutic community treatment model and motivated community members to participate in the STIs and AIDS prevention from both sexual activity or sharing of needles for drug usage.



Proactive working with the fishing communities

For the fishing communities, PPAT held workshops to educate fishermen and their families in Pattani with the cooperation of the Fishery Association and ship owners who understood of the importance of the fisherman's health.

Decreasing AIDS infection rate in prisons

The AIDS infection rate in prison was quite high since many prisoners suffered with drug addictions. The Department of Corrections and PPAT worked together to educate and provide prisoners with counselling, testing and full treatment services to decrease the transmission both in and outside prison once they were released. Also family planning and family life education provided for them so they could live better lives outside prisons. This project was successful and had been applied to operate in other prisons all over the country.

High rate of HIV infection among enlisted soldiers

When it was discovered that the HIV infection rate among enlisted soldiers was high with more than 4% per year, PPAT with the cooperation of the Royal Thai Air Force adjusted the training curriculum for their enlisted soldiers in 1994 to create the awareness of HIV prevention. This encouraged them to reduce risky behaviours, understand prevention and improve their understanding to live with people with HIV without prejudice or discrimination. After the end of the project, Royal Thai Air Force continued the operation and made it a sustainable programme in the Force.

The first operation of reproductive health

In 1994, when the United Nations organized an International Conference on Population and Development, it was the first time that the term “Reproductive Health (RH)” had been used which was more comprehensive than “Family Planning” as it covered life quality in many aspects from family planning, maternal and child health, infertility, AIDS, induced abortion, post-reproductive health condition and elderly, adolescent health, cancers and diseases in the reproductive system, and sex education. In 1997, the Ministry of Public Health announced the Reproductive Health Policy which become the operational approach of the Ministry since then.

PPAT has started the reproductive health operation since 1994 and promoted RH campaigns through the mass media. In 1995, PPAT started the project to promote reproductive health and family planning education in Surin before expanding to the Northern and Southern areas of Chiang Rai, Phayao, Pattani, Yala, and Narathiwat.

The operation later expanded to wider aspects such as genders and gender roles to AIDS prevention to cover the definition of reproductive health and it became the operational strategy of PPAT in the next decade.



chapter 7

The Era of the New Strategy (2000 – 2009)

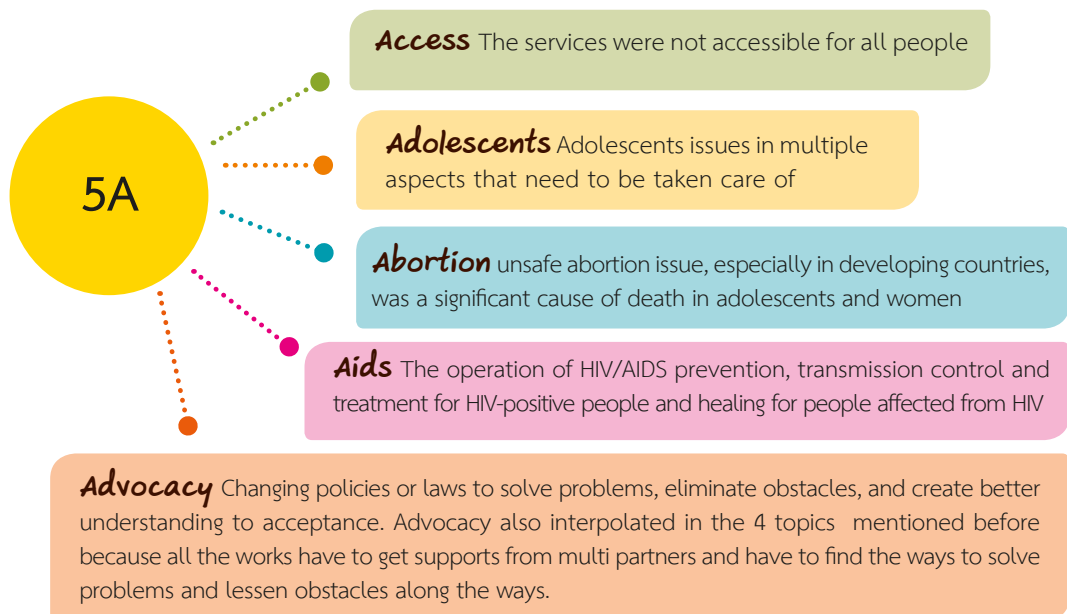
The new strategy of the reproductive health operation
 Reviewing the roles and make it up-to-date
 Revealing the voice of disadvantaged people
 Expanding human rights operation
 The reproductive health rights

During this decade, PPAT faced many big challenges and changes especially the supporting funds from the International Planned Parenthood Federation (IPPF) were cut off after the US Government under President George W Bush announced the policy of defunding international organizations.

