

# Factors affecting the success of consumer protection group leaders in increasing the number of accredited pharmacies in regional areas in 2009

## ABSTRACT

Srithiphong R, Intaraprasong B, Patara-achachai J. Factors affecting the success of consumer protection group leaders in increasing the number of accredited pharmacies in regional areas in 2009. J Pub. Health Dev. 2011;9(3): 272-86.

This cross-sectional explanatory research analyzed the success of and the factors affecting the implementation of the accredited pharmacy policy at the regional level in 2009 by the chiefs of Consumer Protection Groups in provincial Public Health Offices in Thailand. Data were collected from 40 leaders of Consumer Protection Groups using a questionnaire and from in-depth interviews with four of these leaders. Descriptive statistics were used to explain the characteristics of the study variables.

The results show that the characteristic for the implementing agency was ranked highest. Next was the clarity of the accredited pharmacy policy, followed by the disposition of implementers, interorganizational communication, enforcement activities and resources, respectively.

Recommendations following from this research are as follows: the FDA and the Pharmacy Council should revise the details of the accredited pharmacy policy and the format or level of pharmacy standards. They should investigate the motivation of and the process for motivating entrepreneurship among pharmacists.

**Keywords** Policy implementation Accredited pharmacy Consumer protection group