

Harnessing **EVERYTHING**

At your Disposal

For Change



5 JOURNEYS

Towards improving
the quality of life

in Thailand

Our Five Journeys

1. To Reduce Births
2. To Reduce Deaths
3. To Reduce Financial Dependence
4. To Reduce Poverty
5. Cheerful Revolution

Guiding Principles:

- **Be innovative**
(think outside the box)
- **Take no as a question**
- **Find reliable allies**
- **Empower your target audience**

and ensure sustainability

1st Journey:

Reducing Births

Addressing the rapid population growth



1970s

7 Children
per family

3.3%

Annual population
growth rate

Women wanted to use the pill



Only from
doctor



One doctor available for 110,000 women

Followed by nurses and midwives

Nurses and midwives
trained to prescribe the pill

But covered only
20% of villages

The other 80% ?

We asked village women
whom would be their choice
to distribute contraceptives

ANSWER:

Women Shopkeepers

**So we pioneered
a community-based
contraceptive distribution
network**

**by training village
shopkeepers to supply
oral contraceptives**

Village family planning volunteer



Eventually, 100% of villages covered

**This was the first time
a country had launched
a community-based
contraceptive distribution
system in rural areas**

**and was later adopted by Thailand's
Ministry of Health in its national
network of health volunteers**

Contraceptives at the Floating Market



10% off
for pill users



**Village hair dresser also supplies
condoms and birth control pills**

Dressmaker and family planning

Also 10% off
for pill users



Using

both *Art*

and *Science*

Family Planning Buffalo



For rent at half price

FP Pig Breeding Service



Free mating for those practicing family planning



Non - Pregnancy Microcredit

Does Buddhism oppose family planning? (VS Philippines)



“Birth causes suffering”

Quotation from the Buddhist scriptures



Prayer fans
for monks

Buddhism supports family planning

Buddhist monk blessing contraceptive pills with holy water



320,000 teachers

trained in 5 years to help promote family planning



**More
allies**

**Teachers' Condom Blowing Competition
to reduce embarrassment**

Family Planning Snakes and Ladder Game



We invented a new **family planning alphabet** and a **family planning song** for **primary school children** to sing after raising of the national flag.



Condom water balloons relay



Between 1974 and 2015

Children
per family

7

1.5

Population
growth

3.3 %

0.4%

2nd Journey:

Reducing Deaths

**HIV/AIDS hit Thailand
in mid 1980s**

Government Reaction ?

~~**denial!**~~

Media coverage prohibited

We took **NO** as a question

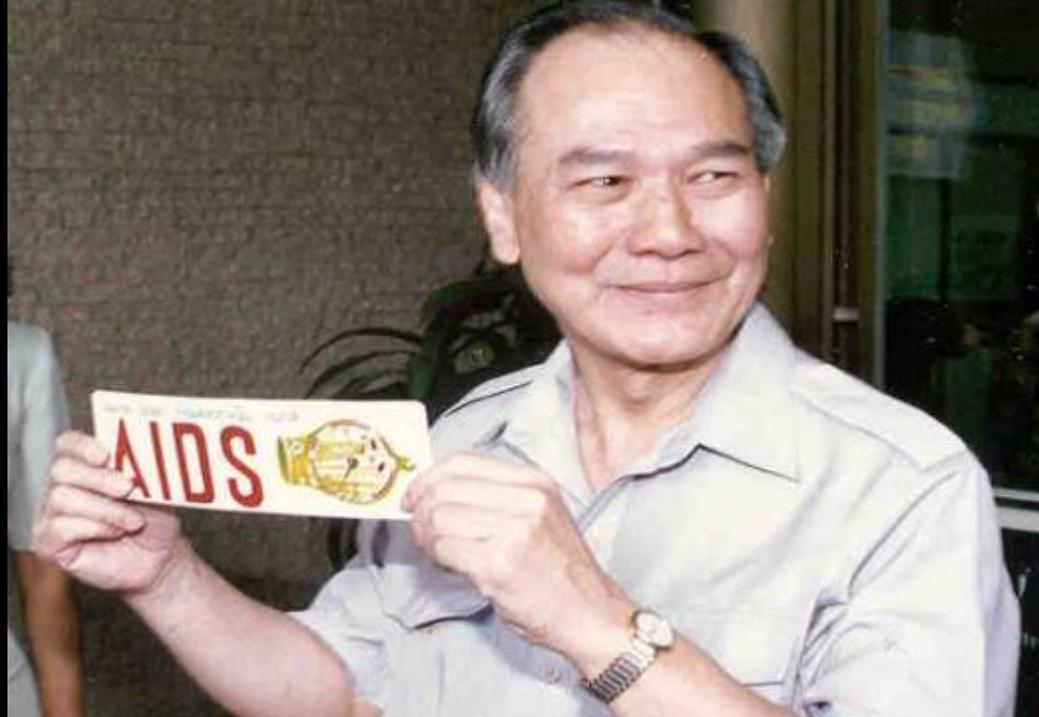
and found a new ally :
Commander in Chief of the Thai army



