
Chapter 6

Seminar and Public Relations

Public hearing and PR seminars were also organized by the Study of Standardization of Facilities and Transportation Service for Persons with Disabilities and Older Persons to publicize information to interested people or agencies concerned so that they can have access to information, project essence, standards of facilities in vehicles and communication channels to collect opinions and suggestions about the project.

6.1 First Public Hearing and PR Seminar

The first public hearing and PR seminar was held on Monday, April 3, 2017 from 08.30 to 13.00 hr at the Berkeley Hotel on Phetchaburi Road. It was opened by Ms. Kobkul Motana, Principal Advisor on Air Transport Economics and the opening remark was briefed by Mr. Wijit Nimitrwanich, Transport Technical Officer, Advisory Level. There were 112 participants comprising representatives from agencies concerned such as foundations, associations, organizations of persons with disabilities and older persons, transport business enterprises, educational institutions, state agencies, etc.

The first PR seminar comprises various activities, e.g., presentation of the project overview, the survey result of current situations concerning persons with disabilities and older persons in the transport sector, conceptual framework for the draft standards of facilities and transport services for persons with disabilities and older persons, including public consultation on the requirement of facilities for persons with disabilities and older persons.

Figure 6.1 – 1 Opening of the First PR Seminar

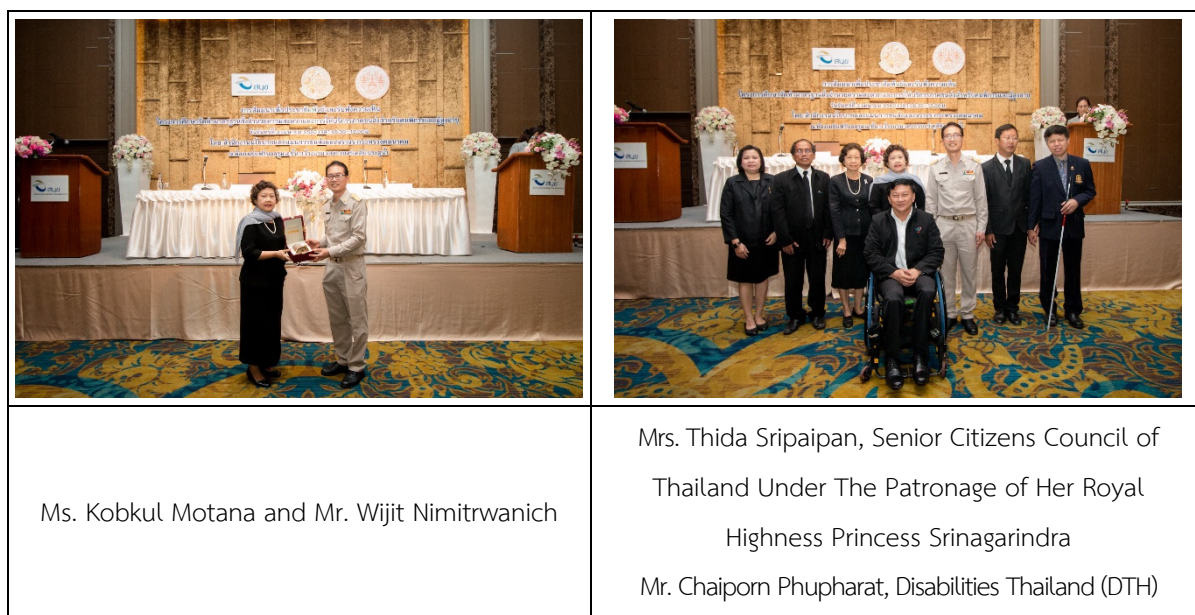


Figure 6.1 – 2 Atmosphere of the First PR Seminar



Figure 6.1 – 2 (Cont.) Atmosphere of the First PR Seminar



The essence of the presentation in the first PR seminar comprises:

- The participants stressed the most importance on development of facilities in fixed and non-fixed route buses (33.89% of six types of vehicles) according to the Ministerial Regulations to Prescribe Characteristics or the Provision of Equipment, Facilities or Services in the Buildings, Places, Vehicles and Transportation Services to Ensure Accessibility and Usability by Persons with Disabilities, B.E. 2556 (2013).
- Facilities that are required most by the respondents are: ramps, wheelchair parking spaces, signs displaying equipment or facilities for persons with disabilities and seats for them, respectively.
- Wheelchairs are requested on all flights.
- The Ministry of Transport should focus on creating an understanding among business operators and service providers so that they have good attitudes towards persons with disabilities and older persons.

- The standards and prototypes of facilities should include detailed design and cost estimate for further use.
- As for the signs of fixed route buses, light signs and loudspeakers should be provided to notify persons with disabilities which bus will approach to the station, including older persons with low vision.

