

“Community Collaboration in Beitou Healthy City .”



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Keywords: community empowerment, healthy city, collaboration

Abstract

The Ottawa Charter for Health Promotion strengthened community actions in 1986. Therefore, the promotion of community empowerment and participation is one of the most vital elements in building healthy cities.

The public and community organizations in Beitou for enthusiastic and spontaneous participation are devoted to community health care, health promotion, environmental protection, cultural, creation, etc.. So far, there are seven cities in Taiwan entering into the Alliance of health Cities. We have an opportunity to examine carefully the role of community in the promotion of health cities and as a reference material for other cities.

Community empowerment in Beitou

There are 44 community organizations in Beitou which present the empowerment and systemization, but most of them have such common problems as being in a situation of issue, manpower, and resource shortage. They lack the energy to steadily grow. This condition might result in a gap in the development of community.

After being discussed over and over again, surveyed by questionnaires, and positively connecting the issue of community cooperation which is proposed by Beitou Culture Foundation, Taipei, “The Club of Directors of Beitou Communities” was established in 2004. The purpose of this club is to inherit traditions as new nutrition in the future. Only the presidents and the former ones of the club have the qualification to be the members in the club. They put the promotion of community development into effect, and carry out the substance function. Also, they continue to plan public forums and learning series activities held once per month, and have been held 62 times totally up to now.

The Club will invite several community organizations which have developed more maturely in operation, and have known well in information and resource to share their experience with others. With the establishment of accompanying family system, we can not only get forward in inheriting the experience of communities and learn mutually easily, but also let full-grown communities help new communities grow. The reputable partners in the communities assist to analyze the condition and characteristic of communities, to find out issues of community construction with moderate resource exploitations, and to instruct in every subject concerned. We define this club as an essential conversational platform in Beitou, and simultaneously we have

chosen the community's industry, welfare care, and healthy city as the common themes for community construction since 2007.

Table 1: Beitou coaching - accompanying communities

Family	Coaching - accompanying communities	Issues
A	Ji-qing	Green beautification, traditional market and mall planning
B	Dong-hua, Ji-yan	Ecological communities, Cooperative association in community
C	Fu-xing	Community security Holiday and recreation tourism
D	A-lao-bie, Zhong-he	Rebuilding of outdated blocks, Ecological tourism

To avoid interfering with the Club's operation, Beitou Culture Foundation has set in a coaching - accompanying role. However, in the condition of deficiency of manpower and finance, those directors realize that administrative and professional support is necessary. The value of the Foundation is to offer the local and easy-to-use resources for our communities. The Foundation plays the role of knowledge management of the communities via learning process. Because the network of community united effort, which is set up by accompanying families, provides an effective method for helping the communities control the development of policy more easily than before, learn how to evaluate the whole aspects of issues, and acquire the knowledge of know-how, there are more and more people allowed to participate in and care about the public issues.

Community empowerment in Healthy City

Beitou Communities joined the project of Healthy City. In the beginning, the community organization is the core team of Beitou healthy city. Through the education programs, the organizations can figure out better the idea of the healthy city. Using the experience of Taipei Da-an District and Tai-nan City, both of which had already adopted the application of healthy cities as the learning models, the organizations will assist their members in recognizing the meaning of health city, and reach an agreement, and then decide the frame together.

In the stage of organizing, community organizations gather the folk groups, celebrities, public departments and hot-spring hotels to found Beitou Healthy City Promotion Committee and Beitou Health Promotion Association. Both of them will participate in the confirmed mission and works, make executing strategies, and join the working group and guidance counselor team for convenient work division. When in the health city seminar, the community organizations will share the real experience with global experts and executives, and form an alliance of organizations to symbolize the determination and promise of promoting health city.

In the stage of action, the organizations collect the past achievement documentation and work analysis of health construction work, data of group interview, questionnaires for people in community, related resource about health promotion, etc. The purpose is to realize the present situation of Beitou District, including health problem, general social and economic situation for developing the proper scheme. The organizations provide specific affairs or figures in health

construction, then invite the script-writer to interview them and make the draft about the stories about how the community health construction come to achieve. By doing so, the stories could not only praise the accomplishments and strengthen individual self-fulfillment, but also act as a community reference for accelerating the efficiency of health cities. The community organizations also take part in the drafting of health city profiles, discuss the prior issue of health cities, and set up the bilingual web of health city in English and Chinese in order to get the goal of interflow between information and international transmission.

The working group of Beitou healthy city divides into many parts, including administration department, four teams of establishing indicators, community counseling department, narrat ed history department, journalism department, and marketing department. Each of the divisions has taken charge of different jobs such as establishing indicators, breeding ma npower of community, collecting documentation, and propaganizing and promoting. Those indicators are great learning and thinking opportunities for community. To strengthen the community action power, integrate the public health policies, create supporting circumstances, develop individual skills, regulate the direction of health service, encourage the folks' participation, get the new strategies moving, and to continue building the healthy communities are what we strive for.

Cooperation in communities

In order to resolve the difficult problems, we need to integrate many community organizations into an intersectoral cooperation body. Using united partner relationship in the organizations and using the method of collaboration make each organization get into a mutually beneficial condition, and then become a long-term organized network structures (Mandell , 1999).

Guy Peters (1998) considered that there are five aspects of intersectoral cooperation:

1. Two or more participators to join together.
2. Every participator is the protagonist.
3. There are sustaining relationship and interaction between members.
4. Each participator has to supply some substance or non -substance resource to other partner.
5. All participators share the accomplishment and responsibility.

Baron-epel O, Drach-Zahavy A, Peleg H. (2003) indicated the benefit elements for partnership are:

1. Efficiency guiding
2. Strong confidence to goal
3. Same vision and target
4. Financial support
5. Policy of original organization
6. Personal acquaintances
7. Manpower support
8. Partner relationship strategies in other organizations
9. Surfing the organizational net about promoting health
10. Authority support

And we found efficiency guiding, strong confidence to goal, and the same vision and target are the most essential factors.

The obstacle and resolution in community construction

Like the mode of Beitou, accompanied person will utilize the accompanying, increasing ability, workshop form, active learning, professional support, and administrative support to keep the achievement, ability, and resource in the community in order to make the community more independent in the future. Because the accompanied person is not necessary in daily life, they could strive for more abundant resource and act in proper work division. Therefore, they have more chances to get the trust of communities and accomplish the maturity of communities. Each participating community focuses on the issue they agreed on to provide the resource voluntarily, so they cause bigger success in cross-community. Hence, the strategies of personal training in community construction are supposed to transform the “counsel, lecture, subsidization, single profession, and supervision” into “long-term stay, issue action, partner, cooperation, personal training”. The simplified administration, the encouraged creation development will result in developing the adapted system of personal training in community construction. Beitou Culture Foundation plays an accompanying part to provide administrative support and knowledge management in community issue’s topics collection.

Advancement of Beitou Healthy City project is proved to be able to strengthen the ability of community organization and personal training. We hope it can represent the whole community’s characteristics and develop in the correct way.

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