**More
allies**

**To use the military's 300 radio stations
and 2 television networks**

1991: New Prime Minister assumes lead in fight against HIV

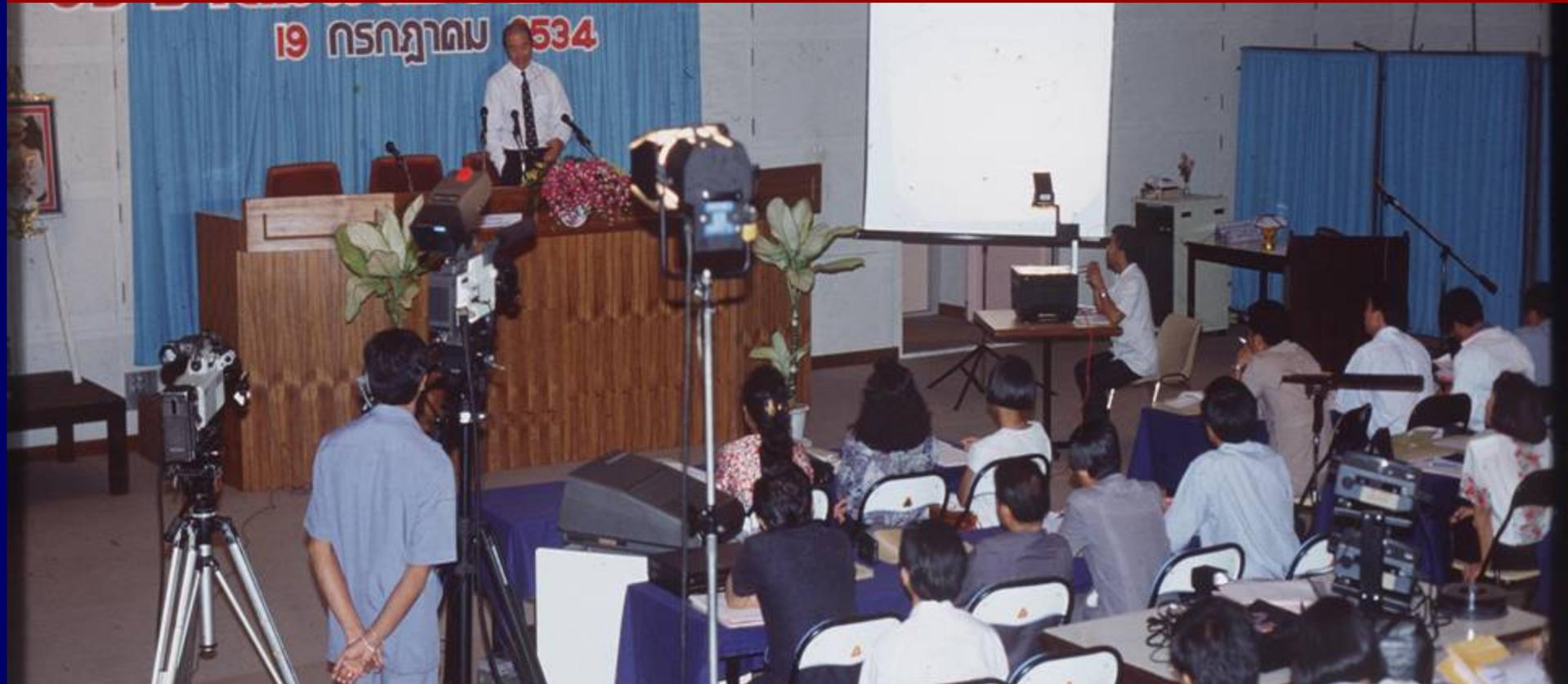


Mechai became member of cabinet

50-fold increase in Government
Budget for **HIV/AIDS**

Radio and TV announcers trained

New education approach adopted by Government



Compulsory 30 second HIV/AIDS educational spot
during each hour of broadcast
(488 radio & 6 TV stations)