As a member of the IPPF, each year IPPF provides budget and other maternal support for the operation of PPAT. However, during the crisis when the budget was halted in some periods, PPAT did not just wait for the support from them but also attempted to gain other funding resources and countries, which successfully received aiding funds from both domestic and international levels. During this time, PPAT had to extend their works and put a lot of effort in variety of operations to prove themselves to the new supporters.

5A Strategy to cope with changes

When PPAT had to confront the changing policy and funding support of the US Government, the IPPF restructured their organization to adapt and enhance its work efficiency and set up 5A Strategy which covered the reproductive health issues that need to be solved as follows:



PPAT strategy: learning from experience for a better work

Thailand was successful in reducing the birth rate from 3.2% in 1970 to 1.1% in 2000 and praised as one of the most successful country in implementing family planning work. However, when looked deeper into the population problem, it was not just about decreasing birth rate but there were many other problems underneath either sexual health, reproductive health, and some people still unable to access to knowledge and services. All these had slowed down the development in quality of life and still being a threat for Thai people, especially those who are at the reproductive age, and the challenges has become more and more complex fueled by the drastic changes in society.

PPAT foresaw that all work experiences and lessons should be synthesized and analysed to conform to current context and handle future challenges in the most effective way. Therefore, the PPAT 6-Strategy was created, as part of PPAT Strategic Plan 2005 – 2009, which focused on solving significant issues in Thai society and relevant to the IPPF's 5A Strategy. The 6 operational aspects consisted of:

1. Adolescence and youth
2. AIDS
3. Unplanned pregnancies
4. Accessibility to knowledge, information, and services of reproductive health
5. Creating acceptance and supporting
6. Organization management and development

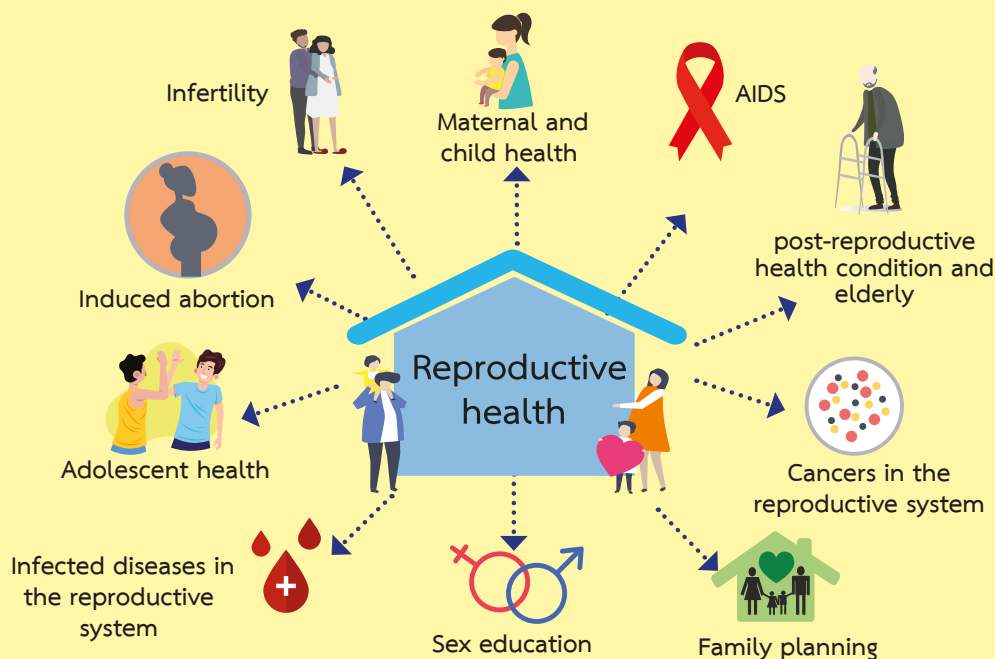


Human rights and reproductive health rights

During the time when IPPF had to cut off some funding, PPAT also had to adjust the operational plans and establish network with other international organizations, showing performance or accomplishment for international acknowledgment, plus sourcing the financing supports for both domestic and international levels to continue our work with people who live a hard life without any discrimination.

