

## Public Policy Advocacy for the Development of Quality of Life of Low-Income People in Local Administration Organization in Sa Kaew Province

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### Abstract

**Background and Aim:** Public policy advocacy is crucial for shaping laws and regulations that reflect the needs and rights of communities. It empowers citizens and organizations to influence decision-making and drive meaningful social change. This research aimed to 1) study key composition and indicators of policy advocacy for the development of quality of life, 2) create and develop a pattern of public policy advocacy for the development of quality of life, and 3) evaluate the propriety of pattern of public policy advocacy for development of quality of life.

**Materials and Methods:** This Quantitative Research has been divided into three phases. Phase 1: Synthesis of compositions of public policy advocacy for the development of the quality of life of low-income people. The second phase is to develop a pattern of public policy advocacy for the development of the quality of life of low-income people. And the third phase is to evaluate the propriety of public policy advocacy for the development of the quality of life of low-income people. The author used methods of Taro Yamane (Yamane, 1973) with a 95% confidence interval and 0.05 of information error. The sample group was 400 people. For the data analysis, the author used percentages, mean, and standard deviation.

**Results:** The pattern of public policy advocacy for development of quality of life of low-income people that has been developed is MAIPSC SMART which includes improvement in six aspects 1) management 2) analysis of the potential of local government organizations 3) improvement and development of standards 4) improvement and development of standards 5) supporting factors and 6) communication of policy factor. The result of the propriety evaluation utility was at the highest level in every aspect.

**Conclusion:** There should be guidelines for the development of public policy advocacy to improve the quality of life for those with low income via state welfare cards by bringing 6 components to run the policy campaign along with other related public organizations to create integration of work processes.

**Keywords:** Public Policy Advocacy; Public Policy Advocacy Low-income People, Quality of Life

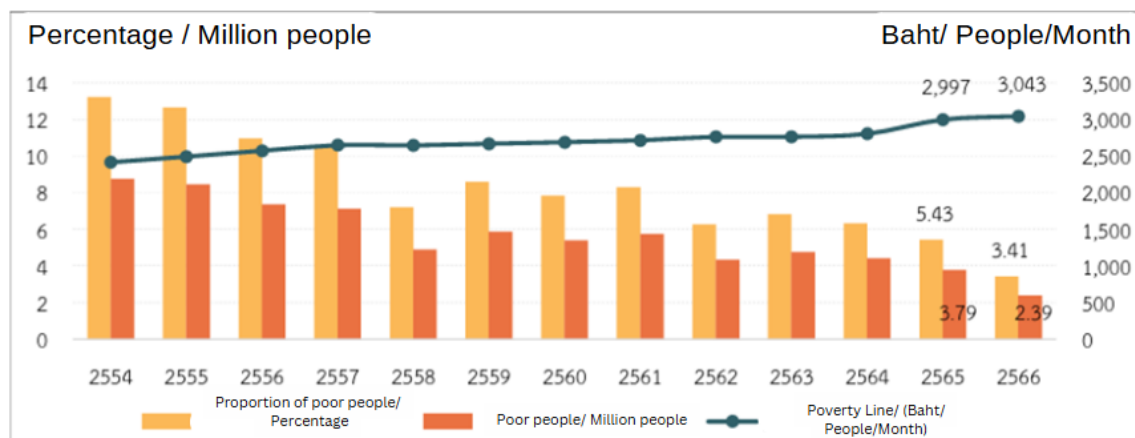
### Introduction

The situation of poverty in Thailand is an issue that every government pays attention to its a solution. Even the poverty situation in Thailand is decreasing yearly, according to the conclusion report of the poverty situation in inequality in Thailand, year of 2017, from the Office of the National Economic and Social Development Council, which has been made yearly by the Office of Database Development and social indicators since 2010. The aim is to indicate current poverty issues and inequality, including an analysis of the situation in Thai society (The Secretariat of the Prime Minister, 2022)

Solving the poverty issue and inequality in society is one of the national strategic policies that the government focuses on, and it has been running continuously. The measure of state welfare is another solution to the issue of poverty. The state welfare policy was then established by Prayut Chan-o-cha's government as Thailand's Prime Minister and Head of the National Council for Peace and Order on June 14<sup>th</sup>, 2017. The aim was to provide for people with an income under 30,000-100,000 baht per year. If any individual registers and is eligible to receive the state welfare cards, they can use the card to buy food and necessary goods at any stores that are in the campaign.

