

Health Charter Pattaya City 2023



National Health Commission Office (NHCO), Thailand



Pattaya City

Health Charter 2023

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Pattaya City Health Charter

Declaration of Pattaya City Health Charter

As per the National Health System, No. 3, B.E. 2565 (A.D. 2022), which outlines the framework and guidelines for formulating policies, strategies, and conducting activities in respect of the National Health Act, B.E. 2550 (A.D. 2007), community partners and local government organisations are empowered to institute a regional health statute. This Statute shall function as a shared set of rules and obligations for the community.

The Pattaya City Health Charter was established to foster an agreement and collective commitment among all sectors in Pattaya, including the community, civil society, the private sector, tourists, Pattaya City, and various government agencies. This charter serves as a framework and set of guidelines aimed at promoting the health of the community and individuals in Pattaya, aligning with the city's vision of being the centre of the tourism economy with high standards, sustainability, and a quality living environment for all. The primary objective is to champion participatory processes, decentralisation, and equity within the health system, thereby reducing inequality across various domains and fostering a conducive environment. The overarching goal is to cultivate comprehensive health dimensions, encompassing physical, mental, social, and holistic well-being for both residents and tourists of Pattaya, spanning all age groups.

Gratitude is extended to the Academic Subcommittee of the Pattaya International Health Assembly, the Office of the National Health Commission (NHCO), the Thai Health Promotion Foundation (ThaiHealth), the Bureau of Public Health and Environment – Pattaya City, the Faculty of Public Health at Burapha University, and all relevant parties for their dedicated efforts in developing participatory public policy through the health charter tool to drive progress in Pattaya.

This Pattaya City Health Charter has been unanimously approved at the 2nd Pattaya International Health Assembly, themed “Safe tourist city and friendly to health”, on 26 December 2023. We are pleased to announce the Pattaya City Health Charter at the following announcement and invite all stakeholders to utilise it for the betterment of the community.

Announced on 26 December 2023



Poramet Ngampichet

Mayor of Pattaya

Chairman of the Committee Supporting
the Organisation and Advancement of
Assembly Resolutions in Pattaya City.



Table of Contents

1. Pattaya at a Glance: History, General Information, and Potential of the Area	1
2. Pattaya City Health Charter Development Process	4
3. Chapter 1 Definition of Concept	7
4. Chapter 2 Desired Future Vision of Pattaya City	11
5. Chapter 3 Good health: Rights to Access Health Services, Health Promotion, Disease Prevention and Control	11
6. Chapter 4 Good environment: Increasing Green Space, Improving Waste Management, and Reducing Pollution	12
7. Chapter 5 Good society: Promoting Traffic Discipline, Unity, Safety, and Drug-Free Living	13
8. Chapter 6 Strong Economy, Robust Job Market and Reduced Income Inequality	14
9. Chapter 7 Quality Education for a Brighter Future: Creating Learning Opportunities, Cultural Integration, Reducing Educational Inequality	15
10. Chapter 8 Excellent Public Service : People-centred, Robust Infrastructure, and High-Quality Services	16
11. Chapter 9 Tourism and Recreation in Pattaya City	17
12. Chapter 10 Advancing Pattaya City Health Charter	17
Pictures of the meeting of Pattaya City Health Charter	18





Pattaya at a Glance: History, General Information, and Potential of the Area

Let us explore Pattaya through its historical narrative, beginning in 1767, a mere three months prior to the fall of Ayutthaya to the Burmese. At that time, King Tak (Sin), the Governor of Kamphaeng Phet known as Phraya Wachirapran (Phraya Kamphaeng Phet), foresaw the imminent defeat of Ayutthaya if it continued its feeble resistance against the Burmese. Recognising the necessity for a strategic retreat, King Tak gathered his followers to establish a new stronghold and bolster their forces before reclaiming the capital. Kamphaeng Phet led his army out of Wat Phichai camp, embarking on a southeastward trajectory, engaging in persistent battles to elude the pursuing Burmese soldiers. The journey persisted until reaching the Mueang Chonburi Subdistrict, where a temporary pause occurred at Wat Yai Intharam before resuming the march towards Chanthaburi. En route, encampments were established at Ban Nong Phai in Na Kluea Subdistrict and Mueang Bang Lamung Subdistrict. Notably, the present-day location of this historical path lies behind the Pattaya Police Station.

