

The “triangle that moves the mountain” and Thai alcohol policy development: Four case studies

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The “Triangle that Moves the Mountain” is a conceptualized strategy initiated as a social tool for solving difficult social problems, by simultaneously strengthening capacity in three interrelated sectors: (1) creation of knowledge; (2) social movement; and (3) political involvement. The concept has been claimed as the basis of many successes in various Thai policy arenas.

This article describes the strategy implications of four alcohol policy development case studies. The first case is the establishment process for the Thai Health Promotion Foundation and its contribution to the alcohol policy area. The second and third cases are two phases in the development of alcohol promotion regulation. The last case reviews the movement against the approval of an alcohol company listing on the Stock Exchange of Thailand. The case studies show that capacity strengthening in three sectors, based on this concept, benefited Thai alcohol policy development.

KEY WORDS: *Alcohol, alcohol policy, Triangle that Moves the Mountain, Thailand*

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