"Targeted poor" in Thailand refers to poor people who need urgent support. They are those who were in the survey from the Government Data Catalog, Community Development Department, Ministry of

Interior, 2024, and identified by the multidimensional poverty index as poor people. For register-based data, it was from the information of registrants of state welfare, the Ministry of Finance. The 2024 information was the integration of the Government Data Catalog in 2023 and state welfare card information in 2022. (Thansettakij online, 2023)



**Figure 1** Poverty line, Proportion of poor people and poor people 2011-2022

The poverty situation in Thailand tends to be continuously improving. The number of poor people was 3.79 million in 2022 and decreased to 2.39 million. The result equals the decrease of 3.41 percent compared to the previous year, which was at 5.43 percent. The improvement of the situation was the effect of agricultural economic expansion, which was the part where most of the group population is from. (Office of the National Economic and Social Development Council, 2023)

This state welfare was established to help every group of Thai people who lack opportunity, so they can receive help and be equal in every aspect. Or as the former Prime Minister stated that he would never leave anyone behind and would proceed to take all Thai people to step away from the trap of poverty and bring everyone to equality in every aspect. The policy of national transformation not only helps primarily to decrease daily expenses of those with state welfare cards, but there are various other welfare programs that the government would fill in for what Thai people lack. The government stated that October 1, 2017, was the first day that state welfare cards would be enforced (Thairath online, 2017). There were 11.4 million people who received state welfare cards and registered with the Ministry of Finance so they could establish proper measures for sustainable quality of life for people in the future and improve the efficiency of state welfare and public assistance (The office of Spokesperson, the Secretariat of the Prime Minister, 2018)

Therefore, with the government's purpose of solving poverty issue and decreasing inequality while improving quality of life for the people, they announced public policy with governance by creating interaction among public organizations, private sector, and the people to collaborate and solve societal issues, including creating more opportunities for the benefits of the people who own sovereignty. It also includes the budget for public services under the principle of supporting stability in quality of life, along with its evaluation. That phenomenon not only happened in central government administration, but also influenced those organizations in local authority (Yavaprat and Whangmahaporn, 2009). Policies that have been approved by the council or authorized in various projects and activities that are in alignment with people's needs should be enforced. The organization that can directly provide activities or services for people is a local authoritative organization. They can establish projects and legal activities for the community and society.

The issue of poverty and inequality is complicated and relevant in various dimensions. Therefore, the solution needs to focus on seeing this as connected pieces in both economics and society. The management must be provided equally and thoroughly, including advocacy that leads to a solution must be

collaborative at both local and policy levels for the establishment of a policy that solves the problems directly.

Implementation of policy, plans, or projects is public administration, which aims to develop the quality of life and provide opportunities for people to access state welfare equally and thoroughly. It follows the concept of democratic governance and aims to eliminate poverty and inequality. It leads to the agenda of the state. Therefore, the goal of this research was to present the feedback that leads to suggestions for policy making, including practical suggestions to properly develop the quality of life of low-income people through state welfare cards. It can decrease the issues of social inequality and create economic equality, especially by eliminating poverty with sustainability.

## Objectives

- 1) To study compositions and indicators of policy advocacy for the development of the quality of life of low-income people in the local administration organization in Sa Kaew province
- 2) To create and develop a pattern of policy advocacy for the development of the quality of life of low-income people in the local administration organization in Sa Kaew province
- 3) To evaluate the propriety of the pattern of policy advocacy for the development of the quality of life of low-income people in the local administration organization in Sa Kaew province

## Literature review

### 1. Public policy concept

According to the analysis of content regarding the meaning of public policy from concepts of scholars around the world in different aspects, it was found that there were some scholars who have provided the meaning of public policy in various contexts, but all imply the same direction, which will be presented as follows.