With a lot of effort, PPAT could carry on their works by providing aids to refugees, under the operation of Potential Empowering for Women and Youth Project in the shelters along the Thai-Myanmar border, and Thai people living in highland villages around the shelters. PPAT provided them reproductive health service with special concern in the equality of gender aspect in 5 temporary shelters in Tak and Mae Hong Son with the support from the Interact Worldwide (IW), the European Community (EU), and the United Nations Population Fund (UNFPA).

Scope and content of reproductive health operation



Fighting with AIDS

In this period, PPAT still expanded the work to tackle with HIV/AIDS transmission in the country, but adding advance approaches to conform with current context, to create more awareness and change people bad attitudes and discriminate against HIV-positive people to have better understanding and live with them without prejudice. Also accessed and worked with those whom others find difficult to reach by valuing human rights and reproductive health rights

Khirikhan and “AIDS Prevention and Treatment for HIV/AIDS Patients and people affected from HIV” in Chiang Mai. They aimed to improve a better understanding about the disease in the society that it was not dreadful as it was wrong proclaimed in the past. People with HIV could live and working normal life with others if they had received the right anti-HIV drugs and treatment, also it was not easily to pass on to others and can be prevent by avoiding risky behaviour.

Changing attitudes and learn how to live with people with HIV

PPAT operated two projects titled “AIDS Prevention and Treatment for HIV/AIDS Patients and How to Live with Them” in Hua Hin, Prachub

Cooperation in transnational AIDS prevention

Apart from the domestic operation, PPAT also expanded their cooperation with neighbouring counties to work with the communities along the

border. “The Second Thai – Lao Friendship Bridge and AIDS Prevention Project” (or called Bridge of Hope) was established under the support from Japan Trust Fund and PPAT joined hand with the Laos Women’s Union and the Ministry of Health of Laos to provide knowledge for employees and laborers who worked at the construction site of the bridge that connected Thailand’s Mukdahan and Laos’ Savannakhet.

PPAT operated the “The Triangle Friendship Project” to provide AIDS prevention, sexual health, and reproductive health services to youth and communities located in Mae Sai Border in Chiang Saen, Chiang Rai, and Tachileik, the Republic of the Union of Myanmar with the support from the Netherland Government through IPPF.

There was also the “Dawn at the Golden Triangle Project” that IPPF helped to support around the Golden Triangle area by cooperating with 4 countries which were Thailand, the Lao’s People Democratic Republic, the Republic of the Union of Myanmar, and the People’s Republic of China. This was to provide the prevention of spreading sexually transmitted infections and AIDS knowledge and services especially for multiracial people who lived in the Golden Triangle area, Chiang Rai.

The risky groups that difficult to reach and lack of access to medical care

PPAT operated “the AIDS Prevention Project for fishing communities in Pattani” to approach those who were difficult to reach, especially multiracial fishermen and female sex workers in Pattani. This was to give them AIDS prevention education and changing risky behaviors to avoid other sexually transmitted diseases.



The Safe Motherhood Project

In 2003 – 2006, PPAT operated “the Safe Motherhood Project: Narathiwat Model” in the Celebration on the Auspicious of HRH Princess Galyani Vadhana Krom Luang Naradhiwas Rajanagarindra’s 80th Birthday. The project started working in the Thai-Muslim community that held a strong value of having many children in a family but lack of knowledge in self-care pregnancy which led to high maternal mortality and fetal death ratio.

The operation focused on the accessibility and cooperation from the community and be proactive to reach the target group, various meetings and training were hold within the community, volunteer speakers training and establishing Healthy Family Club to encourage husbands to involve in family health quality improvement.



Although the project has faced temporary disruption at some points from unrest in the areas and other obstacles, but the work concept that tailored to the community's needs, culture and traditions helped the project to continue and become a role model for other similar communities to apply. The Safe Motherhood Project had been expanded and later received the support from the

European Commission to implement in the Three Southern Border Provinces, Pattani, Yala, and Narathiwat, by using the Narathiwat Model. There was also the start of the Safe Motherhood Project and Career Training Services in the south for occupational development and empowering the economy in their community.

Strengthening life and psychological immunity for Youth

PPAT worked with young people on reproductive health issues more and operated many projects and activities to help them improve reproductive health knowledge that suitable for their ages, create awareness in stages of puberty and the dangers of sexually transmitted diseases and prevention, as well as understanding their rights and roles of genders. Some successful projects included the Reproductive Health Education and Services for Youth Project by the cooperation of the community, The Healthcare Support for Children and Youth Project in the Fisheries and Agriculture Industry in lower Southern Thailand (Pattani and Yala) and the Reproductive Health Education Project, considering a gender binary, in the Juvenile Vocational Training Centre.

