

일본 건강증진사업의 지역사회 자원과의 연대 구축 사례

Dr. Tanji Hoshi (Professor of Healthy City and Health Promotion,
Urban Research Institute, Tokyo Metropolitan University, Japan)

Japanese case of community partnership for Healthy City Projects

Tanji Hoshi MD Ph D
Tokyo Metropolitan University

Healthy city project in SOYO town

- ***Role of government & local city***
- ***Purpose Healthy town Plan***
- ***Mission 1, 2, 3 Model 1, 2***
- ***Research Methods Design Survey***
- ***Slogan Goals Program , Means1-4***
- ***Survey & Monitor the Program and the Effects***
- ***Promoting factors***
- ***Future issues***
- ***Conclusion***

Roles of the Central Government Preparing a complete strategic plan of Healthy Japan 21

- *Coordinate and direct health-related groups, and keep Japanese citizens informed through some of tools including the mass media.*
- *Establish an information system to capture the nation's health indicators, collect information through the system, analyze the information, track the achievement of numerical targets.*
- *Conduct mid-course and final evaluations regarding the proper nature of the plan and update it based on further evaluation.*

Roles of Prefectures

- *Cooperate with the health-related groups during preparing plans, including prioritization and setting goals regarding the Local health problem.*
- *Establish an information system to better understand health indicators, evaluate the achievement status of numerical targets, and provide the results to residents.*

Roles of Municipalities①

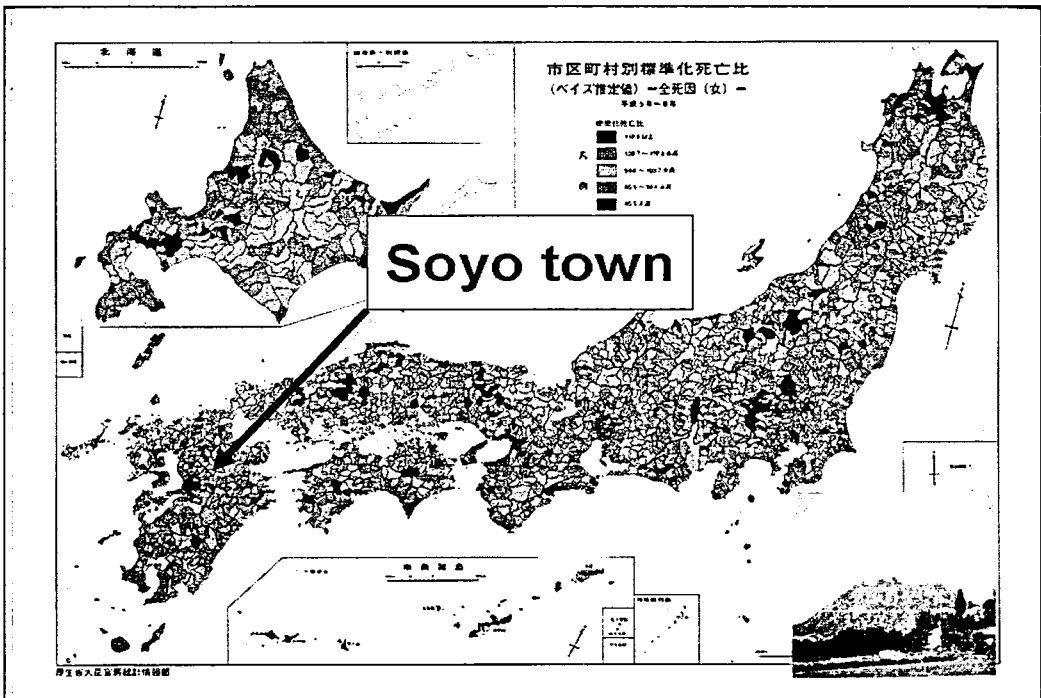
- *Including all citizens.*
- *Collaborate with relevant health centers that have jurisdiction over the concerned municipality.*
- *Establish close contact with prefectures.*

Roles of Municipalities②

- *Cooperate with health promotion centers, medical institutions, and pharmacies when implementing plans, providing health-related information, and supporting individual health promotion activities by utilizing their municipal health centers.*

PURPOSE

- *to make clear the effectiveness and*
- *the promoting factors of H. P. in Soyo town.*



SOYO TOWN

- **5,200** :Population
- **25.0%** :Aged people
- **12.0%** :Self Budget
- **1.5 hour by car**
from KUMAMOTO
Airport

