

An Assessment the 6th Hatyai University Run for Peace of Deep Southern Thailand and Non -Smoking Campaign - Winning for Her Highness Royal Princess Sirinthon Trophy

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Abstract

The 6th Hatyai University Run for Peace of Deep Southern Thailand and Non-Smoking Campaign - Winning for Her Highness Royal Princess Sirinthon Trophy was held on Sunday 16 September 2018. 312 people responded to the survey by questionnaire. The result found that most of the respondents were women at 54.05% and men at 45.95% with aged range between 21 and 30 years old at 42.63%, less than 21 years old at 40.60% and between 30 and 40 years old at 10.90%, respectively. Regarding to the participants, most of them were students (61.86%), ordinary people (27.56%) and officials in government sector (4.49%). The participants who have participated this competition for the first time were at 54.49%, who have ever participated 2-3 times previously were at 37.18%, who have ever participated more than 4-5 times were at 5.45% and who have participated every time were at 2.88%. The sampling group joined mostly in Fun Run (4 km.) 79.81%, and the rest in Mini Marathon (10.5 km.) at 17.95 %. 35.58% of the participants joined this competition because of health concern while 32.69 % of participants aimed to honor her Highness Royal Princess Sirinthon and 15.38 % of participants aimed to promote peace in deep southern Thailand. Most of participants received information from Facebook at 31.73%, secondly from university website at 26.93% and from friends or relatives at 21.47. Regarding to the possibility to rejoin this competition again next year, 81.73% of participant in the survey would come back again next year while 4.17% of participants would not be sure and 1.28 % would not be interested.

Keywords: Run for Peace, Deep Southern Thailand, Non -Smoking Campaign



Introduction

Hatyai University has realized the importance of well-being and healthy of people, particularly the advantages of exercise and non- smoking. Based on medical research, regular exercise and non- smoking could increase the possibility to live longer than those who neglect of exercising and smoke. Therefore, running, one of good exercise, has been created to raise awareness of people not only for healthy but also for harmony, friendship, and humanity e.g., many running events promoted to gather fundraising to hospitals or to special education schools. Therefore, many people currently participate in running events due to strengthening their health as well as donating. The researchers have to conduct this research to preparation and adjustment in all aspects for next project. In this regard, Faculty of Political Science, Hatyai University has organized “Run for Peace of Deep Southern Thailand” since 2013 sponsored by Southern Border Provinces Administration Centre, Haad Thip Public Company Limited and others government and private agencies.

In 2018, the 6th “Run for Peace of Deep Southern Thailand” and “Non-Smoking Campaign -Winning for Her Highness Royal Princess Sirinthon Trophy” was collaborated by all faculties of Hatyai University together with Southern Border Provinces Administration Centre, National Health Security Office, Thai Health Promotion Foundation, Haad Thip Public Company Limited and others government and private agencies. As a result, this assessment research has been conducted in order that Hatyai University would improve all the process of management for the next time.

Objectives

1. To assess the benefit and performance of management of the project “the 6th Run for Peace of Deep Southern Thailand” and “Non-Smoking Campaign -Winning for Her Highness Royal Princess Sirinthon Trophy”
2. To assess the opinion of problem, suggestion, smoking behavior, and advantage and disadvantage smoking of the project “the 6th Run for Peace of Deep Southern Thailand” and “Non-Smoking Campaign- Winning for Her Highness Royal Princess Sirinthon Trophy”



Theory and Conceptual Framework

This research reviewed the concept of assessment of project and the theory of PDCA as following:

Wangpanich (1990) said the assessment of project aims to study whether the project has achieved all the objectives or plans so as to feedback after the project has been done. The assessment also includes the study of suitability of plan or project in order to make a good decision and well plan for the next time. The best assessment should be comprised of 3 objectives 1) for the plan and decision making 2) for management 3) for examination of performance.

Morris (1993) said that project assessment is not only to collect all information of project but also study the impact of project. The collected information has to be reliable and enough to utilize for decision making for the next time.

Stufflebeam (1985) said that project assessment is the process of collecting information concerning objectives, plan, management and impact in order to find the approaches for reliable decision making and the understanding of project situation.

Theory of PDCA

PDCA model was first created by Shewhart, American scientist, however, PDCA was popularized by Dr. W. Edwards Deming, an American engineer and it was successfully applied in Japan. PDCA model consists of as following:

Plan: Define the problem to be addressed, collect relevant data, and ascertain the problem's root cause.

Do: Develop and implement a solution; decide upon a measurement to gauge its effectiveness.

Check: Confirm the results through before-and-after data comparison.

Act: Document the results, inform others about process changes, and make recommendations for the problem to be addressed in the next PDCA cycle.

