



Bungon Ritthiphakdee

Senior Advisor of Southeast Asia Tobacco Control Alliance (SEATCA) and
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EXPERTISE

Advocacy • Networking • Tobacco Control Policy • Health Promotion

BACKGROUND

Ms. Ritthiphakdee is an effective and inclusive advocate. She strategically harnesses the strength of partners and places a premium on trust-building and consistency when assisting governments and the tobacco control community. Her strategy of connecting head (providing evidence), hands (community organizing), and heart (persuading policy makers) has worked effectively in a culturally diverse region to advance public health policy.

In 2000, Ms. Ritthiphakdee founded SEATCA- the regional network of tobacco control advocates in ASEAN countries. She has since labored to build a strong and cohesive regional tobacco control movement, and continues to identify and cultivate emerging tobacco control advocates to ensure the sustainability of that movement.

In 2017, She and SEATCA team found the Global Center for Good Governance in Tobacco Control (GGTC), aiming to promote good governance and fight against tobacco industry interference globally. Through research, education, and policy development, they courageously expose deceptive strategies, counter misinformation, and challenge corporate influence.

In recognition of her work, Ms. Ritthiphakdee received a WHO award in 2001 and the Luther Terry Award on Outstanding Leadership in Tobacco Control from the American Cancer Society in 2006.

EDUCATION

Thammasart University (1985-1989)
Master of Social Administration (Public Health)

Chulalongkorn University (1973-1976)
Bachelor of Arts (French and English)

PROFESSIONAL EXPERIENCES

1. Senior advisor, SEATCA (September 2018-present)
2. Executive Director, GGTC (September 2018-present)
3. Executive Director, SEATCA (January 2000-August 2018)
4. Director of Division on Health risk and Public Campaign, ThaiHealth Promotion Foundation (January 2001-December 2003)
5. Founder and the first director of ASH Thailand (1986-2000)