

Unofficial Translation

**First National Health Assembly
Agenda 3.9**

**Resolution 1.9
13 December 2008**

Impacts of Media on Youth and Family

The First National Health Assembly,

Having considered the main document on Impacts of Media on Youth and Family,

Aware of the influence of media on the learning of people in Thai society and the influence of information and communication technology on children, including children with disabilities, and youth as well as on such health risk behaviours as consumption of alcohol and tobacco,

Noting that there are very few safe and creative media for children and youth, while harmful and provocative media are on the increase,

Aware that children and youth lack opportunity to express their views on the media as well as opportunity to participate in the media production for children like themselves, while media producers lack incentives to produce creative media, are not well grounded in the ethics of the use of information and communication technology for children, and lack understanding about the role of media and their influence on risk behaviours of children, youth, and family, as well as legal and policy mechanisms that are conducive to the development of media for children,

Hereby passes the following resolutions:

1. All the State agencies, including local government organizations, academic organizations, professional organizations, the private sector and civil societies in all sectors at all levels are urged to consider the following:

1.1 Advocating for a fund for creative media production for children, youth and family¹ to be created using the money from the existing funds² or using policy measures to mobilize capitals for which the State will gather all feasible proposed guidelines and formats for the fund;

1.2 Working together to produce all forms of creative media for children, youth and family in which children and youth can participate, such as creative computer game programming, promoting creative public media for children and youth, using technology that will allow all children with disabilities to get access to the technology; providing for all branches of

¹ Piyawat Suratcharoensook, *Research proposal on Guidelines for Establishment of Creative Media Funds for Children, Youth and Family*, Professor Kanung Luchai Foundation, Thai Health Promotion Foundation, 2005

² Such as Educational Technology Fund in the National Education Act (1999) and Media Funds in the Broadcasting Act (2008)

media to allow opportunities for children, youth and family to voice their opinions and needs and to co-produce programmes or to organize training for children and youth on the process of professional media production on a regular and continual basis; and calling upon local governmental organizations to provide budgetary support for the creation of learning centres for children with a view to encouraging children and youth to learn about the process of creative media production in the locality or community or to have a media awareness in an integrated manner and appropriate to their age;

- 1.3 Promoting and supporting the creation of mechanisms for learning about media awareness, developing and monitoring media designed for children, youth at family and national, provincial, community and family levels engaging the participation of the public sector, local governmental organizations, education sector, academia, people sector, networks of children, youth and family, and local media networks; and providing for the subject to be included in educational curriculums and taught at educational institutions at all levels and at various forums where children, youth and family can learn about media, media selection and media awareness;
- 1.4 Campaigning so that media people become aware of their roles in the production of quality radio and television programmes, publications, or local media that contribute to the moral and ethical growth of Thai children and youth and serve as good role models aimed at preventing health risk behaviours and promoting human dignity, that media people will be held accountable for any effects that may occur to children and youth as a result of radio and television programmes and publications that instigate violence, sexual prejudice or prejudice against certain groups of people; and that the programme plan will allot specific time for programmes for children, youth and family;
- 1.5 Setting up committees whose members are drawn from all sectors, including education, information technology, culture, representatives of youth and family, volunteers and operators to control and supervise the Internet media and computer gaming in particular;
- 1.6 Providing for mechanisms for monitoring the work pursuant to the law on the control of electronic media and the law on the control of computer games, involving the participation from agencies concerned including civil societies and representatives of children and youth;
- 1.7 Strengthening the processes that control and screen media including advertisements that may have an adverse effect on the development of children and youth and health risk factors, for instance, the system that categorizes media according to age groups, taking into account sex, violence, and use of proper language, with clearly designated responsible organizations and mechanisms and involving participation from the people sector;

1.8 Supporting and promoting a participatory process in the research on the assessment of media impacts and research and development of media for children, youth and family in the community on a continual basis.

2. The National Health Commission is called upon to monitor the implementation of the recommendations and report to the Second Health Assembly.