Chalermjirath (2004) said PDCA process is the method of implementation and achievement effectively and correctly. This cycle of PDCA is vital to achieve the objectives of project

Boonprasert (1999) suggested that PDCA cycle is an approach of problem solving and process improvement. Plan - it is the most important process, according to Boonprasert. A good plan brings out effective implementation and less problems. On the other hand, good plan should identify the limitation of resources and the effect on result, for example, human resource, material, capital and duration. Do - the concerns on this process are as following: 1) to ensure that the responsible person realizes well the objective and important of project. 2) ensure that the responsible person realizes the content and implement accordingly to the objectives. 3) to ensure the education and



training accordingly to the objectives 4) to provide all the resources as identified and required. Check- There should be 2 different independent aspects of assessment 1) whether the plan is implemented correctly 2) whether content of project is enough. If the objective isn't achieved, it can consider that the condition doesn't related to either no. 1 or no. 2. Act- If the outcome achieves accordingly to the objectives, it can be a standard of the implementation and action plan. If not, the revision is required.

From the above details could summarize that project assessment used the process of collecting information concerning objectives, plan, management and impact in order to find the approaches for reliable decision making and the understanding of project situation including PDCA Theory to explain this research.

Research Methodology

The total amount of participants is 3,875 people joining on the 6th Run for Peace. This research used simple sampling of 312 participants. Questionnaire of participants' satisfaction towards "Run for Peace in Deep Southern Thailand and Non-Smoking Campaign- Winning for Her Highness Royal Princess Sirinthon Trophy". The questionnaire was divided in 4 parts as following:

Part 1: General Personal Information

Part 2: Opinion on project management

Part 3: Opinion on "Non-Smoking campaign"

Part 4: Suggestion on the improvement of project

The study employs a questionnaire, which passed a reliability test measured on five levels. All the variables have an alpha coefficient (Cronbach's alpha coefficient) in the range of 0.785 to 0.901, which is greater than 0.70 (Santos, 1999). Thus, the questionnaire can be used to collect data. The Index of Conjugate (IOC) was utilized to assess the content validity of the items. The IOC among three reviewers, the IOC was between 0.6-1.0. Moreover, the total was 0.75. it meant that the content validity was acceptable.

Data collection: This assessment collected data from 2 sources 1) performance data from secondary data, was collected by using documentary such as minutes of meeting and photographs 2) the project assessment data was collected by questionnaire of participants' satisfaction.

Data analysis: divided in two parts 1) the assessment of satisfaction was analyzed by statistics, frequency, percentage and deviation. 2) Problems and suggestions were analyzed by using content analysis.



Outcome of Performance

1. Preparation

Hatyai University organized two meeting for the preparation of project. The first meeting was held on 23rd July 2018 at 14.00 pm. among head of project division, conducted by Dr. Niwat Sawatkaew, Vice President for Student Development Affairs and Community Relations, Dean of Faculty of Political Sciences. The second meeting was organized by head of project division together with sponsors, conducted by Dr. Niwat Sawatkaew, Vice President for Student Development Affairs and Community Relations, Dean of Faculty of Political Sciences. The conclusion of both meeting was as follows: 1) determine responsible person within each division 2) determine the route for running and the starter point, target of participants, running race type. There were 2 types of marathon, Mini marathon (distance 10.5 km.) and Fun run (distance 4 km.). The total prize of both types were 26 awards.

2. Press Conference

On 29 August 2018, at Pasu Sathapon Exhibition Hall, Hatyai University, the press conference was held. Stakeholders from both government sector and private sector joined the press conference, for example, Rear Admiral Somkeit Ponprayoon, Deputy Secretary of Southern Border Provinces Administration Centre, Miss Nithinard Sirivech, Assistant Director of National Health Security Office, Mr. Wichaisith Ngorejareonpaisarnsin, representative of Thai Health Promotion Foundation and Mr. Choup Ninlarb, representative of Haad Thip Public Company Limited.

3. Implementation Date

There were 2,375 participants, joining Mini Marathon for 743 people and Fun Run for 1,623 people. The inauguration started at 5.59 A.M. by Asst. Prof. Dr. Wittawat Didyasarin Sattayarak, President of Hatyai University and Mr. Kitti Surakhampeng, Deputy Secretary of Southern Border Provinces Administration Centre. Mini Marathon runners were released at 6.02 A.M. and Fun Run runners were released at 6.30 A.M.

The overall of implementation date went quite well. Based on the researcher's observation in all divisions, main problem and inconvenience were rain. It was raining during the inauguration time and released time on the program. As a result, the time to release runners was postponed.

