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YOTHSANAI KRUANGTIP: FACTORS RELATED TO VISION OF
THE HEAD OF HEALTH CENTERS IN PUBLIC HEALTH REGION 4.
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The purpose of this study was to study factors related to the vision of the head of health centers in Public Health Region 4 and to analyze their vision in the areas of health centers physical infrastructures, technology and resource materials to support the work, health personnel, and organizational management structure. The samples were 334 head of health centers in Public Health Region 4. The data were collected from questionnaires. The data were analyzed by using frequency, percentage, mean, standard deviation, range, pearson moment correlation coefficients and multiple regression analysis.

The study results revealed that most of the head of health centers had a vision of their health centers in all four areas mentioned above. Factors related to the vision of health centers at a statistically significant level of 0.01. were : age, attitude toward the organization of the health center, perception of the strength of the health center, and perception of threat to the health center. Although the age of the head of health center was negatively related to the vision of the health centers, attitude toward the organization of the health center, perception of strength and threat to the health center were positively related. The four factors serve to predict the vision of health centers at the confidence level of 18.4 %, per multiple regression analysis.

The study results suggest that the concerned organizations should develop the capability of older heads of health centers through training by group process, information and leadership development. The organization should support a positive attitude toward the health centers. In order to maintain the strength of health centers, good referral systems should be established because the major threats to health centers are from external factors. Health centers are small organizations. They alone can not control or eliminate external threats because of socio-economic, cultural, environmental and technological changes. However, good referral resources can help health centers meet their demanding and changing needs.