

## Community Health Strategy under the Context of Globalization: Mahidolia Health Model

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### ABSTRACT

**Background:** The distinguishing characteristic is used for ‘Think global’ by using the model of ‘Mahidolia is the sign of loyalty and health’ in order to empower people in communities. Moreover, the Thai word ‘Mahidolia’ corresponds to the name of Admiral of the Fleet, His Royal Highness Prince Mahidol of Songkhla. The main objective is to study about community health strategy under the context of globalization by applying the Mahidolia Health Model. **Method:** A qualitative methodology was applied with the help of public health professionals and health volunteers at a community near Mahidol University, Thailand. Data was analysed and interpreted by using an inductive approach. **Results:** The results indicated that the using of ‘Mahidolia Health Model’ in the aspect of ‘Mahidolia is the sign of loyalty and health’ should be used to improve the community health strategy under the context of globalization that is a psychosocial dimension under the social determinants of health and holistic health. This symbol implied that ‘our soul is for the benefit of mankind’ as Royal Highness Prince Mahidol of Songkhla said. This ideology is represented by the driving process of ‘Mahidolia Health Model’. **Conclusion:** This finding should be an indicator of happiness, of family health care and of community health strategy in the future.

**Keywords:** Community health strategy; Globalization; Mahidolia Health Model; Psycho-social dimension; Holistic health

### Introduction

Mahidolia has been named after the Admiral of the Fleet, His Royal Highness Prince Mahidol of Songkhla, who was the father of King Ananda Mahidol (Rama 8) and King Bhumibol Mahidol (Rama 9), and the grandfather of King Rama 10 (Sopikul, 2010). To honour the Admiral of the Fleet, His Royal Highness Prince Mahidol of Songkhla, a scholarship for Thai students to study abroad in the field of fisheries was sponsored. For this reason, he has been honoured with the name ‘The Light of the conservation of aquatic resources of Thailand’. He is not only ‘The Light

of the conservation of aquatic resources of Thailand’ but also ‘The father of Thai public health’, ‘The father of modern medicine’ and ‘The lamp of Thai aquatic animal conservation’ (*The Journal of the Siam Society*, 1993).

Mahidolia is a rare aquatic animal and a protected species (Froese, 2019). It lives in the Indian Ocean and the Pacific Ocean, particularly around Asia and Africa (Smith, 1945). Mahidolia was found for the first time in 1926 in Laem Sing District, Chanthaburi Province, Thailand. At present, Mahidolia is the provincial aquatic animal mascot of Chanthaburi Province (Sopikul, 2010).

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The Mahidolia Health Model describes the ideology and strategy of the Thai model action for family healthcare centred on sport dancing (Sopikul, 2020; Sothiphan & Sopikul, 2021). The Mahidolia Health Model can be divided into three parts. The first part, the Mahidolia's head, is comparable to a work planning meeting. The second part, the body of Mahidolia, can be compared to operations and appropriately providing tasks for individuals. The final part, Mahidolia's tail, is comparable to the implementation of the project with a clear goal. In the activities of sport dance for the elderly, the posture exercises were similar to the movement of the fish 'Mahidolia' (Sopikul, 2010). These are supported by the process of learning skills, because it is easy to remember and apply the movement of Mahidolia to exercise. The movement of the human body produces oxygen by enhancing blood circulation and controls the breathing rhythm according to the exercise. Therefore, in body movement based on scientific principles, the elderly must stand upright and relax their muscles along with engaging in active walking—both forwards and backwards. This includes the use of the knees and ankles in order to balance speed and slowness, given that the rotation requires both energy and strength of the body. Moreover, partners in the exercise must have similar average body weights in order to achieve a balanced and harmonious movement. The project was held for the first time in a community near Mahidol University. Its result was to create awareness for the environment and healthcare through a balanced health system. Understanding the indications of a healthy society on Gross National Happiness is important.

