Thai Health Promotion Foundation (ThaiHealth)

was established in November 2001
by the Health Promotion Foundation Act, 2001,
as a governmental organization,
under the Prime Minister.
Health Promotion Act 2001

Setting up Health Promotion Foundation funded by extra 2% of cigarette and alcohol taxes. (now about 70 million US$ per year)

ThaiHealth acts as a catalyst to help lubricate all health promotion mechanisms to function most effectively.
**ThaiHealth’s Objectives**

(according to the Health Promotion Foundation Act)

1. To promote and support the well-being of the Thais according to National Public Health Policy.
2. To create awareness of risky health behaviours.
3. To encourage people to reduce alcohol and tobacco consumption and other health risk factors.
4. To support research and promote knowledge on health development.
5. To support community initiatives to promote better health conditions.
6. To support health promotion events and campaigns.

**Thai Health Promotion Foundation**

ThaiHealth

**Partners**

and many more....
1. Article 6. Price and tax measures

**Tax for health policy.**

Cabinet increased the tax in 1993, with regular cigarette tax increases in keeping with changes in consumer index.
**Excise tax rate, revenue, sales & smoking prevalence**

- Average increase tax revenue per year
  - $14,019$ Million Baht
  - $400$ Million USD
- Total increase tax revenue (1994-2006)
  - $182,247$ Million Baht
  - $5,207$ Million USD
**Tobacco tax burden**
*(as percentage of retail price), 2007*

- Domestic Cigarette = 61.93%
- Imported Cigarette = 44.91%
- Average = 57%

*Note. Optimum tax burden = 67-75% of retail price. (World Bank)*

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**Tobacco Control**

- Lower tobacco consumption expenses by 250 million USD
- Banned point of sale display.
- Urge the Public Health Ministry to change warning messages on cigarette packages by pictorial warning.
Graphic Warnings in Thailand (Packaging and labeling)

BEFORE ban of point of sale display 2005

AFTER ban of point of sale display 2005
Lesson Learned from:

**Working on legislations**

- Be scientific
- Be patient and opportunistic
- Good for children

Lesson Learned from:

**Working with Politicians**

- Trade-offs - “quid-pro-quo”
- Moral arguments
- Work with the right persons and give them credits
Lesson Learned from:
The Importance of Organizational Understanding and Collaboration

- Public + NGO
- Domestic + International

Lesson Learned from:
Well-Prepared Evidence and Good Cultural Understanding

- Policy-relevant research
- Counter arguments
- Non-health authorities
- Culture and social sentiments
Thank you