These projects focused on working with youth who were unable to access reproductive health knowledge which included child laborers, children in rural areas, and children in the Juvenile Observation and Protection Centre. This aimed to help them improve their life skills by providing knowledge in sex education and reproductive health relevant to STIs prevention and unplanned adolescent pregnancy. This RH operation had endorsed and strengthened life immunity for them for a chance of quality of life development and become a quality citizen in the future.





chapter 8

The Challenging Era (2010 – 2020)

Aiming to substantially reduce the adolescent pregnancies
 Preparing to handle aging society
 Creating social equality
 Promoting reproductive health rights for everyone



This is a decade of challenges that the world seems to move and change faster than ever. Even the Thailand's population structure has changed significantly and reached a turning point when the birth rate has decreased to the lowest, while the country's public health service and quality has developed that the life expectancy of Thai people is higher results in the ratio of the elderly increased rapidly. This is the first time that Thailand encountered the transition of the aging society.

PPAT realises this significant change so the gerontology development operation was added to the plan meanwhile other projects according to the organization strategy such as adolescence and youth, HIV/AIDS, unplanned pregnancies, accessibility to reproductive health knowledge, information and services are still ongoing and expanding. Besides that, PPAT still try to access new target groups especially the vulnerable who are hardly access to public fundamental services in both public health and education, this will promote the reproductive health rights for everyone and its importance in quality of life development.

For adolescence to be aware of reproductive health rights

In this decade, PPAT has promoted the understanding and accessibility of reproductive health rights among adolescence groups. In 2016, PPAT operated **“the Reproductive Health and Rights Empowerment Project for Youth in Thailand”** and **“the Reproductive Health and Rights Promotion and HIV Prevention Education Project in secondary schools and higher education institutes”** in 17 locations in the Bangkok Metropolitan Region, 10 locations in Khon Kaen, and 3 locations in Ubon Ratchathani. There was also **“the Project of Adolescence Potential Network Development in Reproductive Health Support Among Them”** in 2 secondary schools in Bangkok area.

The operations were created based on the participatory learning concept and integrated with other learning processes that allowed young people to learn without limitation. PPAT also provided various learning materials and activities from Comprehensive Sexuality Education Manual, edutainment activities, trainers or speakers, and to support cooperation between youth leadership network and teachers for the magnifying outcome.

Using online media to approach children and adolescence

Some campaigns provided information and knowledge in reproductive health, unplanned pregnancy prevention, Sexually transmitted infections (STIs) prevention, and HIV prevention and promoted through online and social media which were the most easy-access platform for today's adolescence, from Facebook, Twitter, Instagram, Website, Application "Pong Kun Dai" to Line: friendly corner.

Unplanned pregnancy

The unplanned pregnancy rate in Thailand reached more than 15% which exceeded the standard of the World Health Organization of 10%. To decrease the number of teen moms, PPAT has operated **"the Reproductive Health and Unplanned Pregnancy Counselling Project,"** in 2012 under the unplanned pregnancy strategy plan. This was to promote and encourage both men and women to be aware of their rights and accessibility to receive appropriate family planning counselling service for students, young employees, factory workers, and officers who worked in any agencies and organisations.

The project had held many activities including counseling from family planning, sexual health, reproductive health, endorsing life skills to reduce risky behaviors, prevent unplanned pregnancy, HIV and other STIs.



Expanding AIDS operation among LGBTQ

PPAT paid special attention to expanding the operation of HIV/AIDS prevention education to many target groups. In 2016, PPAT had launched "the programme to raise awareness among the group of men who have sex with men (MSM) and transgenders in HIV prevention and volunteer to have HIV and sexually transmitted disease testing and treatment" and "the programme to raise awareness among the group of MSM and transgenders in HIV prevention and volunteer to have HIV and sexually transmitted disease testing and treatment at 16 educational institutes in Bangkok." The key role was to create a leadership network to expand operation and bearing good outcomes.



HIV prevention network among female sex workers

Female sex workers were the target group that PPAT had worked and establish strong network around the country for HIV prevention for a long time. Therefore in 2016, PPAT continued to strengthen the network potential by operating “the project to build a network for female sex workers in Nonthaburi and Pathum Thani to promote HIV prevention” and “the project to empower a network for female sex workers in Khon Kaen and Songkhla to promote HIV and STIs prevention and volunteer for testing and treatment.”