Private sector

ideas

through the

government

Participation of companies

“Sick staff don’t work,
Dead customers don’t buy”



AIDS safety tips printed by companies

2534

คู่สาม	พหุคูณ	อันรวม
1 2 3 4 5	1 2	2 3 4 5 6 7
7 8 9 10 11 12	4 5 6 7 8 9	9 10 11 12 13 14
14 15 16 17 18 19	11 12 13 14 15 16	16 17 18 19 20 21
21 22 23 24 25 26	18 19 20 21 22 23	23 24 25 26 27 28
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2535

คู่สาม	พหุคูณ	อันรวม
1 2 3 4	1	2 3 4 5 6 7
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13 14 15 16 17 18	10 11 12 13 14 15	16 17 18 19 20 21
20 21 22 23 24 25	17 18 19 20 21 22	23 24 25 26 27 28
27 28 29 30 31	24 25 26 27 28 29	30 31

ไอเอส

ด้วยความปรารถนาดีจาก

ธนาคารกรุงไทย
บริษัทธุรกิจเงินฝาก

ด้วยความปรารถนาดีจาก

เอวอน



ไอเอส สิ่งที่คุณควรระวังเกี่ยวกับโรคเอดส์

1. โรคเอดส์เป็นอันตรายถึงชีวิต ขณะนี้ยังไม่มียาป้องกัน และการรักษาให้หายขาด
2. โรคเอดส์ ติดต่อกันได้ 2 ทางใหญ่ ๆ คือ
 - 2.1 ทางกรรมวิธีสัมพันธ์
 - 2.2 ทางเลือด เช่น ใช้เข็มฉีดยา กระบอกฉีดยา ร่วมกัน ใช้มีดโกนโกนหนวด และมีการทำเป็นเอดส์ สามารถถ่ายทอดไปสู่ทารกในครรภ์ได้
3. โรคเอดส์ ไม่ติดต่อกันโดยทางสัมผัสธรรมดา เช่น การจับมือกัน การใช้น้ำดื่มร่วมกัน การรับประทานอาหารร่วมกัน การใช้ห้องน้ำเดียวกัน การว่ายน้ำในสระเดียวกัน การใช้โทรศัพท์ร่วมกัน และไม่แพร่เชื้อโดยุง
4. ทุกคนไม่ว่าติดเชื้อเอดส์หรือไม่ติดเชื้อสามารถอยู่ร่วมกันในสังคมได้โดยปกติสุข

ป้องกันโรคเอดส์โดยใช้ถุงยางอนามัยทุกครั้งที่มีเพศสัมพันธ์และไม่ใช่เข็มฉีดยาร่วมกับผู้อื่น

แม้จะตรวจพบว่าติดเชื้อเอดส์ก็ไม่ควรท้อแท้หวง เพราะยังมีชีวิตปกติสุขไปได้อีกนาน

สมาคมพัฒนาประชากรและชุมชน
ร. 4/2017 12 ถนน 10110 โทร. 2540088
5/31 ถ.วิภาวดี กรุงเทพมหานคร

อภินันทนาการ จาก

บริษัท อเมริกันอินเตอร์เนชันแนลแอสซิวแรนซ์ จำกัด (เอไอเอ)

เพื่อส่งเสริมการศึกษาแก่เยาวชนไทย

AMERICAN INTERNATIONAL ASSURANCE CO., LTD.
บริษัท เอไอเอ จำกัด

AIA

กว่า 50 ปีรับใช้ชีวิตไทย

HIV/AIDS education in educational institutions.



