

การพัฒนาแนวคิด กลยุทธ์และแผนการดำเนินงานโครงการรณรงค์และกิจกรรมเพื่อวิทยาเขตสุขภาพ

(Healthy Campus)

Abstract: This report is a qualitative research of which having purposes to study Thammasat University students and staffs' healthy behavior in terms of health problems, quality of life, causes of hygienic problems and to propose resolution of those troubles. Population of the research are consisted of TU staffs in all levels, undergrad students and some of relative agencies from community nearby the Rangsit campus, i.e. private dormitories, shops and entertainment venues. Data is complied by various research methodology including focus group, in-depth interview and observation in order to set up policy strategy and master plan of campaigning to become the healthy campus.

ชำนาญก หอสมุด