Other activities and meetings were also held to allow female sex workers and network partners of public health services to share and exchange their opinions and experiences and open opportunity for cooperation and assistance in the STDs prevention that conformed with each group context. These also aimed to motivate female sex workers to adjust their perception to get testing and treatment, to change their risky behaviors to prevent HIV infection and encourage them to receive STDs testing and treatment voluntarily, which will benefit them to improve their quality of health and life.

Changing social attitude about HIV/AIDS infected person

In every HIV/AIDS related projects, besides providing the infection prevention knowledge, PPAT also attempted to recorrect information about people with HIV and how to live with them. Trying to change the bad attitudes and reduce stigma and discrimination against them and to improve a better understanding that people with HIV could live a normal healthy life and have a good quality of life if they had received the right anti-HIV drugs and treatment.



The aging society

To support the transition of an aging society, PPAT had created various pilot projects for elderly since 2011 including “the Pre-Elderly Health Promotion Project in Doi Tung Development Project Area”, “the Pre-Elderly Empowerment Project in Chiang Mai, Chiang Rai, and Lampang” in 2016-2018 and “the project to empower the Elderly in Pattani” in 2017 to emphasize the importance of the elderly.

The projects had several activities designed to educate and prepare people to get ready for the transition

to the aging society, support life quality development and reproductive health for the elderly that relevant to their lifestyle and local culture. They also encouraged to strengthen collaboration between government agencies, private sectors, and local communities to join in the projects and continue working on gerontology development systematically and tailor the work to the needs of elderly and local context in the most sustainably ways.



Adjusting strategic plan for the 4 substantial outcomes

In 2017, PPAT had again reviewed and adjusted the strategic plan to make the operations more effective, avoid duplicate work and create guidelines for successful project management. The PPAT Strategic Plan 2017 – 2022 was designed to reach our goals effectively and had clear indicators to track and measure the success of the 4 outcomes which give a clear working direction with substantial effectiveness.

The 1st Outcome – aimed for cooperation from all sectors and agencies for sustainability

Not less than 7 political organizations, government agencies, private organizations and civil society organizations support sexual and reproductive rights, reproductive health services, family planning, STIs and HIV prevention, and quality, friendly and gender-equality counselling and reproductive health services.

This outcome aimed for the cooperation between target organizations, both government and private, to increase the consistency of operation and conform with each organisation's context and missions.

Some of the best practices in the first outcome as follows:





Office of the Basic Education Commission (OBEC) and National Scout Organization of Thailand (NSOT)

PPAT had cooperated with the Office of the Basic Education Commission (OBEC) and the National Scout Organization of Thailand (NSOT) in operating “the Life Skills Encouragement for Boy Scouts Project,” one of the projects that had been highly accepted and supported by the government organisations. Thai Health Promotion Foundation also provided supporting funds in creating the life skills encouragement manual and materials for teachers which provided sustainable life skills knowledge for youth. The teaching materials were applied to use with primary to secondary school students (during 2016 - 2018) and in 46,000 schools nationwide starting from 2019 academic year.

Department of Children and Youth, Ministry of Social Development and Human Security

PPAT in cooperation with the Department of Children and Youth, Ministry of Social Development and Human Security operated



“The Preparation for Society Exposure for Children and Youth Project” (2018 – 2021) to prepare and endorse life skills, career training and reproductive health knowledges for young people from Children’s Homes before they leave the homes and adapt to the society happily.

Subdistrict Administration Organization

PPAT in cooperation with Subdistrict Administration Organization of Rata Panyang subdistrict and Manangyong subdistrict in Yaring, Pattani operated “the Domestic Violence Reduction in Muslim Community Family Project in Pattani, Phase 4” (2016 – 2018). The project aimed to trains local adults and youth to be community leaders to promote reproductive health rights resulting in domestic violence reduction and integrate with Islamic principles. This led to the establishment of a “Happy Family Centre” that continue to work and extend the operations for a greater result.



Not less than 100,000 adolescents to have knowledge on sexuality, sexual health, and appropriate sexual relations which will substantially reduce unplanned pregnancies among teenagers.

This outcome had focused on cooperating with children and youth to prevent and solve unplanned pregnancy as the adolescent pregnancy ratio was apprehensively high.

By providing adolescents knowledge on Comprehensive Sexuality Education (CSE) and create attitudes that enable appropriate sexual behaviours for their age and the importance of unplanned pregnancy prevention. There were many projected established on this matter including “the project to promote reproductive health education and access to services and HIV prevention in 3 academic institutions” and “the Adolescent Pregnancy Prevention Project in 4 establishments in Chiang Mai, Chiang Rai, Lamphun, and Lampang.”