University students trained
to help secondary school students
who in turn help primary schools



AIDS day at school **organized by student safe sex teachers**

Primary School children distributing HIV leaflets and condoms in villages



Condoms Everywhere



Shopping malls and banks



Sky train

Nightclub

Captain Condom (Harvard MBA) Miss Condom Pageant in tourist spots



Free Condoms with Petrol



Condoms Available Everywhere



At bus stops

Condoms Available Everywhere



At toll booths

Condoms and pills in taxis



“Cops and Rubbers”



Traffic Police giving out condoms

1991 - 2003

New HIV Infections

Declined by 90%

(UNAIDS)

7,700,000

lives saved

(The World Bank)

**As of the end of 2017,
(since 1991)**

10,000,000

lives had been saved

(according to the World Bank)

The cost of
inaction

would have been
catastrophic

3rd Journey:

Reducing Poverty

By partnering

Villages with

companies

This endeavor aims to

Empower the
community

and to

turn the poor

into

(barefoot) entrepreneurs

Self esteem:
Tree planting in exchange for
financial assistance from companies



100 baht per tree (US\$3) – 10,000 trees for US\$30,000

Village Development Bank



Deposits earn 3%
and interest on loans at 1% per month

Flowers from fish scales



Crab meat processing and cold storage



Straw Mushrooms marketing



Villager business from **Micro loans**



Flowers

Village water bottling plant





New business venture



Village water sellers

4th Journey:

**Reducing Financial
Dependence on Donors**

By Establishing

Social Enterprises

(Business for Social Progress)

