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제목	국문	우리 나라 병원들의 건강증진 서비스 도입 현황과 이에 영향을 미치는 요인			
	영문	Current Status of the Hospital-based Health Promotion Programs in Korea and the Factors Influencing Their Introduction			
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분야	보건관리 [건강증진]	발표자	이상규 [전공의]	발표형식	구연
진행상황	연구완료				
<p>1. 목적</p> <p>To investigate the current status of hospital-based health promotion programs in Korea and to find out factors which affect to the process of implementation.</p> <p>2. 방법</p> <p>We conducted a mail survey to all 875 hospitals in Korea from March to May in 2001. The CEOs of hospital were asked whether their hospital have or not, whether it arranges full charged staffs and whether it is paid or not for 12 kinds of health promotion programs. Contextual factors(location, type, permitted bed, established year, public/private, economic level of the community, the level of competition) and organizational factors (the extent of market, compatibility with vision, formalization), strategic types of the CEOs (defender/analyser/prospector) were also surveyed. The relationships between each variables and the implementation of health promotion service, activation of service, and the target groups(patient/community resident) were analyzed with univariate analysis and independent effects of these variables were examined with multiple logistic regression.</p> <p>3. 결과</p> <p>106 among 125 hospitals (84.8%) have more than one health promotion program. But, they showed fluctuations in adoption rate of each programs, which meant comprehensive health promotion service was not provided. Many programs did not arrange full charged staff and few hospitals had paid programs. In factors affecting health promotion service implementation, private hospitals showed higher rate in implementation than public. In contrast, when the competition among near hospitals got intense, the level of implementation of service lowered. In the strategic type of the CEOs, the prospector showed to have more health promotion programs in their hospitals and the analyser have more tendency to have programs</p>					

for community residents than the defender.

#### 4. 고찰

Considering above results, contextual factors may contribute more in the introduction of health promotion services in Korean hospital, but the CEO's personal preference and organizational factors concerns more in the activation of services. And the CEO's personal preference may be the major influencing factor to the introduction of programs for community resident.