

**TITLE : DEVELOPMENT OF HEALTH PROMOTION MODEL IN WORKING-GROUP
FOR CONTROL BODY MASS INDEX (BMI) BY NORM,
HEALTH PROMOTION CENTRE REGION 7 KHONKAEN**

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The prevalence rate of obesity is higher. It is important to increase the risk of Chronic Disease. These cause by food consumption and exercise habits those are not appropriate. The trend of new diabetes rate is now increase. Purposes to :1.study obesity situation and best practice of health promotion model in working-age that can reduced new case diabetes, by norm. 2.study development process of health promotion in working- age for control body mass index (BMI), bynorm. Target group : local government , community leaders, health volunteers, people, public health officer and the research team. Study area are in 4 provinces, health area7. Study during October 2017- June2018. Collecting data by group discussion, in-depth interview, take lesson learned from the study area. Methods : 1.Study obesity situation. Select the best practice area that can reduced new case diabetes rate. Take lesson learned to be regional health promotion model in working-age for control BMI. 2. Study the regional health model by using norm, pattern of developing. 3. Develop regional health promotion model to be provincial model for control BMI and operation.

Research finding were found : 1. The obesity situation in health area7, obese people who BMI is more than normal value($>22.9\text{kg/m}^2$). is 56.5%, and waist circumference rate ($>80,90\text{cm.}$) is 44.2%. Best practice model that select is Rongkum subdistrict, Kalasin province. It is the regional model of health promotion model in working-age for control BMI. 2. Developing regional model to be provincial model of health promotion for control BMI in working- age by using norm. This model consist of 6 main activities : 1) Obesity monitoring in risk group by body-weigh and waist-circumference 1/month 2) community agreement ; use herbal-drinks instade of sweeten-drinks in merit and have vegetable everyday. 3) follow up risk group 1/month and consult DPAC 4) set place and exercise 5 days/week 5) search for health model and exchange lifestyle practice 6) improve activity/ project plan for developing 1-2/year. 4. Opreation by expanded developing model in 4 provinces 16 districts by using participatory processes. Recommendations 1. Study the result of developing model in 16 districts. 2.Developing surveillance obese system by community.