**to provide opportunities and
basic necessities for the poor**

beginning in 1975

5th Journey: Reducing Ignorance

A Cheerful Revolution in Rural Education

**By establishing
the Bamboo School**

School entrance

โรงเรียนมีชัยพัฒนา



Bamboo School



**A school to foster future changemakers
and Social Entrepreneurs**

and make the school

a genuine Lifelong
Learning Center

for all Members
of the community

and become a **gateway**

**for Social
and economic
advancement**

in surrounding communities

Students help to
manage the School

led by

A Student Government

and student committees comprising
students from all grades

Developing leadership skills



Student Government meeting



Students presenting activities to Ministers visiting the school



Musical welcome for guests



All purchases done by students



Audit committee



Students interviewing and selecting incoming students



Students interviewing teacher



Sample lesson

Experiencing life in a wheelchair



Empathy

Learning to support and respect others

Understanding hunger



Knowing how 500 million people feel

Growing vegetables in cement rings

Using little land, little water, little labour



Student business: mushroom bag production



High income Beansprouts



Hydroponic Vegetables





Grade 7 students growing melons

Grapes



Student water jar making



Thinking of saving rainwater



Delivering company sponsored water jars given to elderly villagers





Grandmother and grandchildren in her care

Tissue Culture Lab



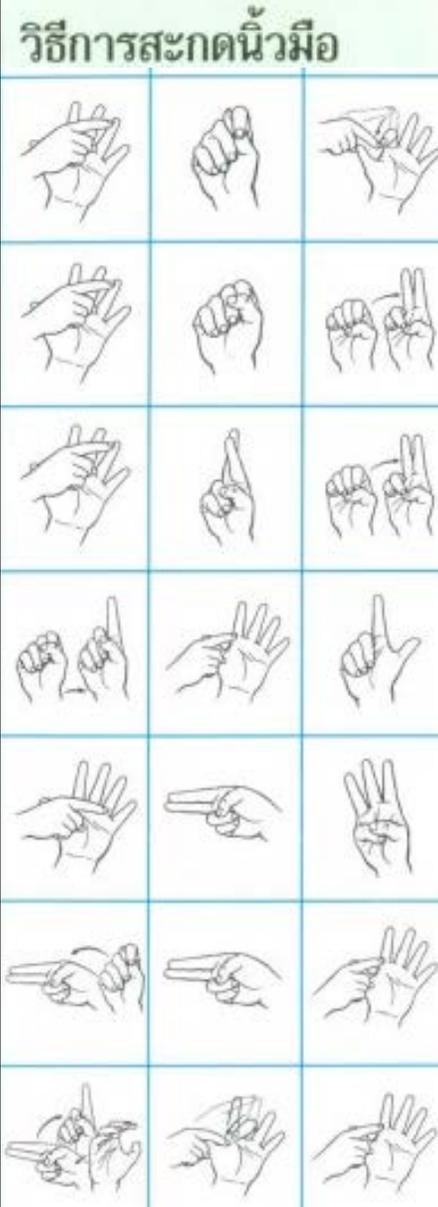
Student operated tissue culture





Bananas from Tissue Culture Lab

Empathy: Learning sign language



Vegetable farm for deaf students



Tissue Culture Lab at Surin School for the Deaf



Helping wheelchair bound people to become social entrepreneurs



Wheelchair agriculture in schools for students with mobility disabilities







Dental hygiene training



For primary schools

Parents and students

both pay school fees

by performing **400** hours

of community service per year

and planting **400** trees per year

Students preparing food to be distributed weekly to hospital patients



Providing food to hospital patients weekly





Weekly music for hospital patients



**Bamboo School
Lifelong Learning Center**

Vegetable growing training for Elderly



Students helping community members to generate income





School as Country Club for Elderly

Elderly woman growing vegetables in baskets at home



Food and Income Security

Elderly – Youth Buddy Program

Training elderly villagers in vegetable growing and providing loans



From School to Community



Village Vegetable Plot

Village SDG Demonstration Farm for Elderly



Over the last 7 years,
the Bamboo School has helped
240 schools to become
platforms for social and
economic empowerment in
communities surrounding the
school. *With financial resources
from the private sector*

Khao Pho Tong School, Chonburi Province



School Poverty Eradication Farm

School Social Enterprise



Nong Pra Doo School, Chonburi Province



ฝึกอบรมะ

20
บาท



ผักบุ้งปลอดสาร

โรงเรียนบ้านหนองเสม็ด
ติดต่อสั่งซื้อ



ข้อมูลเพิ่มเติม
โรงเรียนบ้านหนองเสม็ด สพป.ชลบุรี เขต2

ครูวี : 090-8788915
ครูนา : 098-4979901

Ban Nong
Samed School



Ban Ta Klong School, Pattani Province



Melons grown by wheel-chair bound students



Proud melon owners



Students briefing the Prime Minister



Food and Income Security for the Elderly

Vegetable Farm at Temple

โรงเรียนมีชัยพัฒนา



Mechai Bamboo School







Temple Food and Income Security for the Elderly



Vegetable farm expansion



Vegetable farm expansion



Turning unutilized temple land into a food production center run by the abbot and the elderly



The elderly staying active



The elderly do not have to bend



Raised vegetable beds away from weed and flood

Holistic Elderly Care: Nutrition, Physical Well-being, and Mental Health at the Temple



Average **additional** monthly
income per elderly family
from vegetable growing

1,500 baht

Compared to
600 baht monthly
government pension for
the elderly

Feelings of the elderly at Nonsuwan Temple towards the project



The elderly feel happy as the activity provides meaning and a chance to socialize with friends.

They are able to smile and no longer feel lonely. They also earn extra income from growing vegetables at the temple. The abbot is most compassionate.

Temple Elderly Housing





The elderly and villagers began laying foundation





Bamboo School students assisting during construction





Bamboo School students learning about construction



The first building was completed



Each building will have 6 rooms
with en-suite bathrooms



Two elderly
per room
occupy 6 rooms

Nursing station for nurse visit



Monthly nurse visits to the temple for elderly health check-ups



Thailand has 40,000 temples that can play a key role in improving income and food security for 20 million rural citizens.





The Food and Income Security For Poor and Elderly District Hospital Patients

Lamplaimat District, Buriram Province

Hospital vegetable farm



Hospital vegetable farm





At the hospital after 1 month.....



Patients and relatives can buy organic vegetables at the hospital





BBC UK and PBS America interviewing sick and poor elderly in the Food and Income Security Project for Elderly



Homeward Bound For Prisoners



Food and Income Security for Soon-to-be-released inmates (5 families)