In accordance with Volume 2 of the Royal Letterhead's Royal Chronicles, Phraya Kamphaeng Phet encountered the troops of a local leader named Mr. Klom, who tried to intercept him. Phraya Kamphaeng Phet, then rode a Phlai elephant and carried a red sniper rifle, along with soldiers who had come to parade around the front and back, straight into the middle of the rounds, where Mr. Klom's troop was blocking him. Despite Mr. Klom's military strength, Phraya Kamphaeng Phet's dignified manner and the might of his forces compelled Mr. Klom to surrender without resistance. The following day, Tuesday, the 6th waning moon of the 2nd lunar month, Phraya Kamphaeng Phet led his army to a location with a swamp.

Mr. Klom led his ten-thousand-soldier army to a nearby district and rested in for the night. The next day, the army reached Na Jomtien and Thung Kai Tia, Sattahip, where they encamped for one night at each location.

This marked the establishment of the “Thap Phraya” or the “Army of the Phraya (Tak)”. Later, the area where Phraya Tak set up his army gained the designation “Patthaya” due to the sea breeze known as “Patthaya” blowing from the southwest to the northeast during the rainy season. Over time, the name was eventually rewritten as Pattaya.

Another noteworthy event that gained global recognition for Pattaya occurred on June 26, 1959. Approximately 4-5 large American military trucks transported around 100 soldiers each from Nakhon Ratchasima Province, an American military base, to Pattaya. Renting a vacation home in the Phraya Sunthon Southern area of the beach, they took turns resting for one week. This event marked the inception of tourism in Pattaya, transforming the once-quiet seaside village into a vibrant tourist resort.



Location, Territory, Boundaries

Pattaya is situated in a region that shares borders with various subdistrict municipalities and districts.

Northern Border: Bang Lamung Subdistrict Municipality and Nong Pla Lai Subdistrict Municipality

Eastern Border: Nong Pla Lai Subdistrict Municipality and Nong Prue Municipality

Southern Border: Huai Yai Subdistrict Municipality and Na Jomtien Subdistrict Municipality (Sattahip District)

Western Border: Extending to the Gulf of Thailand, encompassing offshore islands including Koh Larn, Koh Sak, Koh Krok

Pattaya covers a total area of 208.10 square kilometres (130,062.50 rai), with a breakdown as follows:

- Land Area (including Koh Larn): 53.84 square kilometres (33,400 rai)
- Water Body: 154.66 square kilometres (96,662.50 rai)
- Koh Larn: 4.07 square kilometres (2,543.75 rai)



Governance

In compliance with local administrative law, the city of Pattaya covers parts of Bang Lamung District, comprising 4 subdistricts and 17 villages (Moo Baan), delineated as follows:

- Nong Prue Subdistrict covers specific areas within Village No. 5, 6, 9 – 13.
- Huai Yai Subdistrict covers designated areas within Village No. 4.
- Nong Pla Lai Subdistrict covers particular areas within Village No. 6 - 8.
- Na Kluea Subdistrict encompasses the entire region of the subdistrict, spanning Village No. 1 - 7 (Village No. 7 includes Koh Lan).



Pattaya City Area

Has 42 Communities (Urban Subdivisions)

included:

Krathing Rai,	Koh Larn,	Khao Talo,	Khao Noi,
Soi Ko Phai,	Nong Or,	Soi Post Office,	Soi 5 Thanwa,
Soi 6 Yotsak,	Old Na Kluea Market,	Thepprasit,	Thappraya,
Ban Hua Thung,	Ban Krabok 33,	Pattaya Klang,	Phothisamphan,
Rung Rueang,	Roy Lang,	Lan Pho,	Wat Chai Mongkol,
Wat Chong Lom,	Wat Tham Samakkhi,	Wat Bunkanchanaram,	
Ton Krabok,	Ban Rong Mai Khaet,	Nong Tabaek,	Nong Phang Khae,
Walking Street,	Chaiphonwithi,	Nong Yai Ban Bon Nong Yai,	
Ban Lang,	North Pattaya	Arunothai,	Chaiyaphruek,
Map Pradu,	Laem Ratchawet,	Bongkot,	Paniadchang,
Charoensukphatthana,		Ban Noen Thang Rotfai,	
Chum Sai,	Pattaya Tai Phatthana		



Pattaya City Health Charter Development Process

“Pattaya City”, the central hub for tourism, economy, and socio-political development in the Eastern region of Thailand, aspires to evolve into an exemplary destination renowned as “The City of Opportunity,” characterised by a balanced economy and a high standard of living for all. This aspiration aligns seamlessly with the overarching objectives outlined in the Pattaya City Development Plan (2023–2027). The plan is dedicated to ensuring that every resident of Pattaya City has equitable access to essential services, with a particular focus on mitigating economic and social disparities. Moreover, it endeavours to foster economic innovation while maintaining a harmonious equilibrium among economics, society, natural resources, and the environment. Furthermore, the plan underscores the pivotal significance of providing good health and well-being, education, and employment opportunities within a secure and safe environment.

