

**Curriculum Vitae**  
**Nongnuch (Jaichuen) Jindarattanaporn**  
(As of July 2023)

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**1. Contact:**

Office address           Institute for Population and Social Research, Mahidol University,  
Phutthamonthon Sai 4 Road,  
Salaya district, Nakorn Pratom,  
73170, Thailand

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Email                   [nongnuch.jin@mahidol.ac.th](mailto:nongnuch.jin@mahidol.ac.th) and [nongnuchjai@gmail.com](mailto:nongnuchjai@gmail.com)

**2. Key areas of research:**

Alcohol, food, and tobacco advertising and marketing, health promotion policy, food industry and corporate political activity, commercial determinants of health, monitor and evaluation, state, and human rights

**3. Education:**

2018-2021           PhD, Institute for Population and Social Research, Mahidol University,  
Thailand

2005-2007           Master of Art in Mass communication, Mass communication and  
Journalism Faculty, Thammasat University, Bangkok, Thailand

2000-2003           Bachelor of Art in Public Administration, Social Science and Humanities  
Faculty, Rajabhat Dhonburi Institute, Bangkok, Thailand

**4. Professional experiences:**

2023-present       Lecturer, Institute for Population and Social Research, Mahidol University,  
Thailand

2021-2023           Researcher, Institute for Population and Social Research, Mahidol  
University, Thailand

2010-2018           Junior Researcher, Health Promotion Policy Research Center (HPR),  
International Health Policy Program Foundation (IHPF), Nonthaburi,  
Thailand

2008-2010           Lecturer, Chandrakasem Rajabhat University, Bangkok, Thailand

2007-2008      Lecturer, Rajamangala University of Technology Isan, Nakorn Ratchasima, Thailand

## 5. Honors and awards:

2019      The Scholarship for Postgraduate Students for MUGrad ASEAN Buddy 2019 Project: Community Based Soft Skills Project, Mandalay, Myanmar  
The Scholarship for SAKURA Exchange Program in Science: Collaborative Research and Education on Global Health 2019, Hokkaido University, Japan

2018      The educational scholarship in honor of the 60<sup>th</sup> Year Supreme Reign of His Majesty King Bhumibol Adulyadej (Doctor of Philosophy)

## 6. Synergistic Activities:

2023      Advisor for Development of Legal Intervention of Controls on Marketing of Food and Beverages Affecting Children's Health project grant application to Department of Health, Ministry of Public Health

2019      External peer reviewer for A Comparative Law Study of Food and Beverages Products Advertising for Children and Youth Protection in the Online World project grant application to Sukhothai Thammathirat Open University

2017      Advisor for Development of Media Advertising Literacy on Fast Food and Junk Food Marketing in School Children, Hat-Yai district, Songkhla province project grant application to National Research Council of Thailand (NRCT)  
External peer reviewer for project grant application to Food and Nutrition Policy for Health Promotion Program

## 7. Publications:

### International level

#### *Articles*

2023      **Jindarattanaporn N**, Kelly B, Phulkerd S  
Food Advertising on Television in Thailand between 2014 and 2022  
Globalization and Health Journal (**UNDER REVIEW**)

**Jindarattanaporn N**, Rittilong J, Phulkerd S, Thapsuwan S, Thongchareonchupong N.  
Are Exposure to Health Information and Media Health Literacy Associated with Fruit and Vegetable Consumption?  
BMC Public Health Journal (**UNDER REVIEW**)

**Jindarattanaporn N**, Chaiyasong S, Vongmongkol V, Akaleephan C.  
Alcohol Marketing and Consumption: The International Alcohol Control (IAC) Study in Thailand

International Journal of Alcohol and Drug Research, 2023, 11(1):36-45.

**Jindarattanaporn N**, Sua I, Lorenzetti L, Kantachuvesiri S, Thamarangsi T. Nutritional Content of Popular Menu Items from Online Delivery Food Applications in Bangkok, Thailand: Are They Healthy? International Journal of Environmental Research and Public Health, 2023; 20(5), 3992; <https://doi.org/10.3390/ijerph20053992>

2022

**Jindarattanaporn N**, Phulkerd S, Rittilong J. A Review of Media Health Literacy in Children and Young People and Its Associated Factors Kasetsart Journal of Social Sciences, 2022; 43(2); [doi.org/10.34044/j.kjss.2022.43.2](https://doi.org/10.34044/j.kjss.2022.43.2)

2019

**Jaichuen N**, Vongmongkol V, Suphanchaimat R, Sasiwatpaisit N, Tangcharoensathien V. Food Marketing in Facebook to Thai Children and Youth: The Assessment of Thai Regulations International Journal of Environmental Research and Public Health 2019, 16, 1204; [doi:10.3390/ijerph16071204](https://doi.org/10.3390/ijerph16071204).

