

건강증진사업 기획자

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배 경

- 법적 근거
국민 건강증진 법 제 4조
(건강증진계획 등)
국민 건강증진 법 시행령 제 9조
(주민건강의 증진에 관한 세부계획 등)
국민 건강증진 법 시행규칙 제 2조
(주민건강증진에 관한 세부계획 등의 보고)

기획(Planning)이란?

- 조직의 목표를 달성하기 위한 일과 방법을 개괄적으로 설계하는 것(L. Gulick)
 - 최적의 수단으로 목적을 달성하기 위하여 미래의 행동결정 방안을 준비하는 과정(Y. Dror)
 - 예정된 행동방안을 마련하는 단계(P. LeBreton, D. Henning)
 - 합리적인 결정에 도달하기 위한 사회적 과정(R. Dahl)
- => 행동하기 전에 무엇을 어떻게 해야 하는지를 결정하는 것이며, 미래를 예측하는 것

기획의 특성

- 미래지향적
- 목표지향적
- 최적의 수단을 탐색하고 선택하는 의사결정과정

기획의 중요성

- 제한된 자원의 적정 배정
- 상호이해대립에 대한 조정 및 결정
- 급변하는 지식, 기술의 수용 및 개발
- 합리적 결정

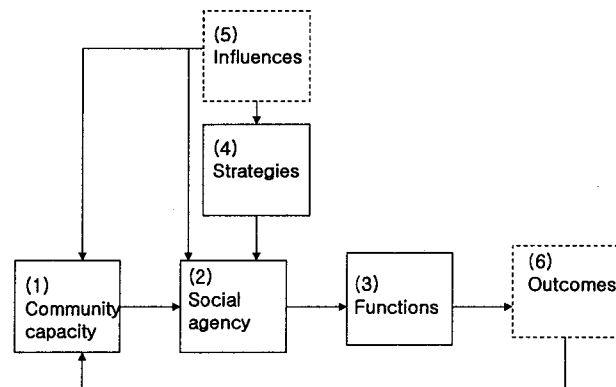
기획과정

- 목적 및 목표설정: SMART
- 자료수집, 분석
- 우선순위 결정: PATCH
- 가설설정
- 대안 비교, 평가
- 최종안 선택

조직접근의 기획: SWOT

	S	W
O	I	II
T	III	IV

지역사회건강증진사업개발 모형 Definitional Framework (Chaskin, et al., 2001)



Characteristics of community capacity

- Sense of community:
degree of connectedness among members
- Commitment to the community:
responsibility in the community
- The ability to solve problems:
problem-solving mechanism
- Access to resources:
ability to access and leverage

Level of social agency

- Individual level:
human capital & leadership
- Organizational level:
community-based organization
Institutes, groups
- Network level:
relationships among individuals, groups,
and organizations

Functions

- Planning
- Decision-making and governance
- Delivering services
- Information dissemination
- Organizing
- Mobilizing residents

Strategies

- Leadership
- Organization development
- Community organizing
- Organizational collaboration

Conditioning influences

- Medicating circumstances:
 - Residential stability
 - Informal mechanisms of social control
 - Unequal distribution of resources
 - Power relationships

Outcomes

- Two kinds of outcomes
 1. sustainable community capacity
 2. achievement of other valued outcomes:
 - accessibility of services
 - equitable services
 - quality of services
 - improvements in the experiences of staff and informal caregivers
 - improvements in the health status

Common Problems

1. Differing values and interests
2. Role confusion and power struggles
3. Lack of commitment and resources
4. Internal conflicts

Knowledge needed for health promotion planning

- Human relations
- Organization
- Leadership
- Partnerships
- Resource management
- Capacity building
- Community

Attitudes needed for health promotion planning

- Respect for the people & community
- Sense of commitment
- Openness to working collaboratively
- Patience and perseverance
- Self-confidence

Skills needed for health promotion planning

- Communication and negotiation skills
- Problem solving and conflict resolution
- Managing partnerships
- Time management
- Financial management
- Stress management

Implication for nursing

- Community health nursing education & practicum:
 - Need for faculty training
 - Need for integrating community capacity building for the health promotion in the curriculum
 - Need for the development of practice manual