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SOMCHAI RUGVONGVAN : ANALYSIS AND DEVELOPMENTAL GUIDELINES FOR HEALTH PLANNING FOR DISTRICT HEALTH OFFICES IN CENTRAL REGION . THESIS ADVISOR : THONGLAW DEJTHAI, D.H.Sc., SUCHITRA NINLERT, Ph.D. (DEMOGRAPHY), DUSIT SUJIRARAT, M.Sc. (BIOSTAT). CHAINAT JITWATNA, M.PHM. 219 p. ISBN 974-662-206-4

Health planning function at district level is still limited and is not reflecting the existing health problem of the community .Therefore , the main objectives of this study are to analyze existing management patterns and to identify developmental guidelines for health planning of the district Health Offices in the central region based upon 7-S Framework. A total of 202 health planners were included to a self-administered questionnaire. Out of 202 mailed questionnaires, 167 (81.06 %) were returned for data analysis in terms of frequencies, percentage, mean, and standard deviation along with backward regression.

The study showed that the overall model of health planning in the district health office in central region was fair in terms of structure, strategy, system, style, skill, staff, and shared values. The major problem identified by respondents was the lack of health planning skills which could be solved by providing specific training along with managerial skill development such as delegation and motivation. Their opinions towards guidelines for future developments were significantly different with regard to salary, tenure, income, and training.

It is suggested from the study that district health officers and health planning staff receive specific training for developing leaderships, motivation, controlling, work processing and staffing to carry out their planning assignments as effectively and efficiently as possible.