THE EVALUATION OF SOCIAL RETURN ON INVESTMENT IN ECONOMIC AND HEALTH KNOWLEDGE FOR THE ELDERLY IN A COMMUNITY

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Abstracts - The study "The Evaluation of Social Return on Investment in Economic andHealth knowledge for the Elderly in a Community" aims to evaluate of social return on investment in economic and health knowledge for the elderly in a community. A total of subjects in the study were age 60 years and older and volunteers who care for the elderly in the community in KrokKruat sub-districts, Pakpee district, Nakhon Nayok province. The project participants participate in three training in economic and health activities and onetime were followed up social impact and changing in economic and health behaviors. The analysis follows up theory of change that includes the process input (project budget), activities (training in economic and health), output (the number of participants who have economic and health knowledge), outcome (the change of economic and health behaviors), and social impacts (reducing unnecessary expenses, increased saving, and reducing health spending). the social return on investment (SROI) measure by the value of social impact (792,000 baht) divide by project budget (180,000 baht). the social returns on investment of 4.40 meaning that one baht on investment can create social benefits of 4.40 baht.In conclusion, this project is benefit to society and it is worth to invest.

Keywords - The Social Return On Investment, Economic Knowledge, Health Knowledge,