In the early stages, before the community health strategy (Ministry of Health, 2007) was established, the principal researcher, who is a historian, was interested in the history of Mahidolia. In addition, when the principal researcher worked on the academic and research committee senate of Mahidol University (Sopikul, 2021), he undertook a project to strengthen the health of the elderly—the population demographic that is increasing every year. This increase also occurs in the community of fishermen who are marginalized and lack access to public health services. With his inspiration for the conservation of Mahidolia and the support of local community leaders, the learning centre of Mahidolia was established in the Laem Sing District, Chanthaburi Province where Mahidolia was found for the first time (Sopikul, 2010). This learning centre has social and environmental dimensions, including the restoration of the ecology of the area in which Mahidolia lives, because Mahidolia is an indication of the abundance of marine resources (Sopikul, 2010). Even though this is only a small thing, it is an important step

to make the world aware of better care and preservation of marine resources (Humes, 1991). Mahidolia is also a symbol of a close relationship between Thailand and the world in the aspect of the psychosocial dimension.

Globalization is a structural dynamic that started in the twenty-first century. It is universal, that is, having a worldwide scope, and the process is driven by social, economic, cultural, political, technological and biological factors (Labonté & Schrecker, 2007; Robinson, 2004; Rosenau, 2003; Sklair, 2002). Globalization had an effect on health that follows complex pathways. It could be a change in the economic growth and distribution of national and international incomes, economic instabilities and uncertainty in regards to access to the resources needed to support both physical and mental health (Chiengkul, 2008; Mustard, 2004; Wilkinson & Marmot, 2003).

In regard to Professor Dr. Krasae Chanawong and Professor Dr. Ari Wanyasewi receiving an honour from the Ramon Magsaysay Award for Community Leadership Branch, it reflected the Admiral of the Fleet, His Royal Highness Prince Mahidol of Songkhla's doctrines. They are as follows: 'Our Soul is for the benefit of Mankind' and 'True success is not in the learning, but in its application to the benefit of mankind'. These two valuable doctrines were the inspiration for the creation of the symbolic model of 'Mahidolia is the sign of loyalty and health' in order for the community to glorify the Admiral of the Fleet, His Royal Highness Prince Mahidol of Songkhla (Sopikul, 2010).

### Conceptual Framework

Therefore, the benefits obtained from the model 'Mahidolia is the sign of loyalty and health' (Sopikul, 2010) emphasize the power of unity to strengthen the health and wellness of the community. Having good physical and mental health has both a direct and an indirect effect on social well-being, especially regarding the psychosocial dimensions under the social determinants of health (SDH) (Benach et al., 2010; Blas et al., 2008; Kaewanuchit, 2013; World Health Organization, 2007; World Health Organization, The Commission on the Social Determinants of Health, 2008) and holistic health. The model enhances the well-being of other communities. So, the project is set out to encourage, on a more consistent basis, good and sustainable health such that it can be further developed for use as an indicator of public health in the future. The conceptual framework of this research is shown in Figure 1.

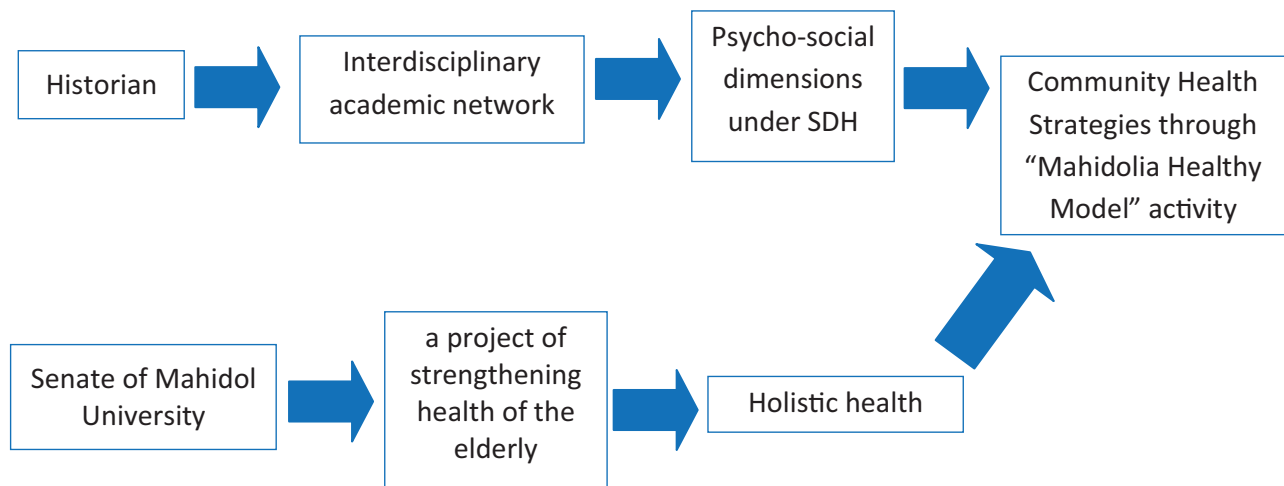


Figure 1: Conceptual framework of Mahidolia Health Model by principal research.