The public policy means the allocation of benefits or values for society. And such activities of the political system will be preceded by individuals with the authority to give orders. And what the government decides to do or not to do about Easter is the result of social value allocation. However, Easton indicates that there is a relationship between policymakers and people in society. And every decision-making for any policy should consider values and people's beliefs as priorities (Easton, 1953)

Stated that public policy means activities provided by the government, which cover all public activities, for example, education management, welfare management, and public infrastructures, requirements, and regulations that control any activities by individuals or legal persons. It also includes the work process of public organizations, such as police patrol, price control, medicine and food selling, etc. (Sharkansky, 1970)

The public policy means what the government chooses to do or not to do. Therefore, what the government chooses to do covers all activities, including those with frequency and those that take place occasionally. For what the government chooses not to do, Dye considered that as public policy as well. For example, the government in a country canceled the policy for military enlistment. That is the way of saying that the government does not require all eligible male citizens to be in the army, but to accept those who are willing to participate. (Thomas, 1978)

In conclusion, public policy is the authoritative allocation of values for the whole society. What the government decides to do or not to do is the result of value, intention, or a belief of what is superior or more appropriate. Therefore, the government chooses whether or not to do it for the whole society. The government will enforce its legal authority via a political system that is rightful, and it allows the government to set policies, for example, buying military battle tanks to support the force, building double-track railways, or increasing salaries for civil servants. However, the government must prioritize what is more important based on limited resources and can choose what not to perform for other reasons, too.

### 2. Concepts related to enforcing policies into practice

Establishing a study framework of policy practice can be decided based on significance and previous policies that have been applied without in-depth details on the mechanism and reasoning. Therefore, there was one issue that was found, the study should focus on the results of policies, not the output or outcome of the project, which is already purpose of the work process. (Winter, 2003)

The term “policy implementation” has been defined by many scholars from various perspectives. Implementation is an important stage of the policy-making process. It means the execution of the law in which various stakeholders, organizations, procedures, and techniques work together to put policies into effect with a view to attaining policy goals (Stewart et al., 2008). Implementation can be viewed as a process, an output, and an outcome, and it involves several actors, organizations, and techniques of control. It is the process of the interactions between setting goals and the actions directed towards achieving them (Pressman & Wildavsky, 1973).

Stated that applying policy into practice is the study of finding mechanisms that can transform policy in the paper into practice or action. It also includes the consideration of what unit or organization will answer to the policy and enforce it. However, seeking for mechanism or organizations to pioneer the practice of policy will affect directly on success or failure towards the policy and there are following steps (1) Assigning policy to related organizations to analyze and establish missions (2) Establish strategy that is in alignment with the public policy (3) Local or sub organizations apply core strategy into their strategy, purpose, and indicators (4) Create projects that response to certain strategies. (Kenaphoom, 2016)

In conclusion, factors for success or failure in applying policies into practice rely on the following factors: the aspect of policy, the purpose, political feasibility, technical possibility, resources, organizations that will enforce the policy, attitude of the pioneer team, and interaction among related mechanisms etc.

### Conceptual Framework

For this study, the author used the framework from the study of concept idea, theories that are related to the public policy concept, and the implementation of public policies to improve the quality of life of low-income people. The author synthesized the composition of participation following the ideas of scholars: Thomas (1978), Sharkansky (1970), Kenaphoom (2016), Chaisiri (2023), Hayeearong (2021), Leksansern (2017), and Amornchinthana (2022)