The 3rd Outcome – aiming to access the vulnerable population

In the target populations, particularly the disadvantaged group, not less than 500,000 persons have enough knowledge and understanding of sexual and reproductive health, STIs and HIV infection prevention, have access to quality and friendly reproductive health services, or are able to take care of their health and live happily.

PPAT also strengthened and developed the potentials and skills of PPAT’s staff in all 10 clinics to be able to provide quality family planning counselling, sexual and reproductive health services to the adolescence and vulnerable population, including female sex workers, men who have sex with men, international migrant workers, female prisoners and ethnic groups.

Some of the best practices for this included: the Family Planning and Comprehensive Reproductive Health Service Project, the programme to raise awareness among the group of MSM and transgenders in HIV prevention and volunteer to have HIV and STIs testing and treatment in educational institutes in Bangkok area, the HIV Testing Service and Referring for AIDS Treatment Campaign for international migrant workers in Mae Sot, Tak, the HIV Prevention Service Project for female sex workers in Khon Kaen, and the Project of Fishermen's Life Enhancement Center Songkhla.

PPAT also started visually impaired groups, by initiated some activities such as **“the Healthcare and Reproductive Health Knowledge Providing Project”** working with visually impaired children in Mae Sai School for the Blind, Chiang Rai. Another project was “the All Rounded Sexual Education for Visually Impaired People Project in Chiang Mai and Chiang Rai”. This was also the first time that the teaching materials about reproductive health in form of Braille and audiobooks were designed and created for visually impaired people to support the education programme. There were many projects established on this matter including “the project to promote reproductive health education and access to services and HIV prevention in 3 academic institutions” and “the Adolescent Pregnancy Prevention Project in 4 establishments in Chiang Mai, Chiang Rai, Lamphun, and Lampang.”

The 4th Outcome – aiming to be a sustainable learning organization

PPAT’s organizational structure, management system and personnel are effective and efficient as a volunteerism learning organization.

Strengthen the capacity of personnel on expertise and work happiness in order to perform as NGOs with dignity, and one of the best practice was “the Organisation’s Potentiality Development to Sustainability Project” that come with the several ideas such as how to increase opportunity of financial supports or incomes for the organization, showing organization performance of accomplishment, strengthen the knowledge and skills of staff, and update organizational structures and management systems appropriately to the situations.



chapter 9

Step into the Future

Raising every child to be a good citizen
Solving unplanned pregnancies among adolescents
Tackling the challenges of high ration of elderly,
and low ratio of working-age population
A future that Thai society has to be prepared for



Since PPAT's first year of establishment until now, Thai society has changed significantly from its very first issue to decreasing birth rate and depopulation and with help and cooperation from every sector working firmly with PPAT made we achieved the goals with great success.

In the first decade of PPAT, the "the more children, the more poverty" motto was highly accepted in the society to the point that it helped to substantially reduce birth rate. However, today the government agencies has to promote "Let's have children for the nation" campaign instead due to the low birth rate resulted from the changing in economic and social circumstances that also changed people's way of life and value and brought a new challenge to the country. A long period of declining fertility rate has put Thailand's current total fertility rate (TFR) below the replacement level and has affected the population structure as the proportion of children and people of working age continue to decline, but the proportion of the ageing population (over 60 years old) will increase. This will cause labour shortages in the country, followed by other population and quality of life issues and it was one of the country biggest challenges that all departments and sectors have to cooperate in finding solutions together.

Improving quality of life for newborns and raise them to be good citizens

The information of unplanned pregnancies from the Department of Health in 2018 showed that the pregnancy in teenage girls aged 10-19 giving birth to 72,566 children or estimated 199 children per day, meanwhile the number of newborn children was only 666,109 in total. The National Economic and Social Development Board has estimated the birth rate for 20 years (2017-2037) to be only 400,000. It is said that Thailand is now facing the issue of “Too many newborns in unprepared families” which was resulted from complex population and reproductive health problems of the modern world.

Besides trying to reduce and prevent the unplanned adolescent pregnancies, another challenge is to accessing and providing supports for those infants from educating teen moms for newborn baby care as well as arranging the state welfare for all families to be able to take good care of children with good life quality.