Currently, many internal and external factors influence the development of health and quality of life for the residents of Pattaya, hindering its trajectory from becoming a city of opportunity and a pivotal centre for the economy, tourism, and services. These factors encompass economic considerations, involving the expansion of enterprises in the tourism, commercial, and industrial sectors; social factors marked by cultural diversity; technological impacts; environmental dynamics; factors associated with diseases and health hazards; and the unique characteristic of functioning as a local government with a distinct form as a self-governing entity. These factors arise from the complex and multifaceted nature of the city, resulting in heightened levels of inequality, limited integrated collaboration among agencies, and a deficiency in public participation across all stages of planning, execution, and assessment.

Therefore, in order to mitigate the negative factors impacting the development of health and the quality of life for the residents of Pattaya, it is crucial to strengthen various sectors related to decentralisation, promote equity, reduce inequalities in the healthcare system, foster public and network engagement, and cultivate an environment conducive to the well-being of the populace in Pattaya. These objectives can be achieved by utilising a tool known as the “Pattaya Health Charter.” This charter constitutes an agreement and shared commitment among all sectors in Pattaya, encompassing community members, civil society, the private sector,

the public sector, various government agencies, and the city of Pattaya. Serving as a framework and a set of guidelines, the charter aims to lead towards the optimal health of the people in Pattaya City.

The conceptual framework, philosophy, and shared goals outlined in the Statute on the National Health System, No. 3, B.E. 2565 (A.D. 2022) underscore the alignment with the National Strategy 2018–2037. This strategic framework is dedicated to achieving sustainable national development in accordance with the principles of good governance. The specified national development goals in the National Strategy 2018–2037 encompass ensuring the nation’s stability, enhancing the well-being of the Thai people and society, fostering consistent economic growth, promoting social equality and equity, and ensuring the sustainability of natural resources.

These objectives aim to elevate the country’s potential across multiple dimensions, enhance the well-being of individuals at all stages of life, create opportunities, ensure social equality, and improve the quality of life based on environmentally friendly principles.

This collective effort is designed to elevate Thailand’s development towards the envisioned goal stated in the National Strategy — “Thailand becomes a developed country with security, prosperity, and sustainability in accordance with the Sufficiency Economy Philosophy.”

The Committee Supporting the Organisation and Advancement of Assembly Resolutions in Pattaya City has continued to perform a function through the active participation of relevant network entities. Information and academic knowledge are the foundation for constructing the “Pattaya City Health Charter,” which uses the Pattaya city area as an anchor for utilising tools to formulate a wide range of public policies.

In November 2022, the academic subcommittee of the Pattaya International Health Assembly organised the Health Hack for Better Pattaya. The event applied the principles of Transformative Scenario Planning and hackathons to collect opinions from residents of Pattaya.

On December 26, 2022, members of the 1st Pattaya International Health Assembly proposed a solution for developing the Pattaya Health Charter to the academic subcommittees of the Pattaya International Health Assembly, operating under the steering committees aimed at supporting the organisation and advancement of resolutions of the Pattaya City Health Assembly. The suggested solution advocates for the establishment of a participatory mechanism process that engages all relevant network partners from every

sector, encompassing all areas in Pattaya. The objective was to finalise the Pattaya Health Charter within one year for presentation to the members of the Pattaya Health Assembly during the 2nd Pattaya International Health Assembly meeting. Additionally, the Charter was submitted to the Mayor of Pattaya City and the Pattaya City Council for integration into the next phase of the Pattaya City development plan.

Furthermore, members of the Pattaya International Assembly were urged to collaborate on a joint initiative aimed at promoting awareness, fostering an open-minded and cutting-edge approach, and actively engage in the practically transformative implementation and advancement of the Pattaya Health Charter within the Pattaya city area.