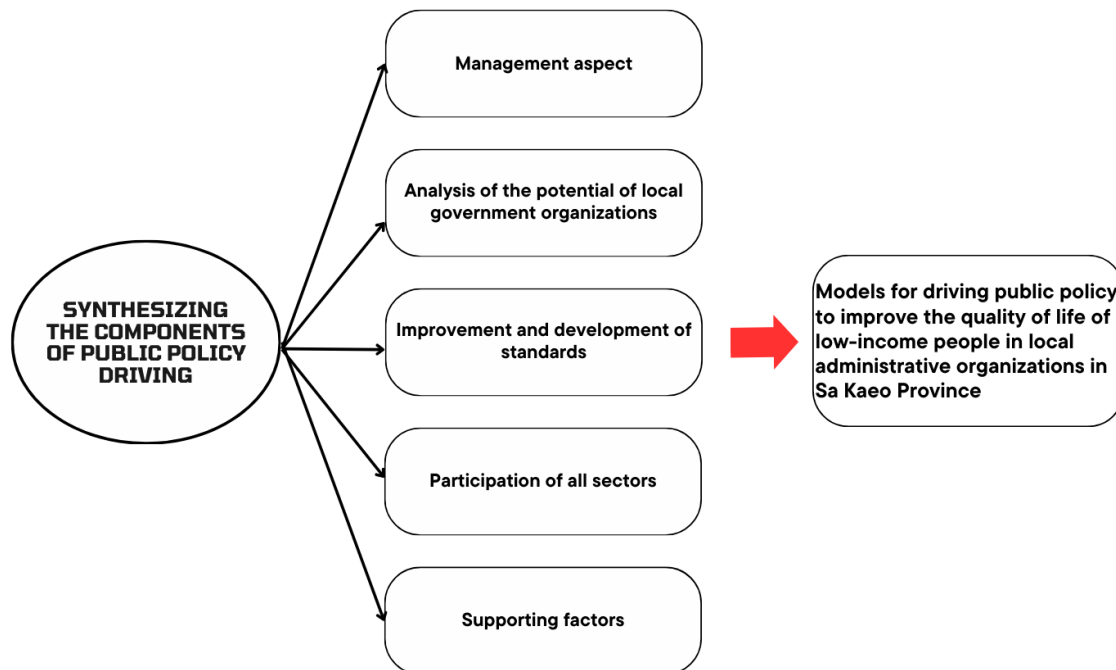


Figure 2: Research framework

### Methodology

Research and Development is to study how the policy is enforced to improve the quality of life for low-income people, and to study guidelines for public policy advocacy for the development of the quality





of life of low-income people in the local administration organization in Sa Kaew province. The process was divided into 3 phases.

Phase 1: Analysis of the compositions of policy advocacy for the development of the quality of life of low-income people in the local administration organization in Sa Kaew province.

It is the process of analyzing the compositions and indicators from concepts, theories, and related research about compositions for public policy, advocacy, and how to use certain policies to develop quality of life for those with low income, and apply that into practice. The author gathered information from documents and related research from domestic and international research, which had been published in papers or via online electronic sources. The data was then analyzed.

Phase 2: The development of the pattern of policy advocacy for the development of the quality of life of low-income people in the local administration organization in Sa Kaew province.

Population: People with state welfare cards who live in the area of Sa Kaew Province, totaling 562,222 people.

Sample group: People with state welfare cards who live in the area of Sa Kaew Province, totaling 400 people. The author decided to use the method of Taro Yamane (Yamane, 1973) with a 95% confidence interval and 0.05 of information error. The sample group was selected by multistage sampling, the author selected stratified random sampling to divide the population into groups according to all 9 districts of Sa Kaew province.

Research instruments: Questionnaire. A questionnaire using 5 rating scale questionnaire asking about guidelines for public policy advocacy.

Data analysis was based on data from the evaluation form, with the mean and standard deviation that were set on average. 4.51–5.00 indicates strongly agreeable, 3.51–4.50 indicates very agreeable. 2.51–3.50 indicates agreeable. 1.51–2.50 indicates less agreeable. 1.00–1.50 indicates least agreeable (Srisaard, 2010). With Content Validity Index for Scale at 0.82

The calculation used in each group was the mean and standard deviation for each separated item and each separated aspect. The data was analyzed by content analysis, which led to the conclusion.

Phase 3: Evaluation of propriety for a pattern of public policy advocacy for the development of the quality of life of low-income people in the local administration organization in Sa Kaew province.

The key informants were 16 local organizations, administrators, and community leaders in Sa Kaew province. The other used feasibility and propriety evaluation as a research tool. It is the evaluation of five rating scale. After that, the data received from the evaluation will be calculated by setting the mean and standard deviation, according to the average point, as follows. 4.51–5.00 indicates the highest propriety. 3.51–4.50 indicates high propriety. 2.51–3.50 indicates medium propriety. 1.51–2.50 indicates less propriety. 1.00–1.50 indicates least propriety. (Srisaard, 2010).

