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KEY WORD : 7-S ADMINISTRATIVE MODEL / MATERNAL AND CHILD HEALTH /
PROVINCIAL PUBLIC HEALTH OFFICE

CHOMYUPHA SESTHEE : A MODEL ANALYSIS AND DEVELOPMENTAL
GUIDELINES FOR MATERNAL AND CHILD HEALTH ADMINISTRATION OF
PROVINCIAL PUBLIC HEALTH OFFICES IN REGION 1. THESIS ADVISOR : ORANUT
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One of the major problems for maternal and child health administration of provincial public health offices is the lack of information systems and monitoring. The main objectives of this study are to analyze the existing management models in terms of their problems and solutions, and to develop guidelines for future improvement of maternal and child health administrative procedures in region 1 using the 7-S framework of McKinsey. The study consulted of 49 administrators in provincial, district, and sub-district levels. Data were collected by in-depth interviews, focus groups and questionnaires, and were analyzed by descriptive statistics, percentages and means.

The results reveal that the model of maternal and child health administration had a solid administrative structure with well-written job descriptions, unity of command, and span of control of 3. It was found that the leaders delegated authority for routine decision making. They had detailed plans of action, setting both quantitative and qualitative targets based on situational analysis information. A majority of the personnel had a professional certificate. Most of the administrators at the provincial level had consideration style of administration. It was also found that the administrators in every level possessed three skills; planing, human relations, and technical. None of the offices had shared value. The staff at district level had no chance to participate in setting targets. The major problems found were shortage of manpower, incomplete data collection system, and lack of a technical advisory committee. The personnel's opinion toward an organization development was to have a technical advisory committee and conduct meetings for target setting. Therefore, it is suggested from the study that administrators delegate more authority, evaluate performance regularly, and make the system simple for all personnel.