Bamboo School students helping to set up the vegetable farm





At inmates' home





Inmates' children collecting mushrooms

Our new partnerships

Bamboo School

Others Schools

Temples

District Hospitals

Tambon Health Centers

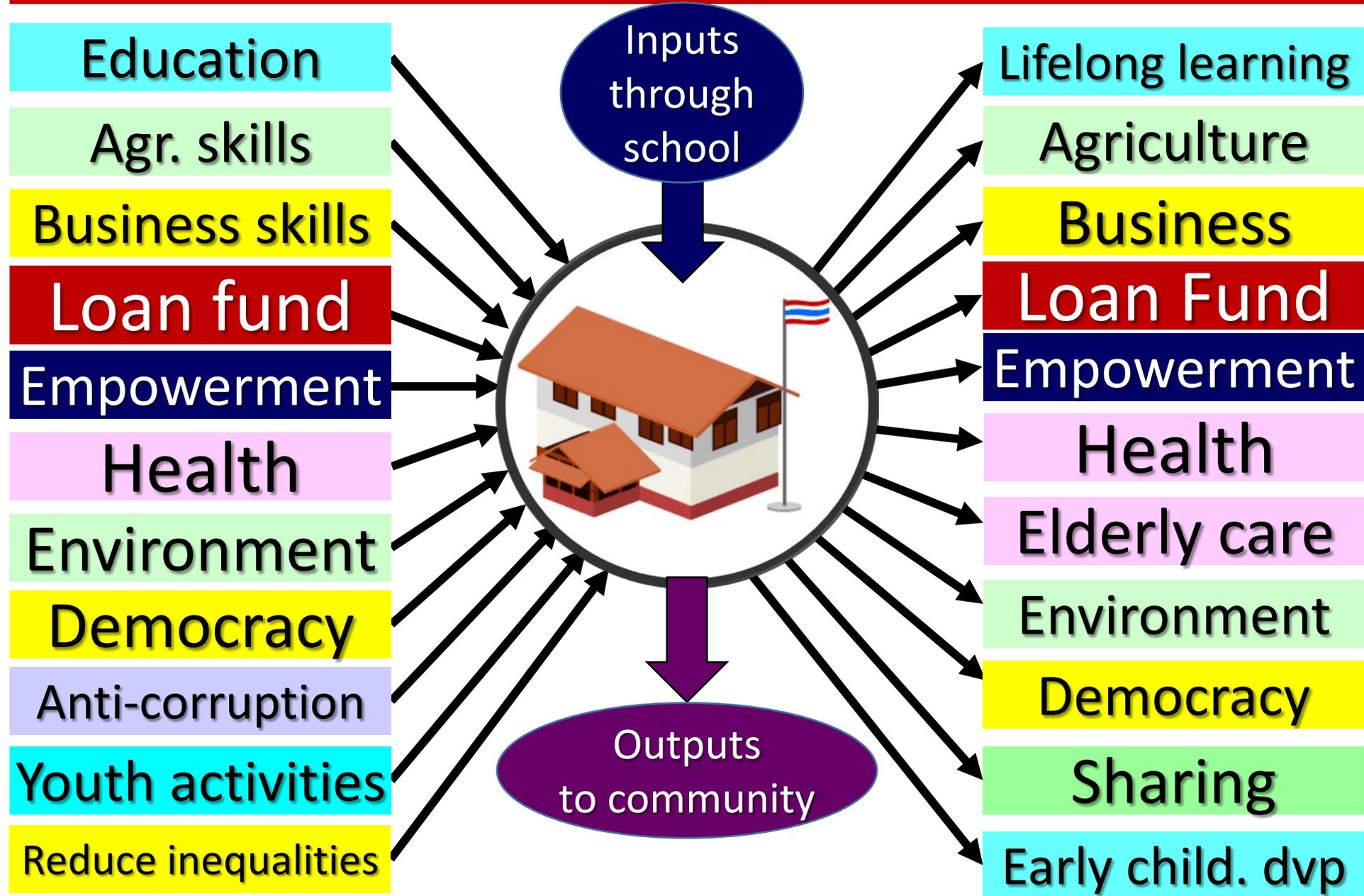
Village Health volunteers

Teenage mothers

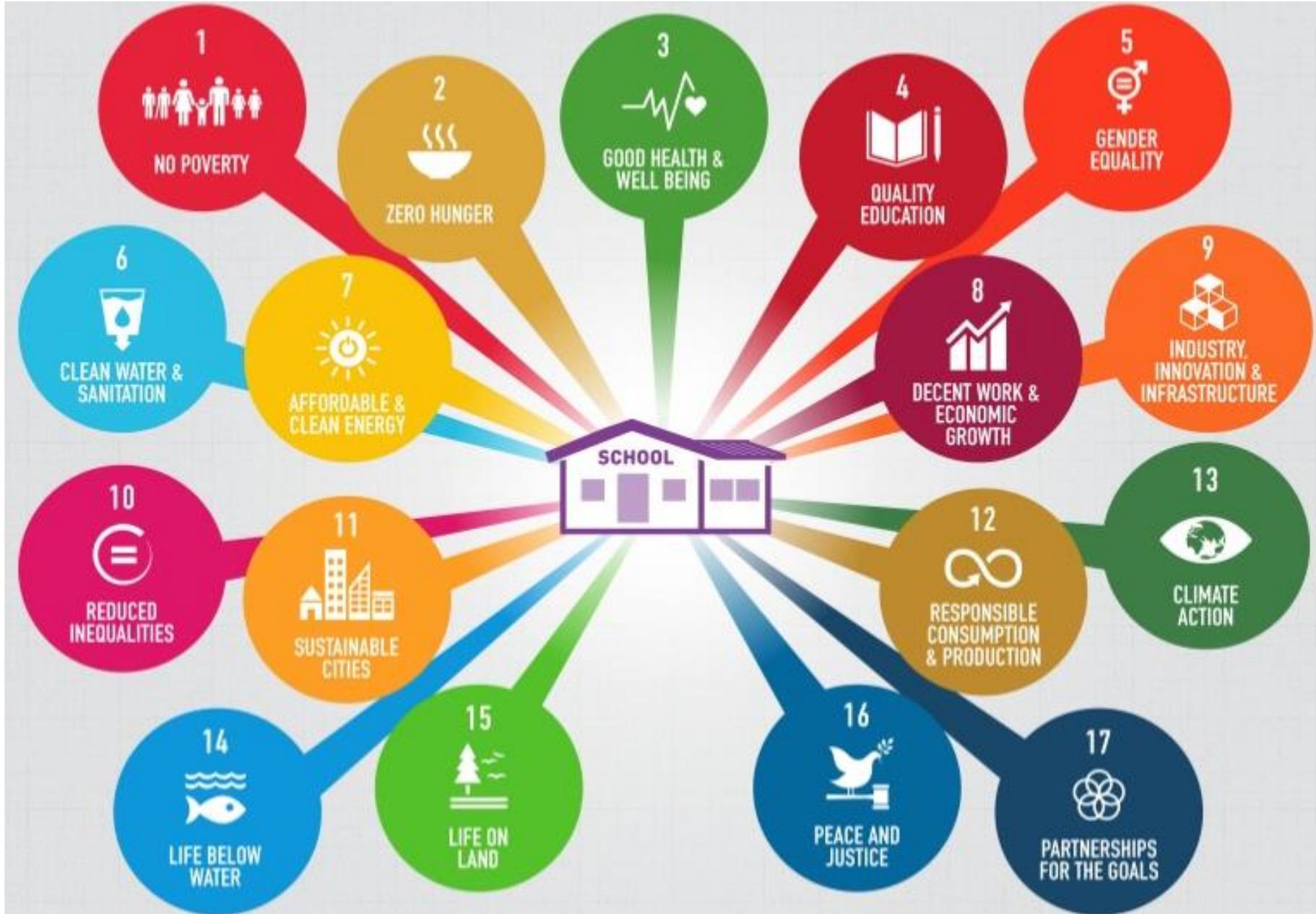
Prisons



School as Gateway for Change



Bamboo School as a Gateway for the SDGs



**Although we fully support the UN's SDGs,
we believe that Thailand needs
4 additional goals:**

**18 Empathy and
Sharing**



19 Rule of Law



and democracy

20 Honest



**and no
corruption**

**21 Family
Security**



The United Nations Population Fund (UNFPA) made the following statement in September 2017:

“The Bamboo School is one of the world's most innovative schools.”



*“The UNFPA recognizes
the work and philosophy
of the Bamboo School in addressing
inequalities in all contexts:
gender, socioeconomic,
access to health and public goods, and
so on -- so that **all human beings,**
in particular women and girls,
have an equal chance
at **fulfilling their potential.**”*

Please visit our
Bamboo School



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