The index of item objective congruence was at 0.67–1.00, and the criteria for accuracy, propriety, feasibility, and utility are as follows:

Average result 4.24–5.00 refers to accuracy/propriety/feasibility/utility was at the highest level

Average result 3.43–4.23 refers to accuracy/propriety/feasibility/utility were at a high level

Average result 2.62–3.42 refers to accuracy/propriety/feasibility/utility was at a medium level

Average result 1.81–2.61 refers to accuracy/propriety/feasibility/utility was at a low level

Average result 1.00–1.80 refers to accuracy/propriety/feasibility/utility was at the lowest level

Data analysis and statistics; Quantitative data analysis used descriptive statistics, which included average and standard deviation

## Results

**Phase 1:** Analysis of the compositions of policy advocacy for the development of the quality of life of low-income people in the local administration organization in Sa Kaew province.

The analysis of compositions for the development of the quality of life of low-income people in the local administration organization in Sa Kaew province is as follows.

**Table 1 :** The analysis of compositions for policy advocacy for the development of the quality of life of low-income people in the local administration organization in Sa Kaew province.

Composition of Public Policy Advocacy	Nieto-Rodriguez (2023)	Van Meter and Van Horn. (1975)	Mazmanian and Sabatier (1983)	Edward. (1980)	Jantarasorn (2005)	Chamaram (2018)	Leksansern (2017)	Tongkaw (2013)	Amornchinthana (2022)	Total	Percentage
1. Management aspect	✓	✓	✓	✓	✓	✓	✓	✓	✓	9	100.0
2. Analysis of the potential of organizations	-	✓	✓	✓	✓	✓	-	-	-	5	55.6
3. Improvement and development of standards	✓	✓	-	-	✓	✓	-	✓	-	5	55.6
4. Participation of all sectors	-	✓	✓	✓	✓	-	✓	-	✓	6	66.7
5. Supporting factors	✓	-	✓	-	✓	-	✓	✓	✓	6	66.7
6. Economic and society	-	✓	✓	-	-	-	-	-	-	2	22.2
7. Communication	-	✓	-	✓	-	-	-	-	-	2	22.2
8. Information management	-	-	-	-	✓	-	-	✓	-	2	22.2
9. Community strengths	-	-	-	-	-	✓	✓	✓	✓	4	44.4

From table 1, the author synthesized compositions of public policy advocacy for development of quality of life of low-income people in local administration organization in Sa Kaew province from concepts, theories, and related research by selecting aspects with frequency of 5 or more which equal 55.6 percentage and use that as a framework of the research which consists of 5 compositions. The 1<sup>st</sup> composition is the Management aspect. The 2<sup>nd</sup> composition is an Analysis of the potential of local government organizations. The 3<sup>rd</sup> composition is 3 Improvement and development of standards, the 4<sup>th</sup> composition is the participation of all sectors, and the 5<sup>th</sup> composition is supporting factors.

**Phase 2:** the development of the pattern of policy advocacy for the development of the quality of life of low-income people in the local administration organization in Sa Kaew province.

The result of the development of public policy advocacy for the development of the quality of life of low-income people shows compositions and indicators related to it. And the author, therefore, used the result to draft the pattern of public policy advocacy for the development of the quality of life of low-income people with the sample group of local people in Sa Kaew Province who have a state welfare card. The group also provided the author with guidelines for the compositions. It was found that the sample group strongly agreed with the pattern of public policy advocacy for the development of the quality of life of low-income people, with the following details.

**Table 2** displays the average, standard deviation of guidelines of policy advocacy for the development of the quality of life of low-income people

policy advocacy for the development of quality of life of low-income people	Level of agreement		
	$\bar{x}$	S.D.	Level
1) Management aspect	4.01	0.41	strongly agree
2) Analysis of the potential of local government organizations	4.04	0.40	strongly agree
3) Improvement and development of standards	4.07	0.39	strongly agree



policy advocacy for the development of quality of life of low-income people	Level of agreement		
	$\bar{x}$	S.D.	Level
4) Participation of all sectors	3.99	0.41	strongly agree
5) Supporting factors	4.02	0.41	strongly agree
<b>Total average</b>	<b>4.02</b>	<b>0.40</b>	<b>strongly agree</b>