## Objectives

There are two objectives as follows:

### Main Objective

1. The objective of this study was to understand the community health strategy in the global context, by applying the Mahidolia Health Model.

### Specific Objectives

- To honour the Admiral of the Fleet, His Royal Highness Prince Mahidol of Songkhla, regarding the ‘Mahidolia Health Model’.
- To explore the practices of the public health professionals and health volunteers in the community health strategy by using the ‘Mahidolia Health Model’.
- To explain the historical process for changing the context of globalization in the community health strategy by using the ‘Mahidolia Health Model’ among public health professionals and health volunteers.

## Definition

Community health strategy means the strategy for attaining complete physical and mental health of people, including their souls, and equality in the community.

Globalization is basically, a structural dynamic that is universal around the globe and the process is driven by social, economic, cultural, political, technological and biological factors.

The Mahidolia Health Model means the ideology and strategy of the Thai model action for family healthcare through sport dancing. The nomenclature, Mahidolia, is suggested as it is a unique animal and it is seen as a symbol in honour of the Admiral of the Fleet His Royal Highness Prince Mahidol of Songkhla, who is the father of King Ananda Mahidol (Rama 8) and King Bhumibol Mahidol (Rama 9), and is the grandfather of King Rama 10.

Holistic health means the understanding of both health and diseases including both their social and psychological effects.

The psychosocial dimension means the SDH, which consist of both the psychological and social factors in caring for both physical and mental health.

## Methodology

### Study Areas

This study began when the researchers arrived at a community near Mahidol University, Thailand. Its located 30 km from Bangkok. Moreover, it could not be studied from Sri Saket because distance presented as a problem during the process of the research.

Finally, the researchers scoped only a community near Mahidol University to be the prototype model.

### Period of This Study

The time period of this study was one year.

## Key Information

This research used a symbolic approach to describe the community health strategy under the context of globalization by applying the Mahidolia Health Model. The authors used qualitative study and selected public health professionals who had both the experience and knowledge about the community health strategy in the context of globalization whilst applying the Mahidolia Health Model, known as the 'information rich case', and health volunteers. The field work was initiated without any problems. The researchers took a particular interest in the geography, economy and the people in those areas, especially public health professionals and health volunteers, with whom they maintained a cordial relationship. These key informants were fully briefed about the aims of the study.

The instrument field notes for this study were of two kinds: First, a diary to note appointments and also for use as a scratchpad. Second, a chronological record (journal) of important events that happened each day. These notes were taken when researchers either conducted interviews or merely observed. They were rough drafts, complete with diagrams. Furthermore, the researchers used cameras and audio records to collect data. At the end of the field work, audio recordings had been made of 30 cases, together with many photographs. For data collection, the authors collected data from the field by using non-participatory observation of participants and by in-depth interviews with 10 public health professionals.

The guidelines in the in-depth interviews were derived from the community health strategy in the context of globalization by applying the Mahidolia Health Model. They were developed and applied to questionnaires after the researcher had reviewed relevant literature, documents and previous studies in order to cover the content and aims of this study. The authors developed additional questions when available data displayed important and interesting issues during the study, related to global health strategies from the Mahidolia Health Model. Data analysis and data collection in the field work for this study were done simultaneously and carefully. Open-ended questions were also used in this study. In order to completely gather information from each in-depth interview in this study, the authors asked the informants' permissions for tape-recordings and written note-taking. The authors also used an audio digital player to help in data collection.

Aside from in-depth interviews for data collection, the authors used both non-participant observation and

participant observation by accompanying the public health professionals on their rounds while they visited patients' homes, and also observing health volunteers.

## Data Analysis

Data analysis was conducted immediately after the data reached a saturation point; at this point, the researchers started analysing and interpreting the data using an inductive approach. This consists of six procedures: (a) producing transcripts of the interview and reading them, (b) identifying potential theme categories, (c) gathering and comparing data from categories in this study, (d) brainstorming the session on how to link the categories, (e) using the linkage of relationships among the categories to create a theoretical module by constantly checking the models against the data, especially those involving negative cases, (f) the final step was presenting the results of the analysis using exemplars, such as quotes from interviews that explained and validated the theory (Bernard, 2006).