Certthkrikul N, Phulkerd S, **Jaichuen N**, Sacks G, Tangcharoensathien V. Assessment of the Stated Policies of Prominent Food Companies Related to Obesity and NCD Prevention in Thailand Globalization and Health Journal, 2019; 15:12.

Kelly B, Vandevijvere S, Ng S, Adams J, Allemandi L, Bahena-Espina L, Barquera S, Boyland E, Calleja P, Carmona-Garcés IC, Castronuovo L, Cauchi D, Correa T, Corvalán C, Cosenza-Quintana EL, Fernández-Escobar C, González-Zapata LI, Halford J, **Jaichuen N**, Jensen ML, Karupaiah T, Kaur A, Kroker-Lobos MF, Mchiza Z, Miklavec K, Parker WA, Potvin Kent M, Pravst I, Ramírez-Zea M, Reiff S, Reyes M, Royo-Bordonada MÁ, Rueangsom P, Scarborough P, Tiscornia MV, Tolentino-Mayo L, Wate J, White M, Zamora-Corrales I, Zeng L, Swinburn B. Benchmarking Children's Potential Exposures to Television Unhealthy Food Advertising Globally Obesity Reviews. 2019;1–13. <https://doi.org/10.1111/obr.12840>

2018

**Jaichuen N**, Phulkerd S, Certthkrikul N, Sacks G, Tangcharoensathien V. Corporate Political Activity of Major Food Companies in Thailand: An Assessment and Policy Recommendations Globalization and Health Journal, 2018 Nov 22;14(1):115. [doi: 10.1186/s12992-018-0432-z](https://doi.org/10.1186/s12992-018-0432-z).

**Jaichuen N**, Vandevijvere S, Kelly B, Vongmongkol V, Phulkerd S, Tangcharoensathien V. Unhealthy Food and Non-Alcoholic Beverages Advertising on Children, Youth and Family Free and Digital Television Program BMC Public Health Journal, 2018 Jun 15;18(1):737. [doi: 10.1186/s12889-018-5675-3](https://doi.org/10.1186/s12889-018-5675-3).

**Jaichuen N**, Nasueb S, Chaiyasong S, Thamarangsi T.  
Association between Sport and Alcohol Consumption among Thai  
University Students  
Southeast Asian Journal of Tropical Medicine and Public Health, 49(3) May  
2018: 478-88.

B. Kelly, S. Vandevijvere, NS Hoe, I. Pravst, E. Boyland, MA. Royo-  
Bordonada, P. Calleja, M. Potvin Kent, **N. Jaichuen**, T. Karupaiah, L.  
Allemandi, EL. Cosenza, J. Tutuo Wate, I. Zamora-Corrales, LI. Gonza' lez-  
Zapata, ZJR. Mchiza, L. Zeng, B. Swinburn.  
Food Industry & Health  
European Journal of Public Health, Vol. 28, Supplement 4, 2018.

Nasueb S, Chaiyasong S, **Jaichuen N**, Markchang K.  
PW 2179: Alcohol Consumption and Motorcycle Accidents During  
Songkran festival in 2010–2016.  
Injury Prevention, 2018; 24(Supplement 2): A82.

## National level

### Articles

2023

**Jindarattanaporn N**, Khongpeampoon G, Phulkerd S  
Measuring the Impacts of Food and Beverage Marketing on Children and  
Youth: A Review of Literature  
Journal of Communication Arts, Chulalongkorn University (**UNDER  
REVIEW**)

**Jindarattanaporn N.**  
Myth of Food and Non-Alcoholic Beverage Advertising in Facebook and  
YouTube  
Journal of Communication Arts, Chulalongkorn University (**UNDER  
REVIEW**)

**Jindarattanaporn N.**  
UNICEF's Conceptual Framework of Impact on Food and Beverage  
Marketing among Children: An Analysis of the Socio-Ecological Model  
Thai Health Promotion Journal, 2(2) April-June: 205-211.

