

FACTORS CONTRIBUTING TO THE ACHIEVEMENTS OF HEALTHY COMMUNITY PROJECT IN SONGKHLA PROVINCE

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ABSTRACT

This study aimed to investigate factors contributing to the achievements of healthy community project in Songkhla Province and to explore the prioritisation of indicators which are conducive to the achievements of the project. The study revealed that the factors contributing to the achievements of the project considered in each aspect can be illustrated as follows: the factor contributing to the achievements' mean is at 3.76. This means the factor contributing to the achievements is at a high level. This level is not agreeably congruent with what Phimainok's study (Factors' contributing to the accomplishment of community development based on the philosophy of the sufficient economy of Baan Namsub, Wang Nam Khiao Subdistrict, Wang Nam Khiao District of Nakhon Ratchasima) showing that one of the factors contributing to the accomplishment of the community development based on the philosophy of sufficient economy of Baan Namsub was in the aspect of supporting from the government so that trainings regarding the philosophy could be organised, financially supported, and so on. This study also disclosed that due to the difference of the context where the project was held and the project itself, the factors contributing the achievement were various. With regard to the prioritization of the indicators contributing to the healthy community project, the study showed that the project was supported by community leaders as well as by within-community organisations whose mean was at 4.0. This can signify that these supports were significant for the achievements of the project, which was at a high level. This result was in accordance with Phimainok's study reporting that the factors which were conducive to the accomplishment of the project were that the project was both supported and sponsored by government sectors so that the trainings regarding the sufficient economic philosophy was organised.

Keywords: Factors, achievement, healthy community

INTRODUCTION

Objectives

1. To investigate factors contributing to the achievements of healthy community project in Songkhla Province.
2. To explore the prioritisation of indicators which are conducive to the achievements of the project.

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Expected outcomes

1. The significant results of the study concerning the factors contributing to the achievements of the healthy community project can be applied for supporting as well as promoting future healthy community projects.
2. The significant results regarding the prioritisation of indicators can also be promoted and applied for the future healthy community projects.

Hypothesis of the study

The differences in variables of genders, ages, educational degrees, experience in organising the healthy community project, occupations, positions, incomes and expenditure of the project organisers have an effect on the differences in the project's achievements.

LITERATURE REVIEW

Concept regarding healthy community

The concept of the healthy community was initially based on the study of Mc Keow in 1979 cited in World Health Organisation in 1995. The study aimed to examine the roles of medical profession towards health. The results of the study revealed that the factors that made people's health in England as well as other developed countries better did not rely on medical and technological advancement. Rather, it relied on social, economic and environmental change factors, i.e. smaller-size family, an increase in the amount of food production, lively environments and health promotion together with disease prevention. In addition, the results of the study have brought strategies adjustment in health development and the movement of public health. The results of the study also generated the fundamental concept of healthy community, i.e. Health for all, Healthy city project, Ottawa charter health promotion and Local agenda 21, in terms of definition, characteristics of healthy community, procedure and indicators of healthy community.

Concept of indicators

An indicator is considered as one of the administration tools utilised for either project or both private and state-run organisation administration. Administering with inadequate indicator or without indicator results in the fact that administrators may not even comprehend the truth or real problems occurred which may lead to the failure of administration. Therefore, it is essential to have clear indicators for project or organisation operation so that the operations can be easily evaluated. As a result, this evaluation can be utilised for problem-solving and can also be used for further project operation.

Related studies

Sripinit (2011) examined people's participation in activities of healthy community project, a case study Baan Uta Phaw Community, Nong Mai Dae Sub-district, Mueng District of Chon Buri. The results of the study revealed that in general the level of people's participation in 7 activities of healthy community project was low. However, concerning Clean City Activity, the study showed that this activity possessed the highest level of people's participation, which the people supported some budget and materials. Regarding Safe City Activity, people's acknowledging of participation was at the highest level once the activity was done. With regard to Quality of Life

Activity, people's participation in expressing opinion and recommending project operational methods was at a high level. In accordance with Lively and Beautiful City Activity, people's participation in meetings and planning Lively and Beautiful City Project was at a high level. Moreover, concerning City Management Activity people's participation in supporting some budget and materials was at a high level. In addition, regarding Wisdom City Activity, people's participation in expressing opinions and recommending project operational methods was at a high level. Furthermore, the results of the comparison differences between marital status, educational degrees and occupations among the people pointed out that the people whose marital status, educational degrees and occupations were different, their participation in all seven activities were not statistically and significantly different (.05).

Mongkol-itthiwet's study (2009) whose title was The Development Process of Community Competency for Healthy Community: A Case Study of Baan Sob Yaab, Chiang Saeng District of Chiang Rai revealed that there was a good relationship among the people of Baan Sob Yaab Community. The people help each other, possessed beautiful culture and custom and owned local wisdom. The study also disclosed that the leader of the community was competent. For one thing, supposing that the community encountered problems, everyone including the leader and the people in the community were able to gather to collaboratively come up with solutions to the problems. The study further noted that there was Community Fund of Baan Sob Yaab. The Fund covered several aspects such as physical, economic, social, cultural and administrative development. In order to develop the community competency for healthy community, the action research was conducted and the people's participation was also included. The participation of the people was divided into three steps.