From table 2, it was found that views towards public policy advocacy for development of quality of life of low-income people was in high level ( $\bar{x} = 4.02$ , S.D. = 0.40) and when considering each aspect separately, it was found that the highest agreement was Improvement and development of standards ( $\bar{x} = 4.07$ , S.D. = 0.39) following by analysis of the potential of local government organizations ( $\bar{x} = 4.04$ , S.D. = 0.40) and the least aspect was participation of all sectors ( $\bar{x} = 3.99$ , S.D. = 0.41)

**Phase 3:** The result of the propriety evaluation for policy advocacy for the development of the quality of life of low-income people in the local administration organization in Sa Kaew province

**Part 3.1** The result of the analysis for pattern propriety

After drafting the pattern of public policy advocacy for the development of the quality of life of low-income people, the author had 16 experts from local organizations, administrators, and community leaders in Sa Kaew evaluate the propriety, feasibility, congruity, and utility of the pattern. It was found that the overall evaluation was at the highest level in every aspect, with the details as follows in Table 3.

**Table 3** average, standard deviation of propriety, feasibility, congruity, and utility of the pattern of policy advocacy for the development of the quality of life of low-income people (n=16)

policy advocacy for the development of the quality of life of low-income people	$\bar{x}$	S.D.	Appropriate rating
<b>Propriety</b>			
1) Management aspect	4.58	0.52	Highest
2) Analysis of the potential of local government organizations	4.63	0.46	Highest
3) Improvement and development of standards	4.65	0.41	Highest
4) Participation of all sectors	4.53	0.66	Highest
5) Supporting factors	4.38	0.85	High
<b>Total average</b>	<b>4.55</b>	<b>0.54</b>	<b>Highest</b>
<b>Feasibility</b>			
1) Management aspect	4.79	0.36	Highest
2) Analysis of the potential of local government organizations	4.49	0.72	High
3) Improvement and development of standards	4.58	0.62	Highest
4) Participation of all sectors	4.66	0.41	Highest
5) Supporting factors	4.90	0.24	Highest
<b>Total average</b>	<b>4.68</b>	<b>0.41</b>	<b>Highest</b>
<b>Congruity</b>			
1) Management aspect	4.63	0.46	Highest
2) Analysis of the potential of local government organizations	4.65	0.41	Highest
3) Improvement and development of standards	4.53	0.66	Highest
4) Participation of all sectors	4.38	0.85	High
5) Supporting factors	4.79	0.36	Highest
<b>Total average</b>	<b>4.59</b>	<b>0.48</b>	<b>Highest</b>
<b>Utility</b>			
1) Management aspect	4.66	0.41	Highest
2) Analysis of the potential of local government organizations	4.90	0.24	Highest



policy advocacy for the development of the quality of life of low-income people	$\bar{X}$	S.D.	Appropriate rating
3) Improvement and development of standards	4.49	0.70	High
4) Participation of all sectors	4.63	0.44	Highest
5) Supporting factors	4.65	0.45	Highest
<b>Total average</b>	<b>4.67</b>	<b>0.41</b>	<b>Highest</b>

From table 3, it was found that propriety aspect was in highest point ( $\bar{X} = 4.55$ ) and when considering each aspect separately, improvement and development of standards aspect ( $\bar{X} = 4.65$ ) following by analysis of the potential of local government organizations ( $\bar{X} = 4.63$ ) and the factor with least propriety was supporting factors ( $\bar{X} = 4.38$ )

Feasibility was in highest level ( $\bar{X} = 4.68$ ) and when considering each aspect separately, it was found that the factor that has most feasibility was supporting factors ( $\bar{X} = 4.90$ ) following by management aspect ( $\bar{X} = 4.79$ ) and the factor with least feasibility was the analysis of the potential of local government organizations ( $\bar{X} = 4.49$ )

Congruity was overall in highest level ( $\bar{X} = 4.59$ ) and when considering each aspect separately, it was found that the factor that has highest congruity was supporting factors ( $\bar{X} = 4.79$ ) following by analysis of the potential of local government organizations ( $\bar{X} = 4.65$ ) and the factor with least congruity was participation of all sectors ( $\bar{X} = 4.38$ )