**Jindarattanaporn N.**  
A Study on Sodium Intake in Food Consumption among Thai People during  
2013-2015  
Thai Health Promotion Journal, 2(2) April-June: 138-149.

**Jindarattanaporn N**, Phulkerd S.  
Monitoring and Restriction System on Food and Beverage Marketing in  
Thailand and Selected Countries: Gap, Weakness, and Opportunity for  
Development  
Journal of Health Systems Research, 17(2) April-June: 242-263.

**Jindarattanaporn N**, Phulkerd S.

- Tool Development of Media Health Literacy Measure on Eating and Exercise for Thai Children  
Journal of Communication Arts, Chulalongkorn University, 41(1), January-April: 45-62.
- 2022 **Jindarattanaporn N.**  
Unhealthy Food and Beverage Tie-ins on Digital Television in Thailand  
Thai Health Promotion Journal, 1(4) October - December: 1-13.
- Jindarattanaporn N.**  
Unhealthy Food and Beverage Advertising on Digital Television and YouTube in Thailand  
Thai Health Promotion Journal, 1(4) October - December: 396-410.
- Jindarattanaporn N.**  
A Review of Food and Beverage Marketing Situation in Thailand  
Thai Health Promotion Journal, 1(3) July-September: 274-288.
- Jindarattanaporn N.**  
How to measure Media Health Literacy among Thai aged 10-14 years  
Journal of Health Science, Ministry of Public Health, 31(3) May-June: 391-392.
- 2021 **Jindarattanaporn N.**  
Factors Effecting Internet Literacy among Thai Teenagers  
Journal of Social Science, Srinakarinwirot University, 24(1) January-June: 81-100.
- 2020 **Jindarattanaporn N, Chuanwan S.**  
Downfall fertility in Thailand and Asian countries  
Journal of Social Science and Humanities, Kasetsart University, 46(2) July-December: 48-85.
- Jaichuen N.**  
Situation, Gaps and Opportunities of Media Consumption Behavior Survey in Thailand  
Journal of Communication Arts, Chulalongkorn University, 38(2) May-August: 52-68.
- 2019 **Jaichuen N, Suksa-ard T, Pitayarangsarit S.**  
Development of Monitoring and Surveillance System on Marketing of Unhealthy Products  
Journal of Health Systems Research, 2019; 13(2) April-June: 204-219.
- 2018 **Jaichuen N, Chaivasong S, Laconrach S.**  
Evaluation the Effects of Alcohol Marketing and Advertising Control Measures on Alcohol Consumption in Thailand  
Journal of Health Science, Ministry of Public Health, 2018; 27(6) November-December: 996-1010.
- Jaichuen N, Nasueb S, Makjang K, Chaivasong S, Akaleephan C.**

- Advertising regulations of beverages containing not more than 0.5% alcohol by volume in Thailand and Foreign Countries  
Journal of Health Systems Research, 2018; 12(4) October-December: 525-545.
- Kamonrungsan J, **Jaichuen N**, Chaiyasong S.  
Situation of Alcohol Outlets Density  
Journal of Health Systems Research, 12(1) January-March: 42-55.
- 2017 **Jaichuen N**, Kamonrungsan J, Chaiyasong S.  
Situation, Gaps and Opportunities of Alcohol Marketing and Advertising Control in Thailand  
Journal of Health Systems Research, 11(1) January-March: 11-25.
- 2016 **Jaichuen N**, Media Monitor.  
Food and Beverages Advertising on Children's Television Programs: A Loophole and Control Crisis  
Journal of Health Systems Research, 10(4) October-December: 377-393.
- Jaichuen N.**  
Food marketing communication in Primary school  
Journalism Journal, Thammasat University, 9(3) September-December: 245-269.
- Jaichuen N**, Pakdeeserttakhul K.  
The Exposure of Marketing Communication on Thai Women's Breast Milk Substitutes Behavior  
Journal of Communication, Chulalongkorn University, 34(2) May-August: 119-131.
- 2015 **Jaichuen N**, Thamarangsi T, Phulkerd S, Khunpeuk W.  
Gaps and Opportunities of Policy Implementation in Thailand to Comply with WHO's set of recommendations on the Marketing of Foods and Non-Alcoholic Beverages to Children  
Journal of Health Systems Research, 9(3) July-September: 213-226.
- Jaichuen N**, Phulkerd S, Thamarangsi T.  
Evolution of Advertising Regulations of Food and Beverages with High Sugar, Fat, and Sodium in Thailand and foreign  
Journal of Health Systems Research, 9 (1) January-March: 80-97.
- Jaichuen N**, Khunpeuk W, Phulkerd S, Thamarangsi T.  
Food Industries Marketing Communication Strategies and Laws food and non-alcoholic beverages in Thailand  
Journalism Journal, Thammasat University, 8(2) May-August: 171-190.
- Jaichuen N**, Nasueb S, Chaiyasong S, Thamarangsi T.