New challenge – encourage people to have more children

Nowadays, the population developing plan’s direction is changed to encouraging planned pregnancy for at least 2 children in one family, which work together with the Population Quality Development Policy. to assure Thailand would not be short of the working-age population in the future. The government and private agencies has to work together to promote positive attitudes in having children and building a strong family, as well as motivating them with benefits and welfare such as tax deduction, maternity leave for parents, family grants, or home loan approval. It is also important to change some negative attitude like having a family and children is creating a brighter future, not a burden.

Old challenge – unplanned pregnancy prevention

The information in 2015 of the unplanned pregnancy in female teens aged 10 – 19 showed that they gave birth to 104,289 babies. Therefore, working with adolescent target group will still be PPAT’s and related organisations’ significant mission to carry on together, as well as other adolescent reproductive health problems such as sexually transmitted diseases and more vulnerable in HIV infection from unprotected sex.



Developing quality of life for the elderly

Since the proportion of the working-age population will decrease and the elderly population will increase, consequently, there should be an action plan to create people's awareness of how to prepare for the aging transition, and a policy that support them to be able to live independently with good life quality. Nowadays, aging worker employment had been promoted progressively and it greatly helped to create a sense of value, enthusiasm, and economically self-reliant for the elderly.

In addition, there should be more activities that help improve quality of life for the elderly, encourage life-long learning, and raising society's awareness of the elderly's value and dignity.

Moving on with the power of creativity

With more challenging missions awaiting in the future, PPAT requires the power of creativity from everybody in the organization and involvement to help create a good quality population for the country by considering human rights, human dignity, and diversity of idea, beliefs, and identities. This will assist to create equality for all people in accessing resources that help improve their quality of life and having the potential in creating value and goodness for society, as well as tackle the new challenges and advance nation's development to a stable and sustainable level.



chapter 10

Quality Learning Organisation

Sustainable Organisation

Lesson learning from mistakes and success

Conform with changes and tackle challenges with strategies



Process to Create Quality Learning Organisation







Perceptions from the Pioneer Era



Prof.
Emeritus Dr. Damrong Reinprayoon
PPAT President (2009-2013)

A new dimension of one-stop reproductive health service

“ It was first established for temporary family planning and it helped so much in depopulation. PPAT tried to provide services in all areas possible and to all groups of people. Besides people living in countryside, we also went to marginalized or difficult-to-reach communities such as refugees, underprivileged or those who lived along the borderline. Our services covered both in and out of Bangkok, or even in shelters and offered all services including an abortion.

Later, the operation expanded to other aspects, we did not only work on family planning but also reproductive health, maternal and child health, pre-marriage education, HIV/AIDS and STIs education, and aging service. Other medical clinics did not provide all of these in one place, but PPAT have offered one-stop service for reproductive health since in the beginning to these days. I wish PPAT would step even more further, not limit only in Bangkok or in Thailand, but to ASEAN or any other countries possible. May PPAT be prosperous forever. ”



Mr. Tawee Srikhramkran
PPAT Member (1975-2009)
PPAT Vice President (1983-1984)

Concrete ideology leads to stability

“ At that time, I was a government officer working at the Community Development Department, the Ministry of Interior, and I saw how PPAT could be very helpful in balancing the birth rate with national productivity. We had an efficient board and committee and most of us were obstetricians and medical experts who dedicated ourselves so much into the projects and successfully reduce the birth rate to our expectations. PPAT had grown stronger and well-accepted by both the government and IPPF.

What has shaped the stability of PPAT today are from the committee's concrete ideology. Our members shared the same ideology and understanding that we tried to improve the quality of Thai population. Our work was not only focusing on family planning, but also other related projects that support the communities. We used to have the Loan Without Interest Project to let locals borrow money without interests to prevent them from loan shark since we saw that this could improve their financial status and quality, so it benefit family as a whole. Or the Safe Motherhood Project in Narathiwat which we reached directly to the community leaders, had a deep conversation with them and once they understood, they would become our spokespersons and make the project greatly successful. ”



Mr. Pichet Soontornpiphit
President of PPAT (1997-2005)

Focus, accessible and understanding

“ PPAT was the first private organisation that cooperated with the government under the Family Planning Policy, which was very new at that time. PPAT was the pioneer of fundamental establishment in FP from the start and expanded into population operation, quality of life development and reproductive health. Any operation that the government could not reach, PPAT would be at help. The best example was the FP operation in the Three Southern Border Provinces which was extremely difficult as it contradicted the religious belief and culture of the locals. When personnel from the Ministry of Public Health had difficulties in reaching to them, it was PPAT that took over the operation with friendly approach and created the procedure that improve better understanding in the communities and made it very successful and sustainable.

