



GLOBAL ALCOHOL POLICY CONFERENCE
FROM LOCAL AND NATIONAL ACTION TO GLOBAL CHANGE



What Determines Community Organizations to Participate in Partnerships for Health Promotions Programs to Reduce Alcohol Consumption?

Yoonjung Han*, Jinhee Kim*, Seunghyun Yoo*, Janet Yewon Jeon**

*Seoul National University

Graduate School of Public Health

Community Health Promotion,

**University of North Carolina, Chapel Hill

October 7, 2013

- **Introduction**
- **Preliminary Findings**
: Partners and Partnership Patterns
- **Further Considerations**

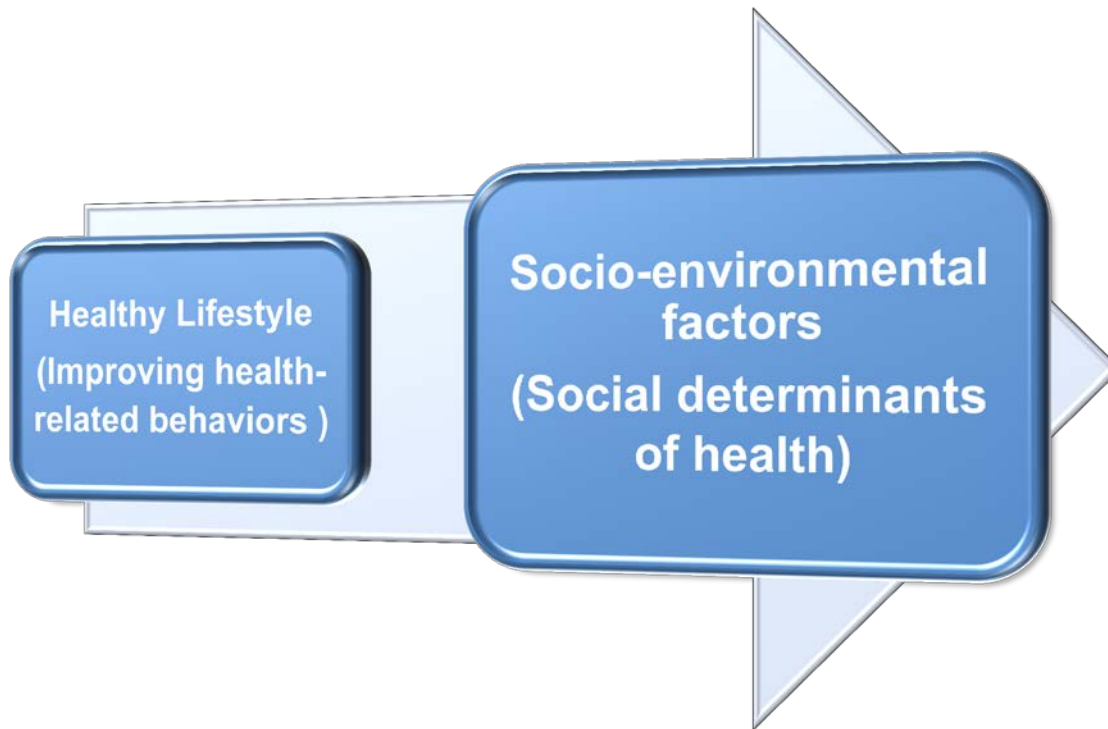
Introduction

Introduction

∴ Exploring patterns of public and private partnerships to facilitate community participation for health promotion

■ Background

✓ Paradigm shift in the field of health promotion



✓ Emphasizing health promotion through **empowerment, participation, collaboration, multi-strategy** (Rootman et al., 2001)

Introduction

⋮ Exploring patterns of public and private partnerships to facilitate community participation for health promotion

▪ Background (cont'd)

- ✓ Participation is the cornerstone of health promotion, and in itself a health promotion activity.
- ✓ There is a growing interest and demand for participatory approaches in health promotion programs in Korea.
 - ➔ Identifying partners and developing partnership are prerequisites to achieve ideal participation for participatory approach.