Alcohol-Branded Merchandise and Alcohol Consumption in Thai Youth: a Loophole for Brand Advertising and Legislations Crisis in Thailand (English) Journal of Communication, Chulalongkorn University, 33(3) July-September: 81-92.

- 2013 **Jaichuen N**, Phulkerd S, Chaisong S, Thamarangsi T.  
Purchasing and Eating of Food and Beverages in Primary 6 Students  
Journal of Health Systems Research, 7(1) January-March: 137-150.
- 2012 **Jaichuen N**, Phonsuk P, Phulkerd S, Chaisong S, Thamarangsi T.  
Brand Recall Brand name logo recognition by school children in Prathom 6.  
Journal of Health Systems Research, 6(1) January-March: 72-85.

#### ***Book chapter***

- 2019 **Jaichuen N**, Suksa-ard T, Pitayarangsarit S. (2019). Food communication marketing related to children's health manual. Nonthaburi: International Health Policy Program
- 2014 Thamarangsi T, Wongwatanakul W, **Jaichuen N**, et al. (2014). NCD Annual Report 2014. Nonthaburi: NCD Net.
- 2013 Thamarangsi T, Wongwatanakul W, **Jaichuen N**, et al. (2013). National Alcohol Report 2013. Nonthaburi: Center for Alcohol Studies.

#### ***Pocket books***

- 2022 **Jindarattanaporn N.** (2022). Myth of Food and Beverage Marketing: Fact Must Be Known. Nakhon Patom: Institute for Population and Social Research. (eBook)
- 2015 **Jaichuen N.** (2015). 5 Beliefs and 5 Realities of Baby Formula. Nonthaburi: Food and Nutrition Policy for Health Promotion Program
- 2013 **Jaichuen N.** (2013). Food and drinks marketing and promotion to children: Thailand Regulation and legislation (in Thai). Nonthaburi: Food and Nutrition Policy for Health Promotion Program.
- 2012 **Jaichuen N**, Kunpeuk W. (2013). Hidden marketing strategies of three high food: Tricking adults, trapping children (in Thai). Nonthaburi: Food and Nutrition Policy for Health Promotion Program.

#### ***Policy Briefs***

- 2023 **Jindarattanaporn N.** (2023). Why do we need monitoring and evaluation on food and beverage marketing controls? Nakhon Patom: IPSR, Mahidol University.
- Jindarattanaporn N.** (2023). Imagine if there is a possibility for the control of food advertising on television and YouTube, would the channels survive

by producing good quality programming? Nakon Patom: IPSR, Mahidol University.

2020 **Jindarattanaporn N**, Hunchangsith P. (2020). Food advertisements stimulate children's appetite! Is it time to limit ads of food and beverages which are high in fat, sugar, and salt? Nakon Patom: IPSR, Mahidol University.

2014 **Jaichuen N.** (2014). Reasons and necessity to control of food advertising in children television programs (English and Thai version). Nonthaburi: Food and Nutrition Policy for Health Promotion Program (FHP).

**Jaichuen N.** (2014). Alcohol-Branded Merchandise and Alcohol Consumption in Thai Youth: a Loophole for Brand Advertising and Legislations Crisis in Thailand (English). Nonthaburi: Center for Alcohol Studies.

2012 **Jaichuen N.** (2012). Alcohol Advertising Strategy and the Loophole of Law Enforcement. Nonthaburi: Center for Alcohol Studies.

#### ***Translation***

2013 Kunpeuk W, Phulkerd S, Akayanakul J, **Jaichuen N**, Thamarangsri T. (2013). Set of recommendations on the marketing of foods and nonalcoholic beverages to children (in Thai). Translation from the original version published by World Health Organization in 2010. Nonthaburi: Food and Nutrition Policy for Health Promotion Program, International Health Policy Program (IHPP).

#### ***White paper***

2017 **Jaichuen N.** (2017). Situation and Regulations of Prize Promotion Impact on Health of Thai Children and Youth. Nonthaburi: International Health Policy Program Foundation.

