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The goal of this research was to evaluate the campaign for food selection and rational drug use of the Food and Drug Administration using a systematic analysis approach. The methods used in this study included data collection and data analysis of policies, activities, and budgets from the Food and Drug Administration office (MOPH) to the communities. Quantitative questionnaires were used for this research in addition to other qualitative research methodologies such as in-depth interviews, focus group discussions, and observations from the food and drug administration office and from six provinces.

Results from this research revealed that the deployment of manpower in the basic strategies teaching / training was highly successful. Among various supplies available, television was the main source of information concerning food (57%) and drugs (45.6%). Nearly seventy percent (69.5%) of respondents reported that they received information from Public Health Personnel (Village Health Volunteers, Village Health Communicators, Consumer Protection Groups).

Results showed that subjects who had received information concerning the campaign for food and drug selection had a higher awareness of the Food and Drug logo than those who did not receive the information ( $p < 0.05$ ). Over half of the subjects reported knowing the Thai FDA logo meant that it was "not fake", "real", and "hygienic". This showed that information received by the subjects was satisfactory.

The impact of the project to the changes in lifestyles in food and drug selection revealed that those who do not purchase yashud (Non-prescribed drug regimen) was statistically significant ( $p < 0.05$ ) and had a better opportunity to receive information about the project during times of illness than those who purchase such drugs. The reason given was that people who were sick normally seek medical attention, therefore they had a greater chance to receive information about the project than those who do not seek medical advice. In the behavioral aspects of food selection, it was revealed that almost half of the subjects (49%) purchased foods with labels attached, 45.7% of subjects noticed expiration date printed, and 43.4% selected foods with the Thai FDA logo.

The public should benefit from Consumer Protection in Health by providing more information, especially for reading and understanding labels on products, specific details and Thai FDA logo, before purchase is made. Appropriate use of drugs is still a problem. The campaign in Consumer Protection in Health therefore needs to expand not only in quality and quantity but in keeping up with the problems. The strategies in implementation in support of the people to know and defend their rights as consumers (empowerment) and in developing a specific supply (print matter) should emphasize presentation and clarity in each supply.