ABSTRACT

Title	:	Institute of Public Health Establishment Feasibility Study
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This study aims at 1) analyzing current status of key elements in establishing the Institute of Public Health (PH) at Suranaree University of Technology; as well as 2) investigating choices of majors to be added as new school(s), primarily at undergraduate level, as part of the new institute operation; prior to 3) identifying options and feasibility for the establishment of PH institute.

In terms of investigating key elements influencing PH institute development trends at present, research methodology relies mainly on qualitative approach. Data collection was conducted through interviews as well as focus group with 24 key informants; i.e. school faculties, executives, administration support staff and scientists; selected based on purposive sampling. PESTEL analysis was applied as a tool analyzing external factors influencing the institute development trends prior to SWOT analysis. The findings from PESTEL analysis suggest that external key elements should be taken into account in planning for institute of public health establishment include national education policy, public health & environmental policy, national urgent policy, as well as regulations and norms as provided by the Ministry of Education, along with professional legal regulations. Meanwhile, social trends influenced by national development should consider labour health condition, occupational incidents, cultural diversity, as well as environmental changes. Technology factors nowadays can support effective learning, teaching and research development, however, it is aware that it is necessary to provide sufficient knowledge and skills for technology users. Sustainability is currently considered a challenge on how all sectors across the country should integrate this concept into practice regarding their roles, i. e. university's roles include making graduates as human resource for supporting sustainable development towards Thailand 4.0 strategy. Positive and negative impacts analysed in this study can be considered as opportunity and threats for university development trends as well as PH institute establishment. Community public health, nutrition & dietetics, health education, health & public health information technology, and disaster management are considered as choices of schools to be added as part of the PH institute. Questionnaire surveys, interviews and focus group were applied for data collection. Questionnaires were responded by

265 enterprises and 430 high school students suggest that community public health and nutrition & dietetics are ranked as the first and the second major which should be added. Then, focus group and interviews were conducted with 10 key informants from 10 organisations; i.e. hospitals, local government administration organizations, public health organization, private company, and higher education institutes. The findings suggest that demand trends of graduates from major of health education, nutrition& dietetics; and health & public health information technology tend to increase in future, whereas those from community public health tends to decrease. In terms of disaster management major, short courses are considered appropriate rather than undergraduate course.

All in all, it can be concluded that feasibility of PH institute establishment can be aligned with options that major of nutrition & dietetics shall be added as a new school for the new PH institute, as it is part of PH higher education standard. Concerning findings from PESTEL and SWOT analysis in this study, demand trends of human resources in this field suggest that professionals in these fields can support national development trends according to Thailand 4.0 strategy. In longer term, school of health & public health information technology should be added as part of institute of public health based on SUT regulations and organization structure.