#### ***Newsletter***

2017-2018 Author and editor of Unhealthy Products Watch newsletter, Country Cooperation Strategy between the Royal Thai Government and WHO (CCS)

2010-2016 Author and member of the editorial team of Center for Alcohol Studies newsletter and Food and Nutrition Policy for Health Promotion Program newsletter

#### ***Factsheets***

2017 **Jaichuen N.** (2017). An Example of Prize Promotion Regulations in Foreign Countries. Nonthaburi: International Health Policy Program Foundation.



- 2015 **Jaichuen N.** (2015). School Food Marketing: Threaten Complete Dominate to Children 3 Series of School Food Marketing. Nonthaburi: Food and Nutrition Policy for Health Promotion Program.
- Jaichuen N.** (2015). Impacts of Marketing Communications on Thai Women’s Breast Milk Substitutes Myth, Attitude, and Behavior. Nonthaburi: Food and Nutrition Policy for Health Promotion Program.
- 2014 **Jaichuen N.** (2014). Conclusive Remarks on “Food Advertising in Television Programs for Children is Informative, Valuable or Dangerous?” (English and Thai version). Nonthaburi: Food and Nutrition Policy for Health Promotion Program.
- 2013 **Jaichuen N.** (2013). Impact of Food Marketing on Children and Adolescents’ Eating Behavior, Preferences, Attitude, and Health Outcomes (English and Thai version). Nonthaburi: Food and Nutrition Policy for Health Promotion Program.
- 2012 **Jaichuen N.** (2012). Food watch: Situation of unhealthy food and non-alcohol beverages marketing to children. Nonthaburi: Food and Nutrition Policy for Health Promotion Program.
- 2011 **Jaichuen N.** (2011). Food advertisement on television to children. Nonthaburi: Food and Nutrition Policy for Health Promotion Program.
- Jaichuen N.** (2011). Alcohol and Women. Nonthaburi: Center for Alcohol Studies.

## 8. Certificate and training

- 2019 Certificate of Collaborative Institutional Training Initiative Program (CITI) course: Human Subjects Research Student Social, Behavioral & Humanity Research, 5<sup>th</sup> June 2019, Thailand
- 2017 The Business Impact Assessment (BIA) - Obesity Training Workshop, 7-8<sup>th</sup> August 2017, Kuala Lumpur, Malaysia
- Workshop for Social Epidemiology and Social Marketing, JICA, GLO+UHC, MOPH and NHSO, 28-30<sup>th</sup> June 2017, Sukosol Hotel, Bangkok, Thailand
- WHA70 Final Preparation Meeting, 27-28<sup>th</sup> April 2017, Baan Phu Waan, Sam Phran district, Nakorn Pathom, Thailand
- 2016 Short-term Visiting Scholars, 17-24<sup>th</sup> December 2016, School of Nursing, Public University Corporation Nagoya City University

Meeting and Study Visit Thailand-INFORMAS Private Sector Policy Monitoring Project, 3<sup>rd</sup>-11<sup>th</sup> December 2016, Deakin University, Melbourne, Australia

International Development Research Centre (IDRC): Mapping the implementation of priority food environment policies to tackle diet-related non-communicable diseases in South-East Asia: Comparison between three countries, Baseline training workshop, 15-16<sup>th</sup> August 2016, Seri Pacific Hotel, Kuala Lumpur, Malaysia

- 2015 The Development of Human Research Protection for Social Science, Mahidol University, Thailand
- 2013 How to Get Published, the Royal Society for Public Health (RSPH), London, England
- Work shop on the Health Economics and Systems Analysis group, the London School of Hygiene and Tropical Medicine (LSHTM), London, England
- The Advanced Qualitative Research in Health, Faculty of Public Health, Thammasat University, Thailand
- NCD Advocacy Policy Training Course, A multi-sectoral network for non-communicable diseases control (NCD network), Thailand
- 2012 Training Course on Surveillance and Rapid Response for Public Health Emergency (June Course), Bureau of Epidemiology, Ministry of Public Health, Thailand
- Logistic regression Analyze shop, Faculty of Medicine Siriraj Hospital, Thailand
- 2011 Training of Trainers on Non-communicable Diseases collaborate between Bureau of Epidemiology, Ministry of Public Health and Centers for Disease Control and Prevention (US CDC), Thailand
- Workshop on Alcohol Consumption Survey and Impact on the Community, Center for Alcohol Studies, Thailand
- How to create online television media, Walailuk University, Thailand

