

3.9 Quiz

Quiz Result

Excellent! You are gaining a good understanding of the module. Well done! You may now proceed to the next activity.

Started on	Wednesday, 17 January 2024, 3:13AM
State	Completed
Finished on	Wednesday, 17 January 2024, 3:26AM
Time taken	13m 19s
Grade	11/11

3.9 Quiz

1. When setting up a health promotion fund, the government should understand the different governance/organisational structures of three health promotion models based on the country's context.

Your Answer (Correct):

• True

Correct Answer:

• True

Before setting up a health promotion fund, it is important to determine whether there is any political support for such an initiative. If there is seemingly no backing, it is wise not to progress until there is at least some interest at the government level. Ideally, the Health Minister and the Finance Minister would be supportive.

In Thailand, the Minister of Finance was an early supporter of the concept, which was seen as complementing the national Fiscal and Financial Master Plan for Social Development. The ability to address health issues through prevention and health promotion must always be cited as the major reason for seeking new funding mechanisms for a health promotion fund. The case should be based on evidence, which will require the gathering of baseline data highlighting population health status and trends.

2. Understanding the different models for managing a health promotion fund is important to identify the most appropriate health promotion model for your country.

Your Answer (Correct):



Correct Answer:

- **The governing board is attached to the government sector.**
- **The funds channelled from the government and administered by an independent body.**
- **Submit annual budget and strategic plan for government approval.**
- **Ministry of Health determines the annual budget allocation and sets the priority action areas.**
- **Independent Board of Directors have autonomy in decision-making over the development of action plans and their implementation.**

Semi-autonomous agency

- Set up and managed by any government department.
- Minimise the potential for duplication of funding or effort.
- Gain direct access to policymakers or easier access to other government departments.
- Less independence, more ministerial control.
- Limited flexibility to undertake innovative and perhaps controversial programmes and activities.
- Capacity may be limited by bureaucratic requirements.

A unit within the governance structure

- Independent statutory body.
- Mandated by legislation.
- Guaranteed funding source through the legislation.
- Appointed to boards of governance.
- Operate without bureaucratic constraints.
- Multi-sectoral collaboration across a range of government departments, non-governmental and community-based organisations.
- Plan and implement long-term health promotion/tobacco control programmes.

Autonomous agency

3. Which one of the following was the first health promotion foundation in the world?

Your Answer (Correct):

- The Victorian Health Promotion Foundation (VicHealth)

Correct Answer:

- The Victorian Health Promotion Foundation (VicHealth)

For more information, please read the summary of the VicHealth case study here:

<https://hpfhub.info/fund-management/a-global-overview-of-health-promotion-funds-and-the-agencies-that-govern-and-manage-them/victorian-health-promotion-foundation-vichealth-1987/>

4. Countries have set up health promotion foundations/tobacco control funds using a different organisational structure/model based on the political and country context.

Your Answer (Correct):

Correct Answer:

Health Promotion Switzerland

Mongolian Health Promotion Foundation

Semi-autonomous agency

Taiwan Health Promotion Administration (HPA)

Singapore Health Promotion Fund

Korea Health Promotion Foundation to Korean Health Promotion Institute (KHEPI)

Lao PDR Tobacco Control Fund

Vietnam Tobacco Control Fund (VNTCF)

A unit within the governance structure

• The Victorian Health Promotion Foundation (VicHealth)

• Austrian Health Promotion Foundation

• Western Australia Health Promotion Foundation (Healthway)

• Tonga Health Promotion Foundation (TongaHealth)

• Thai Health Promotion Foundation (ThaiHealth)

Autonomous agency

5. What are the main characteristics of the Thailand Health Promotion Foundation (ThaiHealth).

Your Answer (Correct):

- Independent statutory body (autonomous government agency).
- Established through a Health Promotion Act of 2001.
- Board of Governance (multi-sectoral members), chaired by the Prime Minister
- Funding source from a 2% surcharge tax on tobacco and alcohol.
- Operate without bureaucratic constraints.
- Plan and implement long-term health promotion/tobacco control programmes.
- Multi-sectoral collaboration across a range of government departments, non-governmental and community-based organizations.