Utility was overall in highest level ( $\bar{X} = 4.67$ ) and when considering each aspect separately, it was found that the factor that has highest utility was analysis of the potential of local government organizations ( $\bar{X} = 4.90$ ) following by management aspect ( $\bar{X} = 4.66$ ) and the factor with least utility was improvement and development of standards aspect ( $\bar{X} = 4.49$ )

### Part 3.2 Suggestions from the expert

According to the evaluation of propriety of the pattern by 16 experts who were administrators in local government, organization, and leaders in Sa Kaew, they suggested the guideline for development of quality of life of low-income people that they should consider ways that our systematic and sustainable to create opportunities and decrease inequality while promoting potential of the target group. There is another factor that shouldn't be overlooked, which is the factor related to communication of policy, meaning that there should be more communication strategies that are proper for media within local organizations, such as presenters, PR, signs, activities, and online media. The content should be designed to fit each platform of communication and fit the right target to seek a mutual goal in running the policy. All will lead to support from the public and build trust in participating in projects and supporting them to create benefits for the people.

## Discussion

According to the research results, the author provided a discussion as follows.

1. The study results of compositions for policy advocacy for the development of the quality of life of low-income people, it was found that there were 5 key compositions with 25 indicators. The first composition is the administration with 5 indicators; the second composition is the analysis of potential in local government organizations with 5 indicators. The third composition is about the improvement and development of standards with 5 indicators. The fourth composition is about the participation of all sectors, with 5 indicators, and the fifth composition is about supporting factors, with 5 indicators. It might be because the public administration focuses on taking care of the people living in the major community. It is essential to have administrative power along with interaction between public organizations to create new opportunities that allow the value and dignity of being a human. It should aim for everyone to receive the highest benefit based on quality and clear corporation, including governance by network and governance by market. Therefore, 5 compositions can be the policy advocacy for targeted population, which aligns with





the study of Leksansern (2017) who studied The Development of a Moving Healthy Public Policy Model of Nonthaburi Provincial Health Assembly which found out that the pattern of public advocacy for health assembly that is appropriate consists of 5 compositions 1) strength in community leaders and interests towards health 2) community strength 3) pattern of work process 4) public cooperation 5) integrated work process in local area.

2. The result of developing public policy advocacy for the development of the quality of life of low-income people was that the sample group strongly agreed with the pattern of public policy advocacy for the development of the quality of life of low-income people. And when considering each aspect, it was found that the improvement and development of standards had the highest level. However, it might be because those factors were all related directly to applying the policy into practice. And sample group was people who received the rights in the campaign for people with low income, who were living a difficult life. Therefore, a measure that supports financial difficulties by using a state welfare card is another tool to help connect to the target group. The result showed that it was beneficial to people who joined the campaign. However, for policy advocacy, there will be project evaluation along with constant improvement and development to build the most efficient policy enforcement. It rhymes with the study of Tansutinun (2019) studied Public Policy to Improve Quality of Life for Low Income with the State Welfare Card which found that this policy generated advantage and disadvantage, issues, various obstacles, especially the validation of people who are eligible for receiving state welfare cards or their claiming of being people in poverty. Therefore, there were some issues related to people giving false information and which led to the improvement and development of the measures frequently so that the government can effectively manage and provide for the people.

3. According to the evaluation of propriety, feasibility, congruity, and utility of the pattern of public policy advocacy to improve the quality of life of people with low income from 16 experts, it was found that the overall assessment was at the highest level in every aspect. A certain pattern of public policy advocacy can create positive effects when applied in practice. It helped people to be aware of the direction that the policy is running towards and create participation from every sector in running the policy that benefits people the most. It also includes the appropriate communication to build mutual understanding among people so that they can support the projects and allow them to succeed effectively. All is in alignment with the study of Phundeamvong (2016), who studied the Four Regions Slum Network's Process and Participation in Public Policy Advocacy on Housing. And it was found out that the process of public policy advocacy in housing has four guidelines as following 1) building group for political bargain 2) creating tangible projects to offer alternative ways to government 3) creating opened public area 4) joining the public to promote campaign on various issue, including main public policy.