Another example of an operation based on full understanding of the community was the project that encouraged people in the community to live with HIV/AIDS positive persons without any discrimination in Chiang Mai. It was so successful that IPPF came to visit for inspection and become globally renown that it successful change people's attitudes about HIV. This shows that PPAT has always adjusted the way of working to conform with Thai society for the best practices. ”



Mr. Mechai Viravaidya
PPAT Secretary-General (1973-1974)

PPAT as social innovator

“ One of the key roles of PPAT was bringing private sector to engage in the population issue. In the past, the budget was limited, but we had space for meeting and we started by working with different partners and organisations. At the beginning, our main focus was to change society’s attitudes and create new behaviours.

When we started our projects, many of them were social innovation such as vasectomy and induced abortion, PPAT played a significant role to change the rules and women had more options for their lives, but we educated them about unwanted pregnancy before they made decision. There were lots of negative feedbacks and anti-groups against the abortion, but when it was performed by PPAT, a reliable institute, it seem that fact could calm them down a little. Another social innovation was when we presented the ideas to the National Family Planning Programme Board of Committee to allow local people who were not medical staff to prescribe contraception pills and condoms. At that time only medical staff and did that, but very limited. At the end, we both agreed to allow local stores in remoted area, without healthcare stations, could distribute the pills and condoms, under the condition that we had to train them – this was very new to the society and a social innovation initiated by PPAT.



Duangduan Na Chiang Mai
Advisory Board of PPAT in Northern Region (1993-2005)

Community network for Northern women’s quality of life development

“ During the pioneer era, the Northern region was also facing the society transition from agrarian to industrial, and there were many social problems occurred, especially in Chiang Mai. Since I had a strong local network and they had determination to improve Northern women’s quality of life, we started communicated with rural women and showed them the effect and consequence of having too many children they couldn’t handle. Then we educated them about family planning and how we could support as well as encourage them to see their potential in to improve themselves, their communities, and the society.

To drive social movement took some time, but without the starting point, effective communication and corporations from relevant sectors, there were no successful goals. Under PPAT clear vision and policies, and readiness in terms of human resources, tools and equipment, and they were ready to collaborate and work with every partners. That made our communication more powerful and Northern women started to see hope, their dignity, and pride in local culture and willing to engage in the projects. This was not just about family planning, but also quality of community development, education for family, and how one can engage in preserving culture and environment, as well as sharing knowledge to make your community more stable and sustainable. Consequently, various activist groups were found, and many useful projects, campaigns and activities were created. Over 50 years, there are many success, goal achievements and valuable lessons from experience and past challenges that new generations can learn from PPAT works and continue their mission while adapt to the current circumstance and the changing world, so PPAT can continue to support and drive the changes to the society. ”



Associate Professor Nibhon Debavalya, Ph.D
PPAT Secretary-General (2005-2009)

Integration of population, community, and environmental development

“ PPAT was established the same time that Thailand announced its first Population Policy to solve various problems caused by high birth rate. There were many projects that applied development model in the target areas and encourage locals to participate, for example, the Quality of Life Development at Ban Had Guan which was co-organising projects from several organisations, Ministry of Agriculture and Cooperatives, Public Health, Education, and Ministry of Interior. The operation used integrated development approaches from career training, Nutrition Funds, Environment Funds, Community Medication Funds in order to make the community be self-reliant in sustainable way.

After that we extended our work to solving environment issue in the Population and Environment Development Project in Hua Khao. At that time, Songkhla Lake’s environmental problem was severe, and we opened the door for everyone to help, we improved local people’s attitudes to see the importance of preserving environments, while working on quality of life development, maternal and child health, to career supports. Later they set up the local committee to continue handle the project. Over the 50 years, PPAT has always improves the way of working, from family planning at the start to quality of life development, to community and environmental development and collaborated with other organisations to achieve the sustainable outcomes. ”



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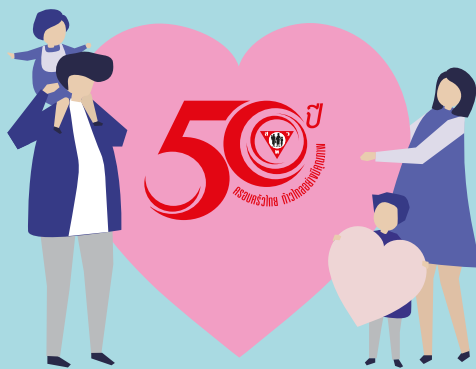
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