Following the proposal of this solution, the Academic Subcommittee of the Pattaya International Health Assembly convened a meeting to continue discussing the operational process plan.

To formulate the Pattaya Health Charter, a workshop was conducted on 28 September 2023, aimed at exploring possibilities for advancement mechanisms and participatory public policy development in the Pattaya area. During the discussions, knowledge exchange took place regarding the process of developing the Koh Larn Health Charter. The participants also reviewed Pattaya City’s future vision, collectively refining the approach towards creating an action agreement for the future of Pattaya City.

The “Desired Future Vision of Pattaya City” was refined and expanded from the original 2022 version to a future vision encompassing 2023, as envisioned by Pattaya residents.

After that, on November 10, 2023, a workshop was held to draft the “Pattaya Health Charter.” The charter was collectively developed through a participatory process that involved analysing the local context and circumstances from various perspectives. The concept of “common suffering, happiness, and shared value” was investigated before categorising the contents and achieving an agreement. A comprehensive overview of the charter was then collectively presented to everyone.



The Pattaya Health Charter is a collective agreement among the residents of Pattaya, agencies, organisations, the community, the government sector, and partner networks within Pattaya Municipality. It aims to foster good health and well-being physically, mentally, socially, and intellectually through participatory public policy development, with the common goal of establishing Pattaya as “a safe tourist destination and friendly healthcare.”

This charter embodies the shared values and responsibilities of the city’s community, providing guidance for determining the direction and objectives of the healthcare system.

Moving forward, the process of defining the core principles of the healthcare system and translating them into practice will constitute a social mechanism and process that promotes progress based on principles of public engagement, self-sufficiency, and sustainability.

Section 1 This charter is called the “Pattaya Health Charter.”

Section 2 Definition of terms in this charter

“Charter” refers to a compilation of rules, goals, aspirations, morals, and agreements collaboratively created by the people of Pattaya and those residing in the local community. This framework functions as a guiding principle to enhance good health and well-being, mitigate issues, and alleviate the suffering of individuals within the community.

“Health” refers to the state of a human being that is characterised by perfection in physical, mental, spiritual, and social aspects, all of which are holistically balanced (National Health Act, B.E. 2550 (A.D. 2007)).

“Health system” refers to the comprehensive relationships associated with health (National Health Act, B.E. 2550 (A.D. 2007)).

“Government service establishments” means all current and future government agencies in Pattaya.

“Off-area agencies” means any government agencies located outside Pattaya that collaboratively function as network partners or engage in activities within Pattaya.

“Community group” means a formally organised collective of individuals, either established by government agencies under relevant Acts or formed by the community itself and acknowledged by the public. Its primary objective is to undertake activities that benefit the public and the community at large.

“Morality” means a set of values and principles of conduct that determine right and wrong behaviour, guiding how we live our lives.

“Ethics” means a set of principles that guide a person’s behaviour based on moral values.

“Sufficiency Economy” means a practice based on moderation, prudence, and social immunity. It utilises knowledge and virtue as guidelines for living with honesty, mindfulness, and wisdom. This practice can be applied at the individual, family, community, and state levels, promoting balance and readiness to embrace changes from the outside world.

“Participation” means that everyone is encouraged to brainstorm and take action, sharing benefits and responsibility in the activities carried out in the Pattaya area.

“Public mind” means a mindset that considers the interests of others while prioritising the interests of the general public.

“Culture” means the way of life in Pattaya society that coexists together, encompassing feelings, thoughts, lifestyle, and livelihood aligned with the environment of the sub-district and village (Moo Baan).

“Tradition” means regular cultural activities in Pattaya.

“Health promotion” means the process of enabling people to enhance their physical, mental, intellectual, and social health through promoting and supporting healthy individual behaviour and managing environmental and circumstantial factors. Its goal is to elevate the quality of life and overall health of individuals, families, communities, and society.

“Disease prevention” means measures and actions taken to reduce or eliminate exposure to risks before the occurrence of disease or disaster.

“Disease control” means measures and activities taken after a disease or hazard to quickly relieve the disease or danger, reduce and minimise losses and damages caused to life and livelihood, such as illness, disability, death, social and economic losses, and prevent its reoccurrence. It can be dealt with more effectively and efficiently if it happens again.

