

Study of the relationship between perception of the National Plan of Action on Nutrition Phase 1 (B.E. 2566 – 2570) and the plan implementation by organization responsible for key projects



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Background Framework of National Plan of Action for Nutrition (NPAN), (2023-2027)

Ultimate Goal: People of all age groups have a good nutritional status and ability to take care of themselves in terms of nutrition and diet which are appropriate to their health status

Vision: People of all age groups have food and nutrition literacy and live in environments that support sustainable good nutrition status

4 Strategic Issues : 9 Goals : 32 KPIs : 21 Strategies : 60 Tactics : 37 Key Projects

People	2nd Strategic Issue: Nutrition for women of reproductive age, pregnant women and early childhood for a good nutritional foundation		3rd Strategic Issue: Promoting consumption lifestyles for healthy	
	Goal4: Women of reproductive age, pregnant women, lactating women and early childhood have good nutritional status (8 KPIs)	Goal5: Nutritional status of women of reproductive age, pregnant women, lactating women and early childhood achieve Global Nutrition Targets (6 KPIs)	Goal6: People of all age groups have food and nutrition literacy for healthy (2 KPIs)	Goal7: School age, teenagers, working ages and elderly have good nutritional status in all ages (6 KPIs)
Networking	1st Strategic Issue: Governance system on nutrition for all age groups		4th Strategic Issue: Creating an Environment for Good Nutrition	
	Goal3: Networking are partners for driving nutrition (2 KPIs)		Goal9: Society, community, and organization have the ability to manage food and nutrition environments for people to have health literacy (2 KPIs)	
Internal Process	Goal1: Driving nutrition policy (1 KPIs)			
Management	Goal2: Being a center for information and nutrition information (2 KPIs)		Goal8: Producers, food operators, and the community have the knowledge and skills in food and nutrition properly (3 KPIs)	



Objective

To assess the perception of the National Plan of Action on Nutrition, Phase 1 (B.E.2566-2570), its implementation by agencies responsible for key projects, and to analyze the relationship between perception and implementation.



Methodology

Study Design: Mixed-method research

Quantitative: 59 participants (questionnaire)

Qualitative: 7 representatives (interviews)

Period: August 2024 - January 2025



Demographics

88.1%

Government Agencies

64.4%

Government Officers

52.5%

Operational Staff

37.3%

1-5 Years of Work Experience



Key Findings

Perception level: High ($\bar{x}=3.707$, $SD=0.470$)

Implementation level: Moderate ($\bar{x}=3.450$, $SD=0.836$)

r=0.456

Moderate positive correlation ($p=0.000$)

A moderate inverse relationship was observed between perception of nutrition-related issues and resource adequacy, possibly due to **the Issue Attention Cycle**

public interest in a given issue tends to peak initially but gradually declines over time due to the complexity of the problem. As a result, resources are often reallocated to address emerging priorities over time

Challenges Identified

- Communication Issues:** Inadequate communication channels and reach
- Personnel Shortage:** Lack of nutrition personnel in certain areas
- Resource Allocation:** Resources may be reallocated to more pressing concerns over time

Recommendations

- Proactive Communication:** Implement diverse media channels for better outreach
- Multi-sectoral Collaboration:** Foster partnerships across different sectors
- Perception-raising Activities:** Organize targeted activities to increase awareness
- Digital Media Leverage:** Use digital platforms for continuous and comprehensive communication

Conclusion

The study reveals a significant positive correlation between perception and implementation of the NPAN Phase 1.

While perception levels are high, implementation remains at a moderate level, indicating opportunities for improvement through enhanced communication strategies and resource allocation.

The findings suggest that sustained attention and multi-sectoral collaboration are crucial for successful plan implementation.

Keywords: NPAN, Nutrition, Perception, Implementation