6.2 Second PR and Study Dissemination Seminar

The second PR and study dissemination seminar was held on August 31, 2017 from 08.30 to 13.00 hr. at Richmond Stylish Convention Hotel, Nonthaburi Province. There were 121 participants comprising representatives from agencies concerned such as state agencies, transport business enterprises, foundations, associations of persons with disabilities and older persons, educational institutions, design professional groups, etc.

The second PR seminar comprises various activities, e.g., presentation of details of standards of facilities and services in the transport sector for persons with disabilities and older persons, the details of vehicle prototypes and standards for development in accordance with the prototypes (equipment guiding persons with disabilities or wheelchairs for passenger vehicles), presentation of both courses: ITTA and ITTS, comments and suggestions from the participants.

Figure 6.2 – 1 Atmosphere of the Second PR Seminar

	
Mr. Arkhom Termpittayapaisith, Minister of Transport addressed the opening speech of the second PR seminar.	Mr. Chaiwat Tongkamkoon, Director-General of the OTP briefed the opening remark.

Figure 6.2 – 1 (Cont.) Atmosphere of the Second PR Seminar

	
Representatives from agencies concerned	Mr. Chaiporn Phupharat, Disabilities Thailand (DTH) Maj Sirichai Sapsiri, Association of Persons with Physical Disability International
	
Mr. Sawang Srisom, Transportation For All – T4A	Atmosphere of the second PR seminar
	
Prototype of equipment guiding persons with disabilities in ascending and descending from vehicles displayed in the second PR seminar	

The following issues are summarized in the second PR seminar.

- The standards of facilities in vehicles are very beneficial to persons with disabilities and older persons, so they should be pushed for and promoted to be used in the educational, skill labor and industrial sectors.
- All standards of facilities should be the same because many agencies have prepared them and there may be unclarity.
- Both training courses should be organized every year and more public relations about the training should be conducted.
- The government sector should organize a training course on service skills provided to persons with disabilities and older persons for volunteers so that they can help these persons properly at other places like department stores, airports, electric train stations, fixed-route bus stations, etc.
- The Ministry of Transport should push for the facility prototype in a concrete manner as quickly as possible by designing it so that agencies under the responsibility can apply it for further action. The private sector should also be supported to take part in the development and application of the vehicle prototype to proper services.
- The facilities must meet the standard. For example, locations and information of stations informed to persons with disabilities and older persons must be consistent.

6.3 Public Relations

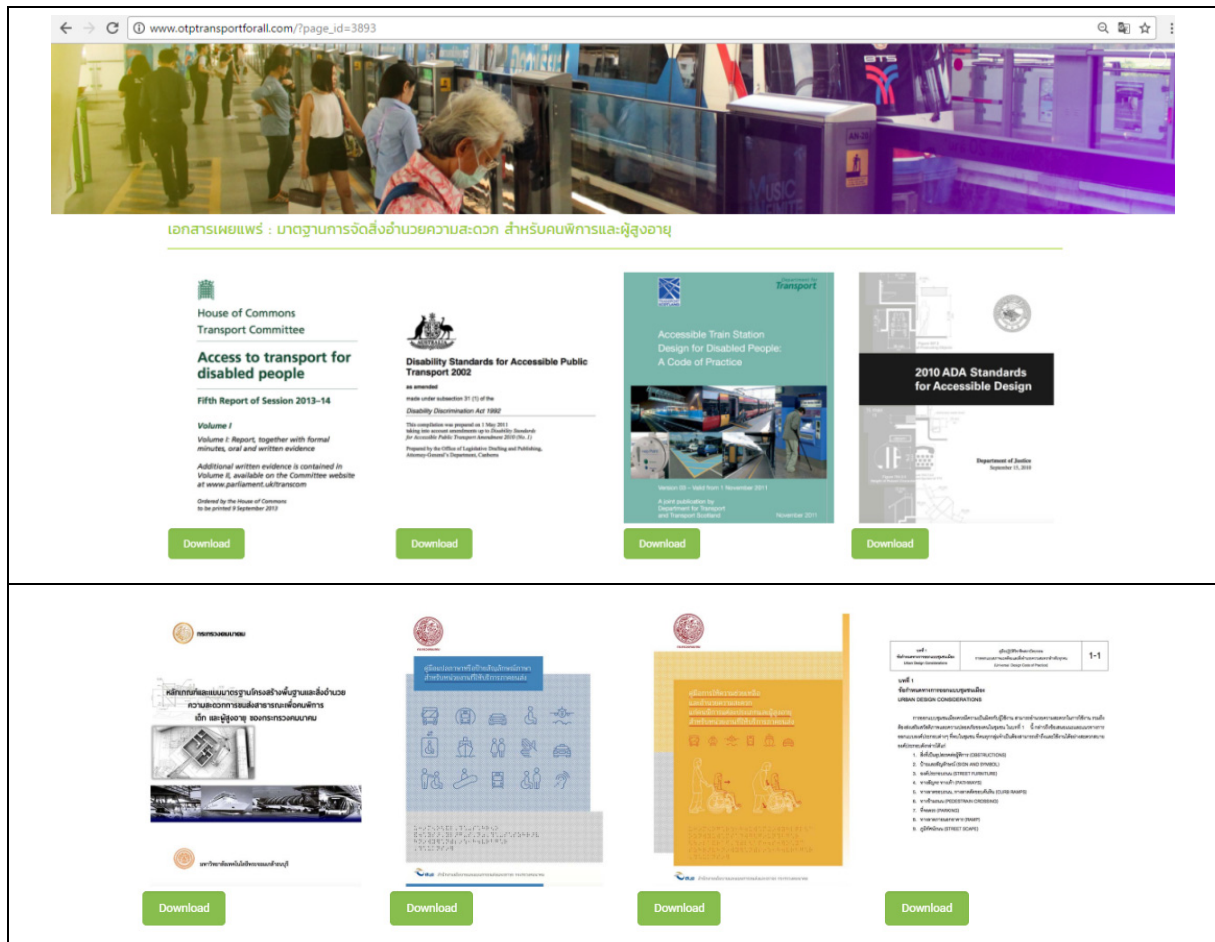
The project operation includes dissemination and public relations of operation and study results, activities and important information to inform interested people or agencies concerned about the project information through different kinds of media, such as:

- **Dissemination via the website**

The project's website of <http://www.otptransportforall.com/> was created. It contains the following information:

- Project information and study guidelines include reports and progress, and description about the project study guideline.
- PR news about both training courses, including dissemination of progress to publicize two training courses
- PR documents to propose about the international standards used by the project
- Links of agencies relating to persons with disabilities and older persons to connect information with agencies
- Project questionnaires are used by the project as a media to collect opinions.
- OTP2016, which collects information about persons with disabilities and older persons from the project, was carried out the OTP.

Figure 6.3. – 1 Example of Document Menu Published in the Project Website



Source : <http://www.ottransportforall.com/> ; July 10, 2017

• Dissemination via Facebook

A Facebook fan page entitled OTP Transport For All was created by the project to disseminate and publicize the project study and operation. It also serves as another channel to listen to people's opinions. Relevant project operation information was updated, e.g., both seminars, training courses: the first batch of the ITTA and ITTS courses, steering committee meetings and focus group meetings. Local and international research information or articles related to project operation were disseminated to general public so that they understand the principle and concept of facility and transport service development for persons with disabilities and older persons.

Figure 6.3 – 2 Example of Content Proposed on Facebook



Source : <https://www.facebook.com/OtpTransportForAll> ; June 15, 2017

- **Dissemination via different kinds of communication channels**

The project disseminated information via other communication channels such as seminar documents, newspapers, videos and exhibition boards. Prototypes of facilities and equipment guiding persons with disabilities and older persons or their wheelchairs are shown from Figure 6.3 – 3 to Figure 6.3 – 7.

Figure 6.3 – 3 Printing Media of the First Seminar



Figure 6.3 – 4 Printing Media of the Second Seminar



Figure 6.3 – 5 Example of Project Video



Figure 6.3 – 6 Vehicle Prototype of 3D Model Proposed in the Second Seminar

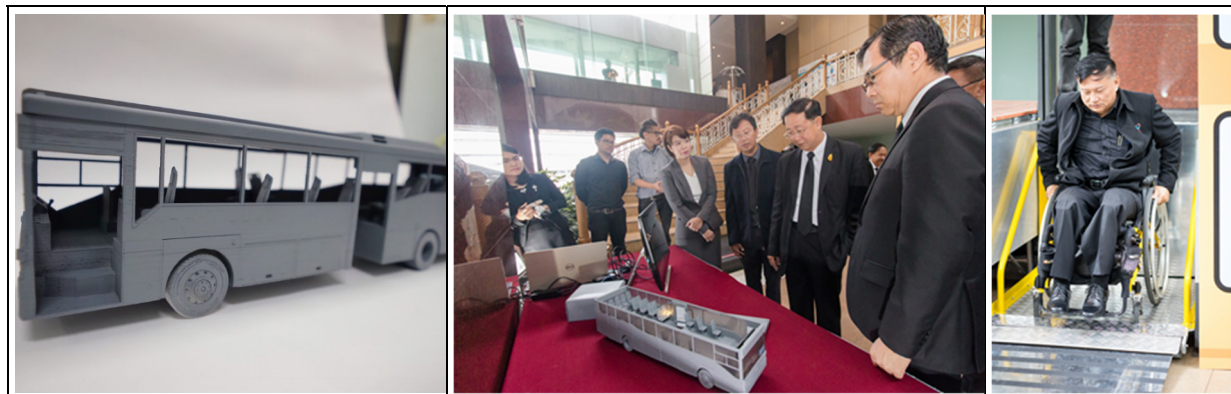


Figure 6.3 – 7 Example of Exhibition Board