“Control and prevention of factors that threaten health” means the management of various environmental, biological, and societal factors that can negatively impact one’s health. This includes addressing issues such as harmful germs, chemicals, and natural disasters, as well as implementing protective systems to reduce the negative effects of these factors. Additionally, it involves creating enabling factors that promote good health.

“Disease carrier” means an agent capable of carrying and transmitting an infection or disease to others.

“Health indicators” mean the determinants that indicate the outcomes of health operations.

“Health indicators” mean the determinants that indicate the outcomes of health operations.

“Evaluation criteria” means the standards set for assessing any given operation.

“Disadvantaged people” means individuals in Pattaya city who face difficulty and lack essential resources or conditions to live a life, including social status, housing, knowledge, and health.

“Network partners” mean government agencies, the private sector, community groups, and organisations that collaborate on health promotion and community health in Pattaya city.

“Volunteer” is an individual who enjoys helping others without any expectation of receiving something in return.

“Local wisdom” refers to knowledge and abilities in various fields discovered or acquired by local people through long experience. It has been accumulated and passed on from generation to generation in communities and localities.

“Knowledge management” involves capturing and ensuring that knowledge can be sustained and sharing it to benefit those who seek it.

“Data Accessibility” means every citizen is able to receive necessary or desired information that is beneficial to them as desired.

“Input data” means information receptivity and data entry undertaken to record the desired information, which proves helpful in making further decisions.

“Discrimination” means actions that violate the regulations stipulated in an agreement and cause damage to others or society as a whole.

“Social measures” means any agreement made by a community or collective to mandate actions in accordance with that agreement.

“Reconciliation” means compromise, accepting each other, refraining from competing, agreeing through mediation, and fostering goodwill in a friendly manner.

“Tourist” means a person who voluntarily travels temporarily from their residence to another area with an objective not related to pursuing a career or earning income, such as for recreation, education, and entertainment.

“Hidden population” means individuals who reside, study, and work in Pattaya without updating their house registration. This group has two defining characteristics:

- Commuter population: This group can be categorised into two segments. The first segment comprises individuals aged 15 years and above who come to work in Pattaya but do not reside there. The second segment includes individuals aged 15 years and above who come to study in Pattaya but do not live there.

- Non-registered Population: This category includes people who live in a province on a regular basis but are not listed in the house registration of that province. Their names may be listed in a different province or another country, or they may not be registered anywhere.

Section 3 This charter applies to everyone engaged in activities in Pattaya City, encompassing residents, visitors, agencies, organisations, and community groups in Pattaya. Additionally, it extends to individuals, agencies, organisations, and community groups involved in activities within the Pattaya City area.

Chapter

2

Desired Future Vision of Pattaya City



Section 4 Pattaya city is a city worth visiting, worth living in, with opportunities for everyone.

Chapter

3

Good health



Rights to Access Health Services, Health Promotion, Disease Prevention and Control

Section 5 Pattaya City, residents, and related authorities collaborate to promote equality and inclusiveness of rights.

Section 6 Pattaya City and related authorities actively promote the thorough distribution of primary healthcare service units, ensuring quality and sufficient personnel to cover both Thais and foreigners.

Section 7 Residents and network partners actively participate in supporting the primary-level public health service units in Pattaya.

Section 8 Residents and network partners actively engage in developing systems, mechanisms, or innovations for health promotion, disease prevention, and control aligned with Pattaya City's context, addressing health problems and risk factors for all age groups.

Section 9 The people in Pattaya city possess knowledge, understanding, awareness, and active participation in promoting health and preventing and controlling diseases. Pattaya residents have holistic physical, mental, social, and spiritual health and well-being.



- Section 10 Pattaya City takes the lead in systematic waste management.
- Section 11 Entrepreneurs, tourists, residents, and relevant agencies actively participate in waste management at the source.
- Section 12 Pattaya City and related agencies undertake the responsibility of educating the community regarding wastewater treatment.
- Section 13 All households actively participate in efforts to prevent blockages in drainpipes, such as installing grease traps.
- Section 14 Residents collectively strive to reduce activities that contribute to air pollution (PM 2.5), such as refraining from burning garbage.
- Section 15 Pattaya City, entrepreneurs, and related agencies establish clear rules and regulations to control dust from the construction and transportation sectors.
- Section 16 Individuals, agencies, and entrepreneurs are permitted to produce noise as prescribed by law.
- Section 17 People in Pattaya and related agencies collaborate to increase green space, reduce air pollution, and provide a space for social connection.
- Section 18 The government, the private sector, the general public, tourists, and entrepreneurs in the Pattaya neighborhood work together to maintain the sanitation of public spaces.
- Section 19 Pattaya City, Provincial Electricity Authority, and National Telecommunications collaborate with relevant sectors to organise electrical wires and communication cables, aiming for the preparation of electrical wiring and communication cables for grounding.
- Section 20 The public sector, the private sector, and the general public collaborate to organise public spaces for commerce.
- Section 21 The public sector, the private sector, the general public, and relevant agencies collaborate to manage water resources and address flood problems.
- Section 22 Pattaya City, the community, and the general public actively participate in managing stray dogs and cats, including birth control, and providing space for their care.
- Section 23 Pattaya residents, tourists, and entrepreneurs from all industries are collectively responsible for safeguarding the environment to promote good health.



