

Strategic Plan for Tackling Illegal Advertisements of Drugs, Foods, and Health Products (2014-2018)

Vision

“Towards the realization of society responsible for and aware of surveillance, submitting complaints, and tackling illegal advertisements of drugs, foods, and health products by the powerful integration of local and national networks.”

Mission

Mission is an obligation of all networks to jointly work to accomplish the vision. This mission includes to:

1. Formulate effective national and local policies with strategic plans and develops laws, legislation, and proactive measures for dexterous tackling illegal advertisements as well as enforcing the law efficiently;
2. Create and develops national and local networks to tackle illegal advertisements powerfully and integrally by promoting, controlling, supervising, and law enforcement under effective management at all levels;
3. Develop the strategic-driving support systems, especially database systems, competency of allied networks, and proactive cooperation to tackle illegal advertisement promptly and comprehensively;
4. Encourage and supports the development of mass communications, including broadcasting, publishing, and telecommunications entrepreneurs, as well as national and local media professionals, to promote clean and ethical media with an absence of illegal advertisements of drugs, foods, and health products; and

5. Promote public awareness and responsibility and provides knowledge on media literacy concerning illegal advertisements of drugs, foods, and health products to encourage people for surveillance, submitting complaints, and tackling problems with public consciousness.

Strategic objectives

Objectives of the strategic plan are as followings:

1. Thailand can reduce illegal advertisements of drugs, foods, and health products by at least 50% within 2018;

2. People, communities and all stakeholders realize, be aware of, and be responsible for suppression of illegal advertisements of drugs, foods, and health products. And one province has at least one “role model” to deal with illegal advertisement problems;

3. Complaints from local people, communities, and all stakeholders resulting in tackling illegal advertisements of drugs, foods, and health products, with a complete tracking process for at least 90% of all complaints;

4. The consumers trust in complaint management processes for tackling illegal advertisements of drugs, foods, and health products show have at least and 85% confidence level;

5. At least 80% of the national mass communications, including broadcasting, publishing, and telecommunications entrepreneurs, as well as national and local media professionals in the national database systems, produce clean and ethical media with an absence of illegal advertisements of drugs, foods, and health products; and

6. Thailand has a complete, modern, high quality, and easily accessed database system of 1) approval of health product advertisements, 2) surveillance of health product advertisements, 3) illegal advertisements, and 4) scientific

information on drugs, food and health products. All database systems should be linked together for the usage of all relevant stakeholders.

Strategic Issues

1. Development of concrete and effective policy with national measures and specifies administrative structures for tackling illegal advertisements of drugs, foods, and health products;

2. Improvement of laws and regulations as well as integrative law enforcement of all relevant domestic allied networks and ASEAN stakeholders;

3. Support on the development of broadcasting, publishing, and telecommunication entrepreneurs as well as media and health professionals for the development of awareness of professional ethics, community and human rights;

4. Establishment and development of powerful surveillance mechanisms for tackling illegal advertisements of drugs, foods, and health products which covers all genders, age groups, nations, professions, societies, and cultures by integrating with social capital and local culture; and

5. Development of database systems and personnel competency to serve the surveillance and problem solving associated with illegal advertisements of drugs, foods, and health products at both local and national levels.

Main strategies & strategic missions

There are 19 strategic missions in the Strategic Plan for Tackling Illegal Advertisements of Drugs, Foods, and Health Products (2014-2018) as follows:

5 Main Strategies (MS)	19 Strategic Missions (SM)
<p>MS 1 Development of national policy, measures, and management structure for tackling illegal advertisements of drugs, foods, and health products concretely and efficiently.</p>	<p><u>SM 1</u>: Creates a national policy mechanism and develops local networks to drive tackling illegal advertisements of drugs, foods, and health products. <u>SM 2</u>: Develops management structures for tackling illegal advertisements of drugs, foods, and health products at all levels including central, regional, provincial, and district levels.</p>
<p>MS2 Improvement of laws and regulations as well as enforcement by the participation of all relevant domestic and ASEAN stakeholders.</p>	<p><u>SM 1</u>: Develops laws and regulations effectively and timely. <u>SM 2</u>: Promotes the participation of strategic partners for integrated law enforcement by allocating main responsibilities with a clear action plan. <u>SM 3</u>: Integrates the collaboration with the ASEAN community for tackling illegal advertisements of drugs, foods, and health products.</p>
<p>MS3 Support on the development of broadcasting, publishing and telecommunication entrepreneurs as well as media personnel and health professionals to be aware of ethics, professional conduct, community rights and human rights.</p>	<p><u>SM 1</u>: Educates the entrepreneurs, media personnel, and health professionals about laws and regulations regarding advertisement. <u>SM 2</u>: Promotes good entrepreneurs and media professionals and punishes illegal advertisers by strictly enforcing the law. <u>SM 3</u>: Supports curriculum development to establish awareness of ethics, professional conduct, community rights and human rights in educational institutions. <u>SM 4</u>: Creates and develops ethical criteria, human rights principles and guidelines for disseminating drug, food, and health product information, together with creating self-regulating mechanisms.</p>
<p>MS4 Establishment and development of the powerful surveillance mechanisms for tackling illegal advertisements of drugs, foods, and health products at the local and</p>	<p><u>SM 1</u>: Creates proactive measures to educate consumers about media literacy and unnecessary consumption. <u>SM 2</u>: Expands and strengthens local networks of surveillance for drug, food, and health product advertisements by cooperating with community health care networks, provincial health assemblies, village health volunteers, and community leaders all over the</p>

<p>national level, covering all genders, ages, nations, professions, societies, and cultures by integrating with social costs and local culture.</p>	<p>country. <u>SM 3</u>: Develops community surveillance networks and complaint centers in order to link local and national databases. <u>SM 4</u>: Promotes community participation in tackling illegal advertisements of drugs, foods, and health products. <u>SM 5</u>: Supports the networks to prevent and solve problems effectively.</p>
<p>MS5 Development of the database systems and personnel competency to serve surveillance and tackling of illegal advertisements of drugs, foods, and health products, both locally and nationally.</p>	<p><u>SM 1</u>: Develops the system of receiving and managing complaints in terms of unity and efficiency, and being the Excellent Call Center (ECC). <u>SM 2</u>: Develops the database system and designs the information system to link all levels of relevant agencies, as well as communicating and promoting the illegal advertising surveillance network to be able to access the database system efficiently. <u>SM 3</u>: Enhances workers'/campaigners' capacity for driving the mission of tackling illegal advertisements of drugs, foods, and health products. <u>SM 4</u>: Develops the remedy and rehabilitation systems for the consumers affected from using exaggeratedly advertised drugs, foods, and health products, and protects complainants from any harm. <u>Strategy 5</u>: Develops monitoring and evaluating systems with indicators sensible for the success of preventing and solving the problem of illegal advertisements of drugs, foods, and health products</p>

Note: Media professionals include advertising media producers.