## **9. Professional activities:**

### **Invited speaker (selected)**

- 2022 Online Discussion: Practice in Social Medicine Learning Global Health. Department of Health Care Policy, Hokkaido University School of Medicine, Hokkaido University, Japan (online via Zoom meeting link:10:00-

11:30(Bangkok time), 15th November

Tuesday <https://x.gd/hTOBU> Meeting ID: 995 3964 0142 Passcode: 826937)

- 2019 SAKURA Exchange Program in Science: Collaborative Research and Education on Global Health 2019, Hokkaido University, Japan
- 2017 Workshop on Policy Advocacy at Department of Disease Control, Ministry of Public Health, Thailand
- 2016 Short-term Visiting Scholars at School of Nursing, Public University Corporation Nagoya City University, Japan
- 2015 Workshop on Policy Advocacy at Department of Mental Health, Ministry of Public Health, Thailand
- 2014 Workshop on Policy Advocacy at Department of Medical Services, Ministry of Public Health, Thailand
- 2013 Leadership of Disease control at Department of Disease Control, Ministry of Public Health, Thailand
- Workshop on Alcohol Consumption Survey and Impact on the Community at Center for Alcohol Studies, Thailand
- Risk areas Management in Phitsanulok: How to Protect the Youth from Smoking and Alcohol at Pibulsongkram Rajabhat University, Thailand
- 2012 CSR of Alcohol Industries is immune system or mescaline at Office of the Higher Education Commission, Thailand
- 2011 Workshop on Writing Skills Development at Nontnatee Resort, Thailand
- Keep up Eyes and Ears to Centralize Power Polygraph. Presented at Ratchaphruek College, Thailand

#### **Selected abstracts presented and published at professional conferences (selected)**

- 2023 **Jindarattanaporn N,**  
Monitoring on Food and beverage Marketing to Children in Thailand  
Presented at the 16th Thailand Congress of Nutrition (TCN 2023), Bitech, Bangkok, Thailand. (Oral)
- 2022 **Jindarattanaporn N,** Phulkerd S, Thapsuwan S, Thongchareonchupong T.  
Media Exposure and Media Health Literacy among Adolescents in Thailand.  
Presented at International Congress on Obesity 2022 (ICO), Melbourne, Australia. (Poster)
- 2019 **Jindarattanaporn N.**

Commandement: Tactics in How the Royal Thai Government Combats Illegal Fishing and Labour Trafficking.  
Presented at the AAS-in-Asia 2019 Conference, the Royal Orchid Sheraton Hotel & Towers, Bangkok, Thailand. (Oral)

- 2018 **Jaichuen N**, Chaiyasong S, Vongmongkol V, Akaleephan C.  
Alcohol marking and alcohol consumption: Results from the International Alcohol Control (IAC) Study in Thailand.  
Presented at the Kettil Bruun Society for Social and Epidemiological Research on Alcohol (KBS) 2018, Chiang Mai, Thailand. (Oral)
- 2015 **Jaichuen N**, Nasueb S, Chaiyasong S, Thamarangsi T.  
Sport Lovers, Do They Drink More?  
Presented at the Kettil Bruun Society for Social and Epidemiological Research on Alcohol (KBS) 2015, Munich, Germany. (Oral)
- 2014 **Jaichuen N**, Nasueb S, Chaiyasong S, Thamarangsi T.  
Alcohol Branded Merchandise and Alcohol Consumption in Thai Youth: a Loophole for Brand Advertising and Legislations Crisis in Thailand.  
Presented at the Kettil Bruun Society for Social and Epidemiological Research on Alcohol (KBS) 2015: Thematic Conference on Alcohol Policy Research, Melbourne, Australia. (Oral)
- Jaichuen N**, Chawla N, Phulkerd S, Thamarangsi T.  
Impact of Food and Beverages with High Sugar, Fat, and Sodium Marketing on Children and Adolescents.  
Presented at the 8th Thailand Congress of Nutrition (TCN 2014), Bitech, Bangkok, Thailand. (Oral)
- Nasueb S, **Jaichuen N**, Chaiyasong S, Thamarangsi T.  
Alcohol Consumption and Long Weekend Injuries in Thailand.  
Presented at the Ministry of Public Health Conference 2014, Chiang Mai International Convention and Exhibition-Center, Chiang Mai, Thailand. (Oral)
- 2013 Khunpeuk W, **Jaichuen N**, Phulkerd S, Thamarangsi T  
WHO Recommendation on Marketing Unhealthy Foods: From Global Recommendation to National Inaction, the Case of Thailand.  
Presented at the 7<sup>th</sup> National Health Research Forum to Promote the Health Research System Strengthening, Vientiane, Lao PDR. (Poster)
- Jaichuen N**, Nasueb S, Chaiyasong S, Thamarangsi T.  
Alcohol Branded Merchandise and Thai Youths.  
Presented at Global Alcohol Policy Conference (GAPC) 2013, Seoul, the Republic of Korea. (Oral)
- Nasueb S, **Jaichuen N**, Chaiyasong S, Thamarangsi T.  
Follow-up on Law Compliance of Off-Premise Alcohol Retailers on Minimum Purchase age Restriction.