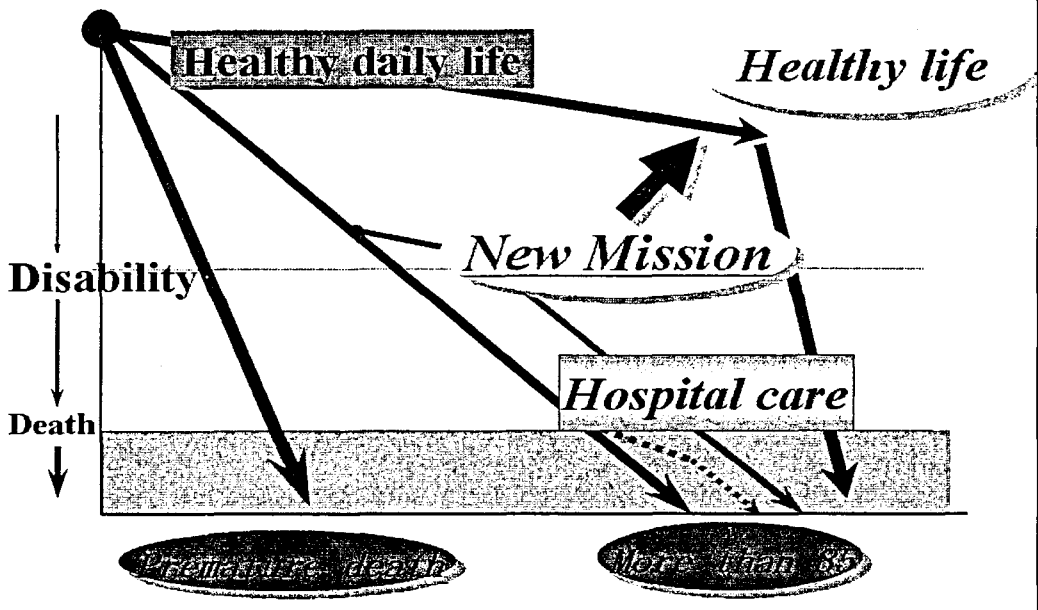


PHN and Town Hall



Healthy town Plan

Prevent premature death and healthy longevity



Healthy town Plan

- **Mission , Slogan**
- **New Model , Goals**
- **Program , Means**
- **Survey & Monitor the Program and the Effects**
- **Improve the program**

Mission 1

- **Healthy until death**
- **Healthy Town**
by using the model of Health Promotion program

Mission2

- People Participation*
- Involvement*
- empowerment*

Mission3

- share the merits with each other*

NEW GOAL

- ***Spiritual daily life QOL ↑***
- ***Subjective health ↑***
- ***Life satisfaction ↑***
- ***Premature death ↓***
- ***Emotional relationships ↑***
- ***Income ↑***



Goal oriented Plan

- ***We confirm the goals of a plan, and set practical objectives and numeric targets to be achieved based on the goals.***
- ***To set these numerical targets to reflect the goals appropriately***

Research Method

- **Inteventional epidemiology**
- **pre survey 1988**
- **post survey 1998, 2000**
- **Questionnaire Survey**

DESIGN

pre-survey 1992 **post-survey 1996 & 2002**



Pre-survey was conducted in 1992
Post-survey has been conducted
in 1996 & 2002

Model 1

- *From Medical model to Life Model & Social Model*

Model 2

- *1/365 → 365/365*
- *Daily life*
- *Positive model*
- *Supportive environment*

Program & Process

- ***set up the health personnel and health care facilities***
- ***evaluation planning***
- ***comprehensive health care system including school***

Program & Process

- ***every sector is responsible for monitoring the consequences of his own health policies***
- ***drawing up suitable health policy numerical objectives and implementation program***

"People First" Principle

- ***One of the most important ideas is the principle that puts residents in the first place. This implies that people are positioned in the center of local health promotion. This principle is not only important for promoting health at the local level, but also in schools and the workplace.***

Clarifying Priority

Since public resources such as personnel, products, time, and money are limited, priority should be assigned. to prioritize, the significance of any problem, possible improvement, efficiency and people's needs should be fully considered correctly.

Health Planning with people



Same level as the basic or grand plan

- ***Considered the most important administrative issue in local governments.***
- ***Expected to place the Healthy 21 Local Plan on the same level as the basic or grand plan of the local government.***

Collaboration with others

- *Town collaborates with schools, and private sector organizations to improve the health of all people.*

Participation of many stakeholders in discussions during health planning

- *In terms of health resource development, it is also important to ensure the participation of many stakeholders in discussions during health care planning.*

slogan

*Healthy
until death*

Goal: Reduction

- *Premature death*
- *Medical cost*
- *Bed ridden people*
- *Social tax*
- *Overwork for care*

Means

Means 1

- *Making the future plan*
- *Set a numerical goal*
- *Including Voluntary*
- *Monitor the results*
- *Supportive Environment*

Means 2

- *Budget for Manpower & Facilities*
- *Supported by the Prefecture & University*