Research Results

There were 312 people responding to this survey on questionnaire. The research found that most of the respondents were women at 54.05% and men at 45.95% with aged range between 21 and 30 years old at 42.63%, less than 21 years old at 40.60% and between 30 and 40 years old at 10.90%, respectively. Regarding to the participants, most of them were students (61.86%), ordinary people (27.56%) and officials in government sector (4.49%). The participants who have participated this competition for the first time were at 54.49%, who have ever participated 2-3 times previously were at 37.18%, who have ever participated more than 4-5 times were at 5.45% and who have participated every time were at 2.88%. The sample group joined mostly Fun Run (4 km.) 79.81 %, secondly, Mini Marathon (10.5 km.) at 17.95 %. 35.58% of the participants joined this competition because of health concern while 32.69 % of participants aimed to honor her Highness Royal Princess Sirinthon and 15.38 % of participants aimed to promote peace in deep southern Thailand. Most of participants received information from Facebook at 31.73%, secondly from university website at 26.93% and from friends or relatives at 21.47. Regarding to the possibility to rejoin this competition again next year, 81.73% of participants in the survey would come back again next year while 4.17% of participants wouldn't be sure and 1.28 % wouldn't be interested.

Table 1 General Data of Participants

General Data	Number of Person	Percentage
Gender		
Male	142	45.95
Female	167	54.05
Age		
Under 21 years old	125	40.06
21-30 years old	133	42.63
Up to 41 years old	13	4.17
Non identified	7	2.24

Table 1 (continued) General Data of Participants

General Data	Number of Person	Percentage
Occupation		
Student	193	61.86
Government sector	14	4.49
Private Sector	13	4.17
Normal People	86	27.56
Others (identified)	4	1.28
Non identified	2	0.64
Times of participation in Run for Peace		
First time	170	54.49
2-3 Times	116	37.18
4-5 Times	17	5.45
Every time	9	2.88
Type of Running Race		
Mini Marathon (10.5 km.)	56	17.95
Fun Run (4 km.)	249	79.81
Non-identified	7	2.24
Purpose of Participation in “Run for Peace”		
To honor Her Highness Royal Princess Sirinthon	102	32.69
To be healthy	111	35.58
To promote peace in deep southern Thailand	48	15.38
To meet friends	13	4.17
To promote “Non- Smoking Campaign)	12	3.85
Others (identified)	12	3.85
Non-identified	1	0.32

Table 1 (continued) General Data of Participants

Variable	Number of Person	Percentage
Information Source about “Run for Peace”		
Friends /Relatives	67	21.47
Radio	10	3.21
Hatyai University Website	84	26.92
Facebook	99	31.73
Advertising Boards	39	12.50
Others (identified)	1	0.32
Non-identified	12	3.85
Interest in rejoining “Run for Peace” next time		
Interested	255	81.73
Uninterested	4	1.28
Not Sure	13	4.17
Non-identified	40	12.92
Total	312	100.00

2. Opinion towards “Run for Peace” Management

The participants’ opinion towards “Run for Peace” management was at 3.72 of mean score from 5 which was considered high level. Regarding to each aspect, in term of benefit was at the highest mean score 3.90, secondly in term of performance was at 3.66 of mean score. All detail was presented as follows:

1. In term of benefit: The highest score was on harmony of people at 3.98 of mean score Good health and mind was at 3.90 of mean score and supporting of educational fund for students in deep southern Thailand was at 3.88 of mean score.

2. In term of performance: Security management was at the highest mean score 3.75 while service of snack and water was at 3.74 of mean score. The appropriation of media broadcast for Non-smoking campaign was at 3.73 of mean score and the sufficiency of first aid service was at 3.71 of mean score. The table 2 showed all statistics data as follows:



Table 2 Opinion towards “Run for Peace” Management

Issues	\bar{x}	S.D.	level
In term of Performance	3.66	0.63	High
1. The appropriation of distance for running	3.56	0.84	High
2. The appropriation of running race type	3.64	0.81	High
3. The appropriation of reward type	3.57	0.92	High
4. The appropriation of time range and duration	3.59	0.86	High
5. The appropriation of activity in competition	3.68	0.85	High
6. The wary of public relations media	3.60	0.92	High
7. The appropriation of media broadcast for “Non-Smoking Campaign”	3.73	0.86	High
8. The convenience of register process	3.68	0.80	High
9. The sufficiency of staff to provide all convenience	3.68	0.86	High
10. The safety of competition	3.75	0.86	High
11. The appropriation of drinking water service	3.80	0.85	High
12. The sufficiency of first aid point	3.71	0.86	High
13. The sufficiency of snack and drinking water service	3.74	0.88	High
14. The security of accommodation overnight	3.54	0.97	High
15. The convenience of luggage and belonging depository point	3.59	0.91	High
In term of Benefit	3.90	0.79	High
16. Good in health and mind	3.90	0.91	High
17. Harmony of people in society	3.98	0.85	High
18. Participation in educational fund supporting for children in deep southern Thailand	3.88	0.94	High
19. Promotion of Non- Smoking campaign	3.84	0.93	High
Total	3.72	0.63	High