Presented at Global Alcohol Policy Conference (GAPC) 2013, Seoul, the Republic of Korea. (Oral)

**Jaichuen N**, Phulkerd S, Chaiyasong S, Thamarangsi T.  
Eating and Purchasing of Food and Beverages in Primary 6 Students.  
Presented at the 21<sup>st</sup> IUHPE World Conference 2013, Pattaya, Thailand.  
(Oral)

**Jaichuen N**, Khunpeuk W, Phulkerd S.  
Marketing food and non-alcoholic beverages to children and youth in Thailand.  
Presented at the 21<sup>st</sup> IUHPE World Conference 2013, Pattaya, Thailand  
(Poster)

Phulkerd S, **Jaichuen N**, Chaiyasong S, Thamarangsi T.  
Effectiveness of monochrome GDA and color-coded GDA labels to healthier food choices among Thai youths.  
Presented at the 21<sup>st</sup> IUHPE World Conference 2013, Pattaya, Thailand.  
(Poster)

Nasueb S, **Jaichuen N**, Thamarangsi T.  
Alcogenic environments and drinking practices among Thai youths.  
Presented at the 21<sup>st</sup> IUHPE World Conference 2013, Pattaya, Thailand.  
(Poster)

Nasueb S, **Jaichuen N**, Thamarangsi T.  
Socio-economic and Environments for Binge Drinking among Adolescent Student in Thailand.  
Presented at the Kettil Bruun Society for Social and Epidemiological Research on Alcohol (KBS) 2013, the Republic of Uganda. (Oral)

2012 **Jaichuen N**, Jucksudul S, Thamarangsi T  
Alcohol Logo Recognition Selection and Consumption of Alcohol by People in Thailand.  
Presented at the Ministry of Public Health Conference 2012, Prince of Songkla University, Songkla, Thailand. (Oral)

2011 **Jaichuen N**, Phonsuk P, Phulkerd S, Thamarangsi T  
Snack and Beverage Recognition and Consumption Behaviour Among Children in Two Primary Schools.  
Presented at the 5<sup>th</sup> National Health Research Forum to Promote the Health Research System Strengthening, Vientiane, Lao PDR. (Poster)

Phonsuk P, Phulkerd S, **Jaichuen N**, Thamarangsi T  
Public Hearing on the feasibility of food and drink taxation to tackle overweight and obesity.  
Presented at the 5<sup>th</sup> National Health Research Forum to Promote the Health Research System Strengthening, Vientiane, Lao PDR. (Poster)

Phulkerd S, Thamarangsi T, **Jaichuen N**, Sirichakwan P.  
Thai consumer's perception and understand of front-of-pack (FOP) food labeling.  
Presented at the 5<sup>th</sup> Thailand Congress of Nutrition, Thailand. (Oral)

#### **Other professional activities (selected)**

- 2013 Speaker, Session on 'Marketing food and non-alcoholic beverages to children and youth in Thailand', the 1<sup>st</sup> Annual Meeting Food and Nutrition Policy for Health Promotion Program (FHP): Dealing with Unhealthy Diet in the era of AEC: Is Thailand ready? on Tuesday 15<sup>th</sup> January 2013, Chatrium Hotel Riverside, Bangkok, Thailand
- 2008 Moderator, focus group on 'Exposure and attitude towards Knowledge station (MCOT) at Nakorn Ratchasima', Rajamangala University of Technology Isan, Nakorn Rachasima, Thailand