Means3

- *Daily life*
- *Belonging to Voluntary Groups*
- *Affordable Income*
- *Evaluation & monitor*
- *Collaboration with people*

Means4

- *Health promotion program for Healthy life*
- *Go outside*
- *Having some of role*
- *Citizen involvement*

Citizen involvement



People's Participation

- *Residents participate in preparing, implementing, evaluating and monitoring the local plans at each level, and participate in the decision making process regarding the plan.*
- *Consider awareness of personal roles to be played, and not by depending on the administration for health promotion.*

Involvements every residents

- *Stakeholders, including residents, must become involved in the entire process by first selecting an effective project based on scientific evidence and arrangement status of health-related resources.*

Regional Development of Health Resources

- *To promote a desirable lifestyle, health resources of the food industry, voluntary group and social network activities, and regional group catering facilities and restaurants should be recognized.*

Set up the Health care facilities & Manpower

- ***Nursing home*** **1**
- ***Nursing center*** **1**
- ***Home helper*** **5**
- ***Public Health***
- ***Nurse*** **2**
- ***Visiting nurse*** **5**
- ***Social worker*** **1**



Healthy Vegetable with no drug



Results

Issues in Evaluation of Local Plans

- *Evaluation is required for the final effect judgment of health promotion plans to determine whether the health of residents has actually improved or whether this system effectively improves the health of residents.*
- *In the evaluation, not only health providers, but also consumers and residents must make an evaluation.*

RESULTS I

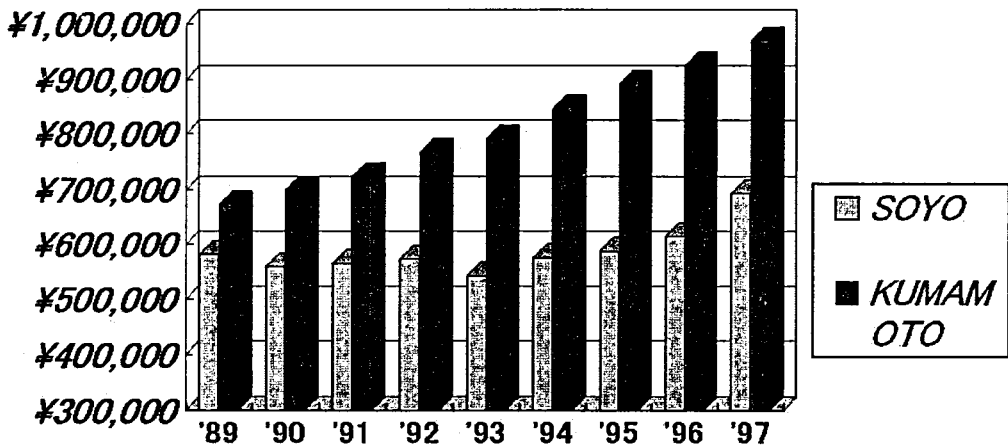
- *quantitative effects:*
- *pre mature death rate is decreasing from 22.1% (1988) to 18.2% (1992) 15.6% (1998)*
- *subjective health is increasing from 48.0% (1988) to 67.1% (1992) 71.5% (1998)*

Effectiveness of Health Promotion

- **Subjective health** ↑
- **Premature death** ↓
- **Social network** ↑
- **Health access** ↑
- **Medical cost** ↓



Medical cost for the Aged



No 1 in Japan

best facilities and manpower

- ***Nursing home 1, Nursing center 1***
 - ***Home helper 5, Nurtrcian 1***
 - ***Visiting nurse 5, Social worker 1***
 - ***Public Health Nurse 2***
-
- **by the Nikkei News Paper in 1997**

RESULTS II

- **qualitative effects;**
- ***the level up of the status of the health section was evaluated***

RESULTS III

- ***It was visited by more than 300 municipalities***
- ***Became famous as a healthy town***

PROMOTING FACTORS I

- ***Individual should be given opportunity to participate actively in the design of the health care services and the process of planning system since the fist original design.***

Symposium on Health summit'94



Visiting Denmark with people & students



PROMOTING **FACTORS II**

- *In developing people oriented health technologies, priority should be given to the lay resources*

PROMOTING FACTORS III

- *To implement local plans more effectively, it is important for administration, local residents, and health-related groups to exchange or share information on measures and methods.*

PROMOTING FACTORS IV

Participation of Stakeholders in Preparing Plans

- ***Preparing a plan is not a goal in itself. If it were a goal, the plan would probably be not formalized.***
- ***To prepare a practical plan, the institutions and stakeholders must participate from the planning stage because it is important to clarify each roles through discussion.***