## Results

Then public health professionals and health volunteers in the in-depth interviews described their demographic details, such as sex, age, life experiences and positions. The minimum and maximum ages were 30 and 54 years, respectively, and their experience in community health was between 7 and 23 years. The positions of public health professionals at the district level—near Mahidol University, Thailand—known as the local level, comprised a medical physician, a nurse, a physical therapist, a public health officer and a health volunteer in the community (Table 1).

**Table 1:** General information related to key informants.

Case	Sex	Age (Year Old)	Experience (Years)	Position
A	Male	30	7	Medical physician
B	Female	43	15	Nurse
C	Female	41	13	Physical therapy
D	Male	53	22	Public health officer
E	Male	46	17	Health volunteer
F	Male	54	23	Public health officer
G	Female	38	10	Health volunteer
H	Female	42	14	Nurse
I	Male	45	16	Public health officer
J	Female	39	11	Health volunteer

The community health strategies in the context of globalization, by applying the Mahidolia Health Model, were then defined. The most important question was what is the view of the community health strategy in the global context by applying the Mahidolia Health Model? Answer: 'It is a psychosocial dimension under holistic health' (key informants A, B, D, E, G and I).

Given that the ideologies and concepts were thus proven in terms of the holistic health and SDH, the focus was then placed on the psychosocial dimension in which the principal question would be: Which ideologies or concepts do you think should be used to improve the community health strategy in the context of globalization by applying the Mahidolia Health Model? Answer: 'The ideology of this study should be that the Mahidolia Health Model is the main aspect of 'Mahidolia is the sign of loyalty and health' and I think that the holistic health and social determinants of health that are focused on the psychosocial dimension are concepts to be used for improvement of this topic' (key informants A, B, D, F and I).

Regarding the practices needed to enhance the community health strategy, the significant question would be: What practice do you undertake to improve the community health strategy under the context of globalization? Answer: 'The Mahidolia Health Model is practiced to improve it' (key informants A, B, D, F and I).

The public health professionals and health volunteers outlined the historical process for changing the context of globalization as applied to the community health strategy by using 'Mahidolia Health Model'. How does the historical process and conditions change the context of globalization to community health strategy by using 'Mahidolia Health Model'? Answer: The historical process started with the Admiral of the Fleet, His Royal Highness Prince Mahidol of Songkhla. He is not only 'The Light of the conservation of aquatic resources of Thailand', but he is also 'The father of Thai public health' and 'The father of modern medicine'.

His Royal Highness's doctrines are as follows: 'Our Soul is for the benefit of Mankind' and 'True success is not in the learning, but in its application to the benefit of mankind' which Thai people honour in aspects of the 'Mahidolia Health Model' (key informants A, B, C, D, E, F, G, H, I, J; Table 2).

All participants accepted the explanations about the Mahidolia Health Model by the principal researcher. They agreed that the activities in the Mahidolia Health Model had advantages for the community health strategy in the global context, especially the psychosocial factors affecting both mental and physical health. It was associated with holistic health and SDH, which gave the participants happiness, and it also had an indirect effect on good family healthcare.

**Table 2:** Questions and answers.

Question	Case	Answer
1. What is the view of the community health strategy under the context of globalization by applying the Mahidolia Health Model?	A, H	1.1 This view of this study is the feedback of community with family and country through happy family and happiness by using 'Mahidolia Health Model'.
	C, E, I, J	1.2 In my view, after one has experience in taking care of other people, they gain confidence in their ability to gain physical and mental health too.
	E, F	1.3 It is an excellent phenomenon to understand human beings by this ideology.
	A, B, D, E, G, I	1.4 It is a psychosocial dimension under holistic health.
2. Which ideologies and concepts do you use to improve the community health strategy under the context of globalization by applying the Mahidolia Health Model?	A, B, D, F, I	2.1 Ideology of this study should be the Mahidolia Health Model in the aspect of 'Mahidolia is the sign of loyalty and health'.
	A, B, J	2.2 Forgiving and Loving human beings.
	A, B, D, F, I	2.3 I think that holistic health and social determinants of health which focus on psychosocial dimension are concepts to use for improvement of this topic.
	C, E, G, H	2.4 My ideology is that this model helps to make decisions toward good health by using the Mahidolia Health Model, including harmony in diversity of this model. I believe that it should be used to improve this study.
3. What practice do you undertake to improve the community health strategy under the context of globalization?	G, H	3.1 I think that practice should use leader of community health strategy to improve it.
	C, E, J	3.2 This action of practice represented how to improve the community health strategy under the context of globalization in the present by using of 'Mahidolia Health Model'.
	A, B, D, F, I	3.3 The use of the Mahidolia Health Model is a practice to improve it.