- Section 24** All sectors cooperate to preserve Pattaya’s traditions, customs, and culture.
- Section 25** All sectors actively participate in addressing the prevention of social violence by increasing public awareness.
- Section 26** All sectors are involved in raising awareness of traffic rules and regulations among citizens and promoting traffic discipline in public areas.
- Section 27** All sectors participate in designing security measures in high-risk areas, including tourist attractions and entertainment venues.
- Section 28** Pattaya City installs electric lighting and CCTV cameras in high-risk areas.
- Section 29** Pattaya City promotes the participation of volunteers working alongside government security officers to monitor community safety.
- Section 30** All sectors, including Pattaya City, contribute to ensuring that homeless people, vagabonds, and beggars are protected and have a better life in shelters. This includes coordinating referrals to relevant organizations (Social Assistance Centre, Hotline 1300) or facilitating their return to their hometowns.
- Section 31** All sectors encourage communities to initiate campaigns aimed at raising awareness about the dangers of drugs and their impact on communities.
- Section 32** All sectors are responsible for monitoring and controlling the usage, selling, and buying of marijuana, hemp, and kratom.



- Section 33** All sectors collaborate to enhance business operations in the Pattaya area, ensuring high quality and standards.
- Section 34** All sectors collaborate to elevate the benchmarks for restaurant operators.
- Section 35** All sectors actively engage in promoting the economy and careers to enhance the quality of life and living conditions for the people in Pattaya.
- Section 36** Both the public and private sectors have established labour systems for both Thai nationals and foreigners who come to work in the Pattaya area.

Chapter

7

Quality Education for a Brighter Future

Creating Learning Opportunities, Cultural Integration,
Reducing Educational Inequality

- Section 37** All sectors actively contribute to development and generate opportunities for accessing the education system, both in formal and informal settings, as well as lifelong learning.
- Section 38** All sectors advocate and support the establishment of learning centers or learning resources in public spaces.
- Section 39** People in Pattaya actively engage in raising public awareness and promoting local conservation efforts to preserve art and indigenous culture and foster integration with international cultural influences.



- Section 40** Pattaya City expands exercise and creative spaces to enhance the well-being of both the local community and tourists.
- Section 41** Pattaya City collaborates with pertinent agencies to establish hop-on, hop-off service points for public transportation, covering the entire Pattaya City area.
- Section 42** Pattaya City welcomes opinions from all sectors to provide high-quality public restrooms and meet the community's needs.
- Section 43** The public and private sectors collaborate to offer secure wireless internet (WiFi) signals in public areas, ensuring coverage throughout Pattaya.
- Section 44** All sectors disseminate information about traffic situations during events or festivals to alleviate congestion issues.

Chapter

9

Tourism and Recreation in Pattaya



- Section 45** The public, private sectors, and general public collaborate to promote and support year-round activities and tourism across all areas in Pattaya, taking into account their impact on the health and quality of life of the local residents.
- Section 46** Every sector promotes tourism activities with the aim of increasing the number of both Thai and foreign visitors to Pattaya.

Chapter

10

Advancing Pattaya City Health Charter



- Section 47** Pattaya City has a steering committee dedicated to actively advancing the Pattaya City Health Charter by closely monitoring and evaluating the outcomes.
- Section 48** Participatory public policy development has been undertaken under the Pattaya City Health Charter framework.
- Section 49** Public relations and communications efforts are in place to promote and create public awareness as well as encourage collective action in advancing the Pattaya City Health Charter.
- Section 50** The Pattaya City Health Statute is scheduled for a comprehensive review every five years.