Correct Answer:

- Independent statutory body (autonomous government agency).
- Established through a Health Promotion Act of 2001.
- Board of Governance (multi-sectoral members), chaired by the Prime Minister
- Funding source from a 2% surcharge tax on tobacco and alcohol.
- Operate without bureaucratic constraints.
- Plan and implement long-term health promotion/tobacco control programmes.
- Multi-sectoral collaboration across a range of government departments, non-governmental and community-based organizations.

6. ThaiHealth receives funds (revenue) from the 1% surcharge tax on tobacco and

alcohol, which is an innovative and sustainable financing mechanism for health promotion.

Your Answer (Correct):

- False

Correct Answer:

- False

ThaiHealth as an autonomous health promotion agency is the first to be established in the ASEAN region. It utilises an innovative health promotion financing system through a two percent (2%) surcharge levied on excise tax from alcohol and tobacco.

The surcharge requires tobacco and alcohol producers to pay an additional tax on top of the excise tax. This type of funding mechanism is the most effective means for securing sustainable and long-term funding for a health promotion fund.

For more information, please read the summary of the Thai Health case study here: <https://hpfhub.info/fund-management/a-global-overview-of-health-promotion-funds-and-the-agencies-that-govern-and-manage-them/thailand-health-promotion-foundation-thaihealth-2001/>

7. What is the funding strategy of ThaiHealth to support various health promotion programmes to improve the health of the Thai community?

Your Answer (Correct):

- > 90% of proactive grants and < 10% of open grants

Correct Answer:

- > 90% of proactive grants and < 10% of open grants

The funding strategy of ThaiHealth includes over 90% going towards proactive grants (aim for big changes and outcomes in society), and less than 10% is open grants (all Thai people eligible to apply for small grants to improve the health of their community). Most of the funding goes towards tobacco and alcohol control, community health, and other major risk factors.

On average, ThaiHealth funded about 3,000 projects a year. Over 20,000 partners from all sectors of society are joining with ThaiHealth to promote health and well-being.

8. Before setting up a health promotion foundation/tobacco control fund, what are the two major considerations in selecting an organisational structure/model based on the political and country context?

Your Answer (Correct):

- Source of fund
- Fund management

Correct Answer:

- Fund management
- Source of fund

These are two important factors in deciding the appropriate organisation structure/health promotion model about the mechanism for managing and disbursing the funds as well as the governance of the fund that guides the operation of the fund.

9. ThaiHealth uses the Tri-Power Strategy to drive its operation. Which of the following strategies is best described as the “Triangle that Moves the Mountain”?

Your Answer (Correct):

- Knowledge and research
- Policy advocacy
- Social mobilization

Correct Answer:

- Knowledge and research
- Policy advocacy
- Social mobilization

The Tri-Power Strategy includes knowledge and research (to generate the evidence needed to resolve the issues), social mobilization (on the air and on the ground to mobilize the society towards awareness of the issues), and policy advocacy (advocate for good policy on health promotion and enforced by related responsible agencies)

10. Based on the Social Return on Investment (SROI) of ThaiHealth's work, for every USD 1 invested in tobacco consumption control and road traffic accident prevention, returns over USD 18 and USD 130 to society respectively.

Your Answer (Correct):

• True

Correct Answer:

• True

In 2012, ThaiHealth commissioned a Social Return on Investment (SROI) study in seven (7) areas including five (5) which are micro-level and two (2) which are macro-level, which is long-term, over 10 years' return on investment.

For every USD 1 invested in the following seven areas, the social returns or benefits show:

- Tobacco-consumption Control (1:18)
- Road Traffic Accident Prevention (1:130)
- Physical Activity Project (1:6)
- Healthy Food Project (1:13)
- Consumer Protection Project (1:95)
- Children and Family Health Project (1:7)
- Elderly Health Project (1:3)

11. Established as an independent management structure, ThaiHealth can react quickly to emerging needs such as COVID-19 responses and respond to any threats, needs, or opportunities that arise.

Your Answer (Correct):

• True

Correct Answer:

• True

Funding certainty allows ThaiHealth to continue supporting and implementing a range of short, medium, and long-term health promotion programmes and innovative projects throughout the country.

These include tobacco control, alcohol control, healthy diet, physical activity promotion, road safety, mental health promotion, environmental health, and emerging health issues and other risk factors.

ThaiHealth encourages interested organisations to apply for open grants and innovative projects and also supports programmes that aim to change public values, lifestyles and the social environment in ways that promote health and wellbeing. It acts as a catalyst and complements the existing bodies that are working in the area of health promotion.