## Discussion

It can be observed in the findings of this study that both the main objective and the specific objectives were successfully achieved. This study indicated that the community health strategy (Kreuter & Lezin, 2000) in the context of globalization by applying the Mahidolia Health Model comprised the psychosocial dimensions under the SDH (World Health Organization, 2007) and holistic health. These findings were derived from questions on the defined community health strategy in the context of globalization by applying the Mahidolia Health Model, methods and ideology. Regarding the vision, it is 'Think global, Act local'; the idea of 'Think global' was sparked from Mahidolia, a rare aquatic marine animal (Lall, 2017), linking it to the care and conservation of fish. Moreover, the Thai name 'Mahidolia' corresponds to the name of Admiral of the Fleet, His Royal Highness Prince Mahidol of Songkhla (Sopikul, 2010).

In local actions, the integrated application of a multidisciplinary approach involving social sciences, medicine and public health is operated in many districts under the context of globalization (Kaewanuchit, 2013). By using public participation, with an appropriate context in various sectors of the country, the operation of community health is more effective (Kawachi & Kennedy, 1999) and focuses on disease prevention and strengthening of the health status in various aspects. Especially, the dimensions of the perfectly healthy reflect a truly holistic health with advocacy and coherence (Boonnarakron, 2012). In other words, these are the total effects of health in all dimensions, namely, physical, psychological, social and cognitive. Furthermore, holistic health maintains the balance of the human body and arranges a suitable environment (Sopikul, 2020). These organizations are intelligence and wisdom leaders in their communities. Researchers, and participants who share this idea and provide practical planning for the health district office, promote the health of the subdistrict hospital's village health volunteers. In addition, when researchers served on the academic and research committee in the senate of Mahidol University (Sopikul, 2021), they undertook a project to strengthen the health of the elderly who comprise an annually increasing demographic. The increase also occurs in the community of fishermen who are marginalized and lack public health services. With his inspiration for the conservation of Mahidolia and with the support of local community leaders, the learning centre of Mahidolia was established in the Laem Sing district, Chanthaburi Province in which Mahidolia was found for the first time (Sopikul, 2010). The learning centre has been characterized with social and environmental

dimensions, including the restoration of the ecology of the area in which Mahidolia lives (Sopikul, 2010). Both the principal researcher and the other researchers encouraged the community to participate in the project and the community's work plan. Thus, they learned how to actually practice the Mahidolia Health Model so that it could be linked with both self-healthcare and family healthcare for the participants in the community. It is sport dance for the aging, which is a scientific body movement. It can be explained by the model 'Mahidolia is the sign of loyalty and health' (Sopikul, 2010). This model is easy to understand and can work for all places and times and for all ages, especially for the elderly who want to exercise with relaxation, joy and happiness. It is suggested that it is able to be used as an indicator for happiness in order to benefit family healthcare and form a community health strategy over time.

Recently, it found that wellness may be related to Mahidolia Health Model which was presented by the National conference of seven universities and National Research Council on July 3rd–4th, 2021, at Western University (Yealink online). This review article is titled 'Trends Wellness by Mahidolia Health Model for Thai Public Health under coronavirus disease starting in 2019 Situation' (Kaewanuchit & Sopikul, 2021). This review article presented trends of wellness by using Mahidolia Health Model. Similar to this study, it depicted the ideology of Mahidolia Health Model from sport dance for the aging people as a community health strategy under the context of globalization. It can be observed in this review article that wellness by the Mahidolia Health Model was associated with self-care, family healthcare and community healthcare as primary healthcare. Thus, it is possible that the practice of aging people engaging in sport dance as per the Mahidolia Health Model strategy to promote community health could also be linked to the concept of self-care, family healthcare and community healthcare, if people practiced it continually at community level. The core strength of this strategy is wellness.