### New knowledge

According to the study of analysis of propriety, feasibility, congruity, and utility of the pattern for public policy, advocacy to develop quality of life for people with low income from the view of experts. And with guidelines from the research, it can be concluded as displayed in the model "MAIPSC SMART" of a pattern for public policy advocacy to develop people's life quality as follows.



**Figure 3** displays key compositions of public policy advocacy for the development of the quality of life of low-income people in the local administration organization in Sa Kaew province.

**M:** Management aspect means planning, organization management, recruitment, leadership and organization, control, or the attempt to achieve the purpose of public policy, advocacy to develop quality of life for people with low income within the organization.

**A:** Analysis of the potential of local government organizations means the analysis of the potential to evaluate the current development situation and the opportunity to develop local government organizations in Sa Kaew in the future. It is also the evaluation of opportunity, threatening situation, or any limits, which are external environment that affect local development, including its strengths and weaknesses, which are internal factors within a local organization that affect the public policy advocacy to develop quality of life for those who have low income.

**I:** Improvement and development of standards means the analysis of work results before, during, and after the process of any activities or projects under public policy that aims to improve the quality of life for people with low income in a local government organization. It is to improve the work process for it to be more efficient and to achieve more.

**P:** Participation of all sectors means it is open to all groups of people within the local area, which includes, local population, public organizations, private sector, network, and our groups that consist of community members working collaboratively. It displays their intention to collaborate, their interest in participating in the work process, and their need to achieve the goals of public policy advocacy to develop people's life quality.

**S:** Supporting factors mean public organizations, private sectors, including scholars and education, educational organizations are involved in for the support of the work process for public policy advocacy to develop the life quality of those with low income at local organizations, and to create more success for the policy

**C:** Communication of policy factor refers to guidelines or procedures for conveying messages from the sender to a group of receivers. It is to create meanings, provide news, and information that focus on public issues, and develop the quality of life of those with low income. Good communication of policy helps people to have mutual understanding, have more participation, and be well-informed. Various media should be used to manage and provide services for the people. Various media should be used to manage and provide services for the people so that they can search for previous and older information. It is also an opportunity to let the people take part in the solution process because they can access the information, and the communication is directed to the target group.

According to the research results, both key conversations of public policy advocacy to improve the quality of life of low-income people and implementing policy in the local community, most of the policies



need to be enforced by organizations, units, or related personnel to run the policy and achieve its objectives. Those who are related to implementing the policy must work collaboratively. Each organization also has different ways of working. Therefore, running the policy with 6 compositions is very essential, such as administration, organization potential analysis, improvement, and development of work standard, cooperation from all sectors, along with supporting factors from related units. It is important to cooperate and communicate with quality. Hence, all will lead to the integration of work among organizations, the community, and relevant individuals. It can affect success or failure. This research result can be the guidelines for public policy advocacy to develop the quality of life of low-income people in other areas, using the model to apply to each different context.

## Conclusion

There should be guidelines for the development of public policy advocacy to improve the quality of life for those with low income via state welfare cards by bringing 6 organizations to run the policy campaign, along with other related public organizations to create integration of the work process.

## Recommendation

### Recommendation for the application of research results

1) There should be integration among related organizations, such as the Ministry of Finance and the Ministry of Labor. The improvement of standards to increase the quality of life for those who have low income is essential and is the issue that people focus on the most. For example, the process of selecting those who are eligible to receive state welfare cards by adding more measures to check if the information is valid, including having more punishment for those who provide false information, etc.

2) There should be a conference or meeting regarding knowledge exchange to bring the best practice to be the development model, followed by the super version of public policy, resulting in to development quality of life of low-income people in the extended area of the project.

3) For developing the quality of life of low-income people, there should be support for people, organizations, and local units at every level to participate using a civil society forum to create cooperation and encourage participation in the community.

4) There should be training sessions for staff regarding public policy understanding. There should be a sufficient workforce for implementing the policy and creating motivation to put it into action.

### Recommendation for future research

1) There should be studies of public policy advocacy and measurement of public participation for benefits in the expansion of the public policy study field.

2) There should be a comparative study of public policy advocacy in various public organizations to broaden the study field that focuses more on people's point of view towards the government's public policy.

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