#### **10. Granted program/projects (selected):**

- 2023 Monitoring on Food and Beverage Marketing to Children in Thailand  
**Principal investigator**, funded by Thai Health Promotion Foundation
- 2021 Monitoring Food and Beverage Marketing to Children and Youth through Television and YouTube  
**Principal investigator**, funded by Thai Health Promotion Foundation
- 2019 The reasons why we have to control sugar-sweetened beverage sweepstakes among Thai children and youth  
**Principal investigator**, funded by National Health Foundation
- Analysis of media landscape, media consumption and media health literacy for Thai children age 10-14 years  
**Principal investigator**, funded by Thai Health Promotion Foundation
- 2017 Situation of Food and Beverages Marketing Communication to Children on Facebook in Thailand  
**Principal investigator**, funded by Thai Media Fund
- Situation of regulation and monitoring on unhealthy products marketing to children  
**Principal investigator**, funded by Country Cooperation Strategy between the Royal Thai Government and WHO (CCS)
- A Review of Alcohol Control and Regulations for the Excise Tariff subordinate legislation B.E.2560 (2017): A Case study with beverages containing not more than 0.5% alcohol by volume  
**Principal investigator**, funded by Center for Alcohol Studies
- 2016 White Paper on title 'Unhealthy Products Sweepstakes to Thai Children and Youth: Situation and Control'

**Principal investigator**, funded by National Health Foundation

Assessment of food industry policies and practices to create healthy food environments for preventing obesity and diet-related non-communicable diseases in Thailand

**Co-principal investigator** funded by WHO Thailand

Alcohol and Long-weekend Injuries Compared with a Normal Range

**Co-principal investigator**, funded by Center for Alcohol Studies

2015

Impacts of Marketing Communications on Thai Women's Breast Milk Substitutes Myth, Attitude, and Behavior

**Principal investigator**, funded by Food and Nutrition Policy for Health Promotion Program (FHP) and Thai Health Promotion Foundation

Food Monitoring: Food and Beverage Advertising on Digital TV for Children, Youth and Families

**Co-principal investigator**, funded by Food and Nutrition Policy for Health Promotion Program (FHP) and Thai Health Promotion Foundation

2014

School food Marketing

**Principal investigator**, funded by Thai Health Promotion Foundation

Food Monitoring: Food and Beverage Advertising on Free TV for Children, Youth and Families

**Principal investigator**, funded by Food and Nutrition Policy for Health Promotion Program (FHP) and Thai Health Promotion Foundation

2013

Sport lover do they drink more?

**Principal investigator**, funded by Center for Alcohol Studies

Alcohol and Long-weekend Injuries Compared with a Normal

**Co-principal investigator**, funded by Center for Alcohol Studies

Blood Alcohol Concentration (BAC), Alcohol and Long-weekend Injuries

**Co-principal investigator**, funded by Center for Alcohol Studies

WHO COLLABORATIVE Study on Alcohol and Injuries

**Co-principal investigator**, funded by WHO Thailand

Food Legislations and Regulations in Thailand and Global

**Principal investigator**, funded by Food and Nutrition Policy for Health Promotion Program (FHP) and Thai Health Promotion Foundation

Impact on Food Marketing to Children from Evidence Base

**Principal investigator**, funded by Food and Nutrition Policy for Health Promotion Program (FHP) and Thai Health Promotion Foundation

- 2012 Food Industry Market and Regulations Related to Food and Drinks with High Sugar, Fat and Sodium in Children and Youth of Thailand  
**Principal investigator**, funded by Food and Nutrition Policy for Health Promotion Program (FHP) and Thai Health Promotion Foundation
- Perception, recognition and attitude toward of Alcohol Brand Merchandise to Alcohol Consumption of Thai Youth  
**Principal investigator**, funded by Center for Alcohol Studies
- 2011 Alcohol marketing surveillance: Alcohol Watch  
**Principal investigator**, funded by Center for Alcohol Studies
- The relationship between exposures to environmental factors on behavior of youth alcohol drinking  
**Co-principal investigator**, funded by Center for Alcohol Studies
- Advertising of food to Thai children: Is brand logo recognition related to their food and beverage buying behaviors, eating behaviors and body image concerns?  
**Co-principal investigator** funded by WHO Thailand
- Thai consumer's perception and understand of front-of-pack (FOP) food labeling  
**Co-principal investigator** funded by Food and Nutrition Policy for Health Promotion Program (FHP) and Thai Health Promotion Foundation