

Thesis Title

The Relationship Between Leadership

Characteristics And The Effectiveness of

Health Consumer Protection Activities In

The Provinces

Name

Pakdee Pothisiri health consumer protection work

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other mediators such as activation.

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ABSTRACT

The National Health Development Programme in the National Economic and Social Development Plan from it's 4th phase up to present as well as national policy of most governments including the current one always regard consumer protection in health field as one of their important activities in national health services system. However, the outcome of this activity, up to now, has not yet reached satisfactory level of target achievement particularly, it's effectiveness was rather low. The main reason were considered to be related to many obstacles including the inappropriateness of the infrastructure of the Food and Drug Administration which is lacking a network of technical support centers at the regional level to assist the Provincial Chief Health Offices and their subsidiaries (district and sub-district level) in implementing consumer protection activities. From preliminary study and observation we found that successful implementation of consumer protection activities seems to rely

significantly on the leaderships characteristics of the leaders at the provincial and district level, i.e. :- Chief Provincial Health Officer (CPHO) and Chief District Health Office (CDHO) respectively. This research is intended to study leadership characteristics of CPHO and CDHO as well as the effectiveness of health consumer protection work and the direct relationships between these two factors as well as indirect relationships via other mediators such as motivation.

level. We found direct positive correlation of statistically

The main character of this research is a Survey Research Design of the Cross-sectional Study type using the questionnaires which were specifically designed and synthesized in accordance with the Theory of System Four by LIKERT and also SCHNIEDER's theory concerning the measurement of effectiveness of task performances. The questionnaires were tested for their 'Content Validity' and 'Reliability' by proper statistical methods. Data collection was done concurrently with a limited number of interviews conducted with CPHO (samples composed of 72 CPHO, 72 Provincial Education Supervisor, 72 Provincial Health Office's Pharmacist, 106 CDHO, 106 District Education Supervisor and 106 Sub-district Health Officer with the latter 3 groups were randomly selected in proportion to the number of district in various provinces). We received 364 (68.17%) completed questionnaires back which were interpretable and used in our statistical evaluation.

Research results can be summarized that from the data representing general characteristics of different categories of samples we used some of them to establish correlation with the effectiveness of task performances. Regarding leadership characteristics, we found that most executives at both levels (CPHO and CDHO) possessed either type C (Consultative=55.9%) or type P (Participative=39.6%). Motivation factor measured from the followed

workers and peer group (Education Supervisor) was found to be at a satisfactory level ($x=2.30\pm0.43$). Work relationship between leaders and followers was found to be at a high level at both provincial and district levels ($x=3.09\pm0.43$ and $x=2.91\pm0.47$ respectively). Effectiveness of health consumer protection performances, which was measured by two types of instruments, i.e. perceived achievement and relevant management strategies, was medium at both provincial and district level. We found direct positive correlation of statistically significant between leadership characteristics of CPHO and effectiveness of task performances ($r=0.5371$; $p<0.001$) but not at the district level ($r=0.1683$; $p>0.05$). However, leadership characteristics of both CPHO and CDHO correlated positively and statistically significant with work relationship factor and motivation factor ($r=0.5910$; $p<0.001$, $r=0.3134$; $p<0.005$ and $r=0.2948$; $p<0.05$, $r=0.2929$; $p<0.05$ respectively).

This research result enlightens us on the leadership characteristics of CPHO and CDHO as well as the effectiveness of health consumer protection activities and the efficiency of some of their management strategies under our evaluation. The main finding was the relationship between leadership characteristics and effectiveness of task performances both directly and indirectly via motivation factor and work relationship factor which substantiate the conceptual framework of this research. Lacking of direct correlation at the district level may be due to the absence of leader's role of CDHO in implementing this work in the past up to last year (1992). It is worth noted that both CPHO and CDHO paid much attention toward positive work relationship with their followed workers and peer groups although at present still rather low but there is a possibility to increase the effectiveness of task performances by strengthening this factor.

The benefit of this research consists of at least 3 folds. Firstly, a direct benefit to the researcher and to the organizations concerned in utilizing this research result to further develop health consumer protection work which in turn will yield a better protection to the consumers. There are some recommendations regarding the use of this research result in health manpower development programme as well as encouraging those concerned to do some more researches along this line but concentrate on an in-depth study of a particular province by bringing into consideration a 'contingency factor' as well.