

Achara Pakdeepinid

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Childhood overweight and obesity is a global public health concern. Thailand is using community-based interventions, but few people know about how to tailor these approaches to local needs and assets. This qualitative study applied the Community Readiness Model (CRM), for the first time in Thailand, to understand community contexts that could facilitate or hinder the development of an overweight prevention model and to demonstrate its applicability in designing tailored interventions. A semi-structured interview was used to assess community readiness in Sena municipality, Phra Nakhon Si