There are several advantages of this study. First, for Thai people who love and care for their own health and that of their families, the Mahidolia Health Model is an activity at the centre of holistic health for which Thai people are respectful of the Admiral of the Fleet, His Royal Highness Prince Mahidol of Songkhla, in all aspects of the 'Mahidolia Health Model'. Second, this study will lead to a new project of strengthening the health of the elderly. Finally, regarding the community health strategy under the context of globalization (Labonté & Schrecker, 2007), applying the Mahidolia Health Model from the modest start of sport dancing for the aged (Sotthiphon & Sopikul,

2021) will lead to a grand project which has a psychosocial dimension under SDH (World Health Organization, The Commission on the Social Determinants of Health, 2008) and holistic health (Boonnarakron, 2012; Spoth & Greenberg, 2005). It should be noted that a lack of cooperation among participants because of shift work and a lack of support from the Thai government formed a limitation to this study.

## Conclusion

The community health strategy in the context of globalization by applying the Mahidolia Health Model comprised the psychosocial dimensions under the SDH including holistic health. It was applied from the modest start of sport dancing for the aged. It is the total effects of health in physical, psychological and social dimensions. Participants agreed that the activities in the Mahidolia Health Model had advantages for the community health strategy in the global context; especially, a psychosocial dimension under the SDH. It is recommended that it should be used as an indicator for happiness to benefit family healthcare and form a community health strategy in the other health communities.

## Competing Interest Statement

All authors have read and approved the manuscript and take full responsibility for its contents. No potential conflict of interests was reported by the authors.

## Ethics Approval and Consent to Participate

This research was accepted by the Human Ethics Committees from Sisaket Provincial Public Health Office, Thailand. The human ethics code was SPPH. 2019-014.

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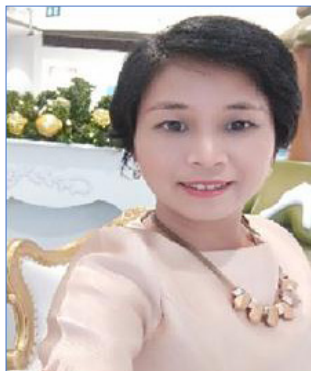
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Her research paper published in *Pertanika Journal of Social Sciences and Humanities* was awarded the best research publication which was selected and highlighted in the *Asia Research News* magazine in 2016.

In addition, she was won the excellent researcher award from 2015 to 2019, at Phranakhon Si Ayutthaya Rajabhat University, Thailand. She is also the recipient of research funding from Canada, Thailand, and Malaysia.

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After Ph.D., he worked as instructor at a famous government university in order to pay back the advance loan he received from the Thai government for his Ph.D.

Simultaneously, he also works as a consultant Sub-district Health Promoting Hospitals and District Public Health



Office, Thailand. In addition, he is a private consultant, a secretary of Council of Community-Public Health.

He is also a consultant with the municipality, Sub district Administrative Organization and Thai Federation of Organic Agriculture (Chanthaburi province). In the academic front, he is a peer reviewer for international journals.

His main expertise lies in Public Health, Asian studies, Criminal Justice, Mahidolia Health model. He received many patents for either designs or innovations and Copyright.

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**Prachern Silawan**, male, 52 was born in Thailand in 1969. He received the B.PH., M.PH. and Ph.D. degrees from Mahidol University (Medical and Health Social Science), Thailand, in 1996, 2004, and 2016, respectively.



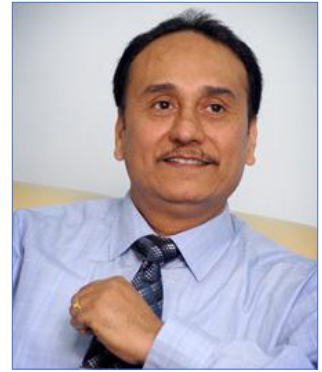
His main areas of research interest are social science, public health, aging, anthropology, health economic, traffic accident, administrative organization, qualitative methodology, anthropology of infections and chronic diseases and HIV / AIDS.

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His main areas of research interest are environmental issues, and English language studies.

Professor Kanwal is a Fellow of the Royal Society of Arts (FRSA), United Kingdom, a Life Member of the British Institute of Management (BIM), United Kingdom, an Associate Member of the Marketing Institute of Singapore (AMIS) and an Associate Member of the Australian Institute of Agricultural Science and Technology (IAIST).

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