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JIRADA AIEMRAHONG : A MODEL ANALYSIS AND DEVELOPMENTAL
GUIDELINES FOR HEALTH PROMOTION AND CURATIVE ADMINISTRATION OF
ANGTHONG PROVINCIAL PUBLIC HEALTH OFFICE. THESIS ADVISOR :
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The implementation of health promotion and curative procedures still has not achieved the established targets. There is a trend towards increasing problems. An administration is one of the major factors that affects the success of job implementation. This study try to analyse a model and developmental guidelines for health promotion and curative administration in Angthong Provincial Public Health Office according to 7'S framework of McKinsey. The study samples were 122 public health promotion and curative administrators. The data were collected by interview with questionnaires. Descriptive statistics, percentage, mean, standard deviation, t-test and oneway ANOVA were employed for data analysis.

The results reveal that the pattern of the administration of public health promotion and curative offices compared to the 7'S framework of McKinsey was at the medium level. It is also found that the structure, systems, staff and style factors were at the medium level, and the shared values, strategy and skills factors were at the low level. Furthermore, insufficient staff, insufficient knowledge, inability of staff and lack of motivation were the highest obstacles. These problems can be solved by having staff work in team assignments, offering in-service training and introducing some kinds of welfare support. Finally, there were no statistically significant differences of opinion among health promotion and curative administrators according to the 7'S framework of McKinsey. The suggestion reflected in this study can be used as the baseline data for top administrators to improve the proper developmental guidelines for health promotion and curative administration.