

How We Motivate Participating in Pingtung Healthy City

Yeh, Shou - Shan
Mayor, Pingtung City

Community, the cornerstone

Why community participating important?

- Important! Cornerstone of HC campaigns
 - Bridge, Government and Citizens
 - Incubator, City Citizen Behavior
 - Implementer, Healthy city promotion
 - Driver, Commitment empowering

Why Particular Critical to PTC

- Short of Financial support. Extra-ordinary community participating crucial.
- Sound relationship and interaction, City Hall and Community. Effective utilization.
- Economic disparity → distinctive community development concept. Inter-community exchange to ease variation.
- Distinctive life style. Rural vs. Urban. → Inter-community exchange → mutual appreciation

Theme: Participating inducement

- Scheme varied events, align with diverse living styles, tastes, needs, statuses, family types

Criteria for Pingtung HC Campaigns

- *Exhaustive.* To lead a city-wide participating (remove possible participating constraints)
 - *Participative.* To synthesize community opinions through effective communications
 - *Appreciative.* To appreciate the cultural distinctiveness. Community-based local-specific campaigns.
 - *Sympathetic.* To remove (ease) participating restraints with special care of the minority.
- ~*To attract attention, to evoke willingness, to actuate participating*

Exhaustive

- Remove possible participating constraints, evoke city-wide participating
- Constraints on age, gender, nationality, physical ability, physiological status, equipment, transportation, safety & security, enrollment, and any artificial barriers.

Examples for *Exhaustive* Participating

- The Great City Farmer (450 units/ 4.3 hectares)
- Community Arts & Music Circles (12,000 participants)
- “Fancy Jogging, Healthy Pingtung” Series
(30,000 participants)
- Circulating library (6 days a week)
- Anti pock Move ((2008: 169,715 ads, avg. 0.8/citizen,
2.35/house; 2009: 387,748 ads, 1.82/c , 5.38/h)

~Every people could be involved

Examples for *Exhaustive* Participating

1



Examples for *Exhaustive* Participating

2



Examples for *Exhaustive* Participating



Participative

- Fully integrate community opinions
- Contributors: Community leaders (Chairs, directors), Opinion leaders, Scholars, Healthcare professionals
- Methods: Scheduled meetings, Focus Group Interviews, Personal interviews, Delphi techniques.

Examples of *Participative*

- Anti poock Move
 - Minority Care Plan (4,000 cases)
 - The Great City Farmer
 - Fun Summer Series (2,500 students)
 - Community Parks
- ~Opinion leaders are fully involved in planning, executing, evaluating, and acting

Examples of *Participative 1*



Examples of *Participative 2*



Appreciative

- Appreciate the cultural distinctiveness.
- Partner with local organizations
- Community-based, local-specific campaigns
- Local organization plan, organize, execute, and supervise.
- Community exchange

Examples of *Appreciative*

- Anti pock Move
 - “Fancy Jogging, Healthy Pingtung” Series
 - Regimen Seminars for Seniors (24 sessions 4000 seniors)
 - Daku Arcadia
 - Ah-Hou Liberal & Arts Arcade
 - Dancing Queens & Kings of Shihwen
 - “Dingliou Community Sports Games Fair”
- ~ *Local community citizen behavior, inter-community cooperation*

Examples of *Appreciative*



Examples of *Appreciative 2*



Examples of *Appreciative 3*



Sympathetic

- To remove (ease) resource access restraints with special care of the minority.
- To enhance campaign involvement for the minority.
- To call for charity behaviors

Examples of *Sympathetic*

- Living Assistance Measures for Foreign Spouses (120 cases)
 - Regimen Seminars for Seniors
 - Homeless Care Series (100 cases)
 - Tour to the National Scientific Museum; 2-day tour to the Kenting Yoho Beach Resort (250 disadvantaged students) among others
 - Charity Breakfast Move (250 disadvantaged pupils)
 - English Classroom for Seniors
 - Summer Baseball Camps & Summer Basketball Camps (2,000 disadvantaged students)
 - Volunteer Incubating Camps (1,200 volunteers)
- ~ *Evoke citizens' benevolence and active participating*

Examples of *Sympathetic 1*



Examples of *Sympathetic 2*



Healthy · Culture · Happiness
Pingtung

You are cordially invited to be our guest to
City of Pingtung

