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AYUTHAYA PROVINCIAL PUBLIC HEALTH OFFICE

PENSIRI PHATANAMONGKOL : A MODEL ANALYSIS AND DEVELOPMENTAL GUIDELINES OF AIDS CONTROL ADMINISTRATION IN AYUTHAYA PROVINCIAL PUBLIC HEALTH OFFICE. THESIS ADVISOR : THONGLAW DETHAI, D.H.Sc., DUSIT SUJIRARAT, M.Sc. (Bios), CHOCHAI INTHARAPRASONG, M.D. 137 p. ISBN 974-663-192-6

The AIDS control program of Ayuthaya Public Health Office has been recognized as the best in region 1. The main objectives of this research were to analyse the management patterns, and to identify their developmental guidelines based upon the 7 - S framework of McKinsey for AIDS control administration in the Ayuthaya Public Health Office. Qualitative research techniques were applied to collect data from 39 key informants including administrators and staff responsible for AIDS control administration by in-depth interview. A logical analysis based upon theories and regulations was adopted to interpret and summarize related information.

The results of the study reveal that the model of AIDS control administration had a very distinct and simple administrative structure with well - written job descriptions. There were plans of action with quantitative and measurable targets based on situational analysis information. The majority of the personnel had a professional certificate with specific training on AIDS . Administrators at the provincial level had a considerate and initiating style of administration. It was also found that the administrators possessed highly developed human relations skills. However, the office had no shared values. The major problems found were shortage of manpower within the provincial office. The staff at district rarely had chances to participate in setting targets. The personnel development system did not have definite future plans. Recommended developmental guidelines concentrated on the formality of a committee for every management level and a technical advisory committee which could meet regularly for target setting. Specific shared values should also be collaborately developed and articulated between administrators and staff in the office.