3. Problem and Suggestion

According to questionnaires, the sample group viewed that there were not enough medals and the schedule was delayed. While the weather was not really suitable for running because of rain. Moreover, the toilets were not enough for the participants. Concerning the suggestion, there should be more variety of food. The medals should be provided for every participant. The inexpensive rain coats and caps should be given as well. Table 3 showed all detail of problem and suggestion as follows:

Table 3 Problem and Suggestion

Issues	Number of Person
Problem	
Not sufficient medal	6
Delayed Schedule	6
Bad weather/ Rain	6
Not sufficient toilet	2
Suggestion	
More variety of food	2
Providing medals to everyone	2
Providing inexpensive rain coats and caps	2
Clear detail of all information	1
Providing more drinking water service	1
Organizing running in summer time	1

4. Opinion towards smoking behavior

78.21 % of sample participants were non- smoker while 12.50 % of sample participants smoked sometimes and 3.21% of sample participants were regular smoker. 46.79% of sample group viewed that this running competition “Run for Peace” could help the campaign of “Non-Smoking”. Regarding to media broadcast for Non-Smoking Campaign, sample group view that internet could be more accessible at 42.31%. While television was at 29.81 and advertising board was at 15.06%. All detail was presented on table 4 as follows:



Table 4 Opinion towards Non-Smoking Campaign

Issues	Number of Person	Percentage
Daily Smoking Behavior		
Non- smoking	244	78.21
Sometimes Smoking	39	12.50
Regular Smoking	10	3.21
Non – identified	19	6.09
“Run for Peace” could help promoting “Non-Smoking Campaign”		
Yes	146	46.79
No	135	43.27
Not sure	10	3.21
Non – identified	21	6.73
Type of media for Non –Smoking Campaign		
Television	93	29.81
Radio	15	4.81
Advertising Board	47	15.06
Newspaper	9	2.88
Internet	132	42.31
Non-identified	16	5.13
Total	312	100.00

5. Opinion towards Advantage and Disadvantage of Smoking

The participants realized the advantage and disadvantage of smoking at 3.81 of mean score. Concerning each issue, family support for giving up smoking was the highest mean score at 3.90. The benefit of giving up smoking was secondly at 3.87 of mean score and thirdly the dangerous of smoking was at 3.86 of mean score. All detail was presented on table 5 as follows:

Table 5 Opinion towards Advantage and Disadvantage of Smoking

Issues	\bar{x}	S.D.	Level
Exercise could help decreasing smoking	3.71	0.87	High
Eating sour fruits could help decreasing smoking	3.70	0.81	High
Family could support for giving up smoking	3.90	0.82	High
Realizing the benefit of giving of smoking	3.87	0.81	High
Realizing the dangerous of smoking	3.86	0.80	High
Total	3.81	0.66	High

Conclusion

The satisfaction of participants in “Run for Peace” and “Non – Smoking Campaign” was high at 3.72 of mean score. Regarding to each aspect, in terms of benefit was at the highest mean score 3.90, secondly in term of performance was at 3.66 of mean score. Details of opinion were as follows: in term of benefit, the highest score was on harmony of people at 3.98. of mean score. Good health and mind were at 3.90 of mean score and supporting of educational fund for students in deep southern Thailand was at 3.88 of mean score. In term of performance, security management was at the highest mean score 3.75 while service of snack and water was at 3.74 of mean score. The appropriation of media broadcast for Non- Smoking Campaign was at 3.73 of mean score and the sufficiency of first aid service was at 3.71 of mean score.

Regarding to Non-Smoking Campaign, 78.21 % of sample participants were non-smoker while 12.50 % of sample participants smoked sometimes and 3.21 % of sample participants were regular smoker. 46.79% of sample group viewed that this running competition “Run for Peace” could help the campaign of “Non-Smoking”. Regarding to media broadcast for Non-Smoking Campaign, sample group view that internet could be more accessible at 42.31%. While television was at 29.81 and advertising board was at 15.06%.

The participants realized the advantage and disadvantage of smoking at 3.81 of mean score. Considering each issue, family support for giving up smoking was the highest mean score at 3.90 of mean score. The benefit of giving up smoking was secondly at 3.87 of mean score and thirdly the dangerous of smoking was at 3.86 of mean score

Debate and Suggestion

Based on researchers' observation on the outcome of performance, even though the overview of management and performance went well, the researchers found that there were not enough medals comparing to the number of participants and the schedule was delayed due to the rain, relating to the work of Chinfuk et al. (2018) which suggested that as every year the number of participants increased more and more, all sectors should be well organized particularly on the application and the management on the date of competition. Moreover, Chinfuk et al. (2018) suggested that online application is needed as well as the limitation of competitor number.

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