PROMOTING FACTORS V

Importance of Improvement of Environment

- ***Health is obtained not only by individual effort, but also by improving the social environment and developing resources.***
- ***Residents must seriously consider ways to improve the surrounding environment which raises awareness of health promotion and enables them to promote their own health subjectively.***

FUTURE ISSUE

- *Improve Healthy life*
- *lessen overwork of care giver for bed ridden people*
- *citizen involvement*
- *local autonomy*

Final Conclusion for Health

- *Redistribution income fairy*
- *Pure Air & pure Water*
- *Sustainable development*
- *Promote healthy behavior*
- *Promote safe & same communities*
- *Improve system for personal and public health by citizen involvement*
- *Feel happiness Buddhism & Pease*
- *Comprehensive oriental medicine*
- *Supportive environment*



〈국문요약〉

일본 건강증진사업의 지역사회 자원과의 연대 구축 사례: 건강도시사업을 위한 지역사회 파트너쉽 형성 사례

Tanji Hoshi

Professor of Healthy City and Health Promotion
Urban Research Institute, Tokyo Metropolitan University

일본의 Soyo town에서 진행된 건강도시사업은 건강증진 프로그램 모형을 통하여 건강한 도시를 건설하겠다는 슬로건을 가지고 주민들이 참여하여 자신의 건강관리능력을 함양하고 서로의 장점을 공유하는 것을 사명으로 하고 있다. 또한 삶의 질 향상, 주관적 건강상태 향상, 삶의 만족도 향상, 정서적 유대감 향상, 수입증가 그리고 조기사망의 감소를 구체적 목적으로 설정하고 있다. 이러한 목적을 달성하게 위한 매우 실제적이며 수량화된 목표들이 설정되어 있다. 1992년에 사전조사를 실시하고 1996년과 2002년에 사후 조사를 실시하였다. 프로그램 내용과 과정에는 보건의료전문가와 시설에 대한 정비, 평가에 대한 계획, 학교를 포함한 포괄적인 보건의료시스템이 포함된다. 모든 부문은 자신들이 설정한 보건정책 결과에 대하여 모니터링을 진행하며 적절한 정책을 다시 설정하고 수량화된 목표를 설정하며 프로그램을 수행한다. 프로그램 수행의 가장 중요한 원칙은 사업의 기획, 수행, 평가 과정에 주민이 최우선적으로 참여한다는 점이다.

Soyo town은 사업을 위하여 학교 및 지역 내 사조직과 협력하고 모든 사업의 기획 과정에 다양한 구성원들을 참여시켰는데 이는 건강자원 개발에 있어 매우 중요하게 실천되어야 하는 문제이다. 특히 모든 Soyo town의 주민들이 참여하는 것을 원칙으로 하였다. 주민들은 건강관련 자원의 배치상태와 과학적 근거를 고려하여 효과적인 사업을 선정하는 것을 포함한 모든 사업의 과정에 참여하였다. 바람직한 생활양식을 향상

시킴을 위하여 식품회사, 자원단체 그리고 사회적 관계망 그리고 지역의 단체급식시설, 식당 등이 파악되었으며, 영양원, 가사도우미, 공중보건간호사, 방문간호사, 사회사업가로 구성된 보건의료 시설과 인력들이 협력하였다.

사업이 주민의 건강을 향상시켰는가와 건강향상에 사업이 효과적이었는지를 판단하기 위해서 평가가 진행되었는데, 서비스 제공자 뿐 아니라 소비자와 주민들도 평가를 수행하였다. Soyo town의 건강도시사업의 평가 결과, 조기사망률이 1988년 22.1%이 1992년 18.2%로, 1998년 15.6%로 감소하였다. 또한 주관적인 건강상태는 1988년 48%에서 1992년 67.1%로, 1998년 71.5%로 증가하였다. 전반적으로 주관적 건강상태, 사회적 관계망, 보건의료서비스에 대한 접근성은 증가하였으며, 조기사망, 의료비용은 감소하였다. 한편 보건의료부문의 질적인 향상을 가져왔으며, Soyo town은 건강한 도시의 명성을 얻게 되었다. 사업의 효과성을 향상시킨 요인은 주민 개개인들에게 사업의 기획과정에 처음부터 참여할 기회가 주어졌다는 점과 자원개발에 있어 기존자원의 재개발에 우선순위를 두었다는 점이였다.

효과적인 사업의 수행을 위하여 행정부, 주민, 건강관련 단체들은 수단과 방법에 관한 정보를 교환하는 것이 중요하다. 사업의 기획단계에 모든 이해당사자들이 참여하여 각자의 역할분담을 명확히 하는 것이 필요하며, 건강증진은 개인의 노력 뿐 아니라 사회적 환경의 개선과 자원의 개발을 통해서 달성되는 것이므로 주민들은 건강증진을 위한 환경개선을 위해 노력도 병행되어야 한다.