Introduction

✓ Strategies for Developing and Maintaining Partnerships (Wallerstein et al., 2005)

Strategy 1

- Reflect on own capacities and those of our institutions to engage in research partnership

Strategy 2

- Identify potential partners and partnerships through appropriate networks, associations, and leaders

Strategy 3

- Negotiate a research agenda based on a common framework in mechanism for change

Strategy 4

- Creating and nurturing structures to sustain partnerships, through constituency building and organizational development

Introduction

∴ Exploring patterns of public and private partnerships to facilitate community participation for health promotion

▪ Objectives of the study

- ✓ Identify and find (potential) partners in health promotion
- ✓ Understand the current situation and assess the capacities and challenges of (potential) partners in health promotion
- ✓ Explore the enabling and disabling factors that facilitate community participation for health promotion
- ✓ Examine partnership patterns between partners
- ✓ Explore strategies to increase participation from the private sector

Introduction

⋮ Exploring patterns of public and private partnerships to facilitate community participation for health promotion

▪ Methods

1. Participant recruitment : snowballing method until saturation.
2. Data analysis: an iterative approach and reduce to meaningful themes
3. Attaining trustworthiness of the findings: preliminary analysis reviewed by selected interviewees in focus group discussions.
4. Data synthesis: data from documents and literature to be synthesized in the final analysis.

(Steps 3~4 to be performed.)

Introduction

∴ Exploring patterns of public and private partnerships to facilitate community participation for health promotion

■ Interview Questions

- Who are the partners? Where do you find them?
- What are the factors for successful partnerships? (vice versa)
- What additional partners do you need for cooperation?
- How do you request for cooperation? What are the pathways?
- What is the relationship between the public-private sectors? What are their roles?
- What is the motivation that lead to ideal cooperation?

Preliminary Findings : Partners, Partnership Patterns

Preliminary Findings : Partners, Partnership Patterns

■ Interview Participants (interviewees)

Public sector

- ✓ Community Health Center
- ✓ Public Agencies

Private sector

- ✓ Private Organizations
- ✓ Consumer Organizations
- ✓ Alcohol Counseling Center
- ✓ NGOs
- ✓ Univ. Student Groups/Clubs
- ✓ CBOs
- ✓ Research Institutions

Preliminary Findings : Partners, Partnership Patterns

■ Current Partners and Potential Partners

✓ Classification of partners

Classification	
Primary Prevention (General population)	Education / Training
	Campaigns
	Monitoring
	Advocacy
	Policy
Secondary Prevention (At risk population)	Education / Consultation
	Diagnosis
	Referral
Tertiary Prevention (Addicted population)	Treatment / Consultation
	Custody
	Legal remedy

Private sector

- Civilian Activity (Adult)
- Research, Development
- Professional Organizations
- Civic Organizations

- Adolescent / Education Field
- Support Organization

- Central Government
- Local Government
- Research Institutions

Public sector

12

Preliminary Findings : Partners, Partnership Patterns

- Prerequisites for sound partnerships

**Common Goals
on the Basis of
Shared Value**

**Structures
&
Budget**

**Capacity
of the Staff
(based on institutional
support)**

Preliminary Findings : Partners, Partnership Patterns

- What kind of partners do you want to work with?

Private Sector

- ◆ Sharing common values
- ◆ Funding sources
- ◆ Community experts
- ◆ Civic organizations, NGOs, CBOs

Public Sector

- ◆ Community experts, activists
- ◆ Professionals (for data, evidence)
- ◆ NGOs (that have their own funding mechanisms)

Preliminary Findings : Partners, Partnership Patterns

▪ Features and **Roles** of the Public and Private Sectors

Private Sector

- ◆ Autonomous, flexible, creative
- ◆ Less systematic, less sustainable
- **Various field activities**
(i.e. issue making, issue fighting, information/knowledge transfer, critical observation and addressing the problems)

Public Sector

- ◆ Systematic, responsible, sustainable
- ◆ Stiffness and protocols
- **Control Tower**
(i.e. arranging financial resources, policy making, producing evidence with the BIG PICTURE)

Further Considerations

Further Considerations

- Improving current partnerships
- Finding new partners
- Strategies for developing and maintaining better partnerships
- Finding a good partner = **Being a good partner**

References

- Rootman, I., Goodstadt, M., Potvin, L., & Springett, J. (2001). A framework for health promotion evaluation. In I. Rootman, M. Goodstadt, B. Hyndman, D. McQueen, L. Potvin, J. Springett, & E. Ziglio. (Eds.) *Evaluation in health promotion: Principles and perspectives*. WHO Regional Publications European Series, No. 92. Denmark; WHO Regional Office for Europe.
- Wallerstein, W., Duran, B., Minkler, M., & Foley, K. (2005). Developing and maintaining partnerships with communities. In B. Israel, E. Eng, A. Schulz, & E. Parker. *Methods in community-based participatory research for health*. (pp. 31-51). San Francisco, CA: Jossey-Bass.

Thank you!