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**THE CO-ORDINATION FOR EMERGENCY MEDICAL SERVICE SYSTEM IN RURAL COMMUNITIES: A CASE STUDY OF LOCAL ADMINISTRATIVE ORGANISATION, MUANG DISTRICT, KHON KAEN PROVINCE**

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Present paper is the study of the Emergency Medical Service System (EMSS) by the Local Administrative Organisation in Muang District, Khon Kaen province. The study aims to find the guideline for co-ordinating EMSS of Local Administration Organisation at subdistrict level in Khon Kaen. Using a qualitative approach, the data came from two sample groups, the administrator sample and executor sample involved in EMSS at local level, with a comparison between the maximum and minimum of operating results in 2008. This study emphasises four types of coordination: leadership, organisation management, human resources development and communication. The data collection was done by in depth interview, and analysed by content analysis. Study results of coordination guideline for EMSS at subdistrict level show that, in the local administrative organisation with highest level of emergency medical services,

the leader plays an important role in coordinating at different levels: a policy coordination in which the leader acknowledges his participation in policy implementation and practice; an inter-organisation coordination in which the leader is able to detect obstacles and point out the best practice or weaknesses in each organisation in order to be well prepared in managing subdistrict EMSS efficiently; and an intraorganisation coordination by which organisation structure, work strategies, clear mission assignments are properly determined to serve the budget plan. In addition, proposing regulations meant to encourage teamwork also has a big impact on EMSS outcome. This study suggests that, for well coordination guidelines, an Emergency Medical Institute of Thailand should coordinate a national policy towards a project called One Tambon One Rescue Team, supported by the Department of Disaster Prevention and Mitigation (DPM), Ministry of Interior Thailand. The DPM is responsible for controlling and monitoring all Local Administrative Organisations in the country, supporting and distributing sufficient budget from the central to local level, and continually promoting and training local leaders or administrators who are politically appointed or government official to understand EMSS, as well as monitoring and evaluating the officers in order to motivate and encourage them to work.