Step 1: Collectively set up the goal, the meeting was held so that the people would have the same visions, goals and understanding. These were to build and develop a healthy community and to organise activities regarding creating the same visions and the same goals. All of these were collectively held basing on the application of community analysis process through the participation of the people.

Step 2: Setting up fundamental structure and mechanism to develop learning community, the survey was conducted and the workshops were organised in order to find out the fundamental mechanism for developing the learning community.

Step 3: Collectively organise the healthy community project, initially the action plans were set up to develop the community competency for becoming the healthy community.

The cooperation between researchers and the people was evaluated. With regard to this, the study maintained that the development process of community competency for healthy community was beneficial for the community. That is to say, the process brought about participation and cooperation among the people in the community. The process made the people think, plan and work systematically. Apart from these benefits, the process also equipped the people with the capability of analysing problems and needs of the community. As a result, the people realised problems occurred in the community and collectively solve them. The people learned how to organise activities and projects, how to write a project to ask for budget from other organisations. Additionally, the process exposed the people to other invaluable experiences that could be used to develop the community.

Phimainok's study (2015) aimed to investigate factors contributing to the accomplishment of community development based on the philosophy of sufficiency economy of Baan Namsub, Wang Nam Khiao Subdistrict, Wang Nam Khiao District of Nakhon Ratchasima. The results of the study pointed out that:

1. The factors can be clarified as follows: outside-community factors such as support from government bodies in organising the philosophy of the sufficient economy trainings, financial support, and marketing plan for community product support. Furthermore, the study stated that there were several factors pertaining to within-community factors such as the people's participation in community fund used for the operation of community development, exchanging experience, tying up relationship among the people in the community through conducting activities and developing careers. Thus, the study concluded that these two main factors greatly correlated with the accomplishment of the community development.
2. Baan Namsub community was successful in applying the philosophy of the sufficiency economy, which was at a high level. For example, every individual and family lived their lives sufficiently and were satisfied with what they had. As far as community level was concerned, community fund group was established in order to be circulating fund for the members in the group and for producing Baan Namsub community products. Moreover, the community encouraged its people to save up their money.
3. The results relating to knowledge and understanding about the philosophy of the sufficiency economy mentioned that the knowledge and understanding about the philosophy of most of the people in the community were a high level.
4. The results regarding problems and obstacles in developing the community showed that family level did not seem to have correct knowledge and understanding about incomes and expenditure accounting and being in debt. The study also proved that they did not seem to be enthusiastic about learning new things as well as finding out new innovation that could be used for living their lives and developing their community based the philosophy of sufficiency economy. Furthermore, with regard to community level, the study revealed that government-related bodies did not continuously support the community in terms of the development based the philosophy of sufficiency economy. For instance, the community is short of markets for its products. The products themselves were various and were not adequately improved. Finally, the community had limited budget to organise and operate activities based on the philosophy of sufficiency economy.

Rodsir's (2011) study whose title was 'Strengthened Community: A Case Study of Baan Pangjamee Community, Huay Keaw Sub-district, Mae-on of Chia Mai revealed that the establishment of strengthened community, Baan Cham Pee Community' was a result of a research pertaining to forest and water management conducted by Maejo University together with study visit and community management. Moreover, community committees were trained in knowledge management courses. As a consequence, the concept of community development was occurred, which was promoted and financially sponsored by the research project and community budget. Moreover, the study showed that in order to be the strengthened community, several development activities were organised. These activities having an effect on the community strength was at a high level. The study also found that the people participated in community management, self-independence and love and care about their community. Moreover, the leader as well as Baan Pangjamee Community committees place an emphasis on working for the sake of the community. They also gave the people opportunities to solve problems and to collectively come up with the new ideas that can be the community direction. However, concerning making the community strengthened, there were problems in conveying love towards the community. This is due to the fact that most of the youths in the community went to study at other places, the

leader and other people in the community, therefore, did not reluctant to encourage the youths to dwell in the community so that the community could be strengthened and self-independent. Luangon's study (2007) aimed to examine people's participation in healthy community project: a case study of Tieu Son Pattana Community, Bang Phra Sub-district, Sri Racha of Chon Buri. The results of the study noted that the majority of the people in the community were: female, 25-34 and 35-44 years old, single, Buddhists, upper secondary and undergraduate educational degrees, sellers, businessmen whose salary was between 5,000 - 10,000 Baht. The study also revealed that the level of the people's participation in seven healthy community-related activities was low. Furthermore, the study suggested that the project and other activities should be widely publicised. Every single one of the people should join hands in planning the project. There should be trainers from municipality staff so that the people could be trained. Finally, the people should take parts in making collective decision. In addition, in the comparison of the factors contributing to the healthy community, the results of the comparative experiment of the differences between marital status, educational degrees and occupations among the people pointed out that the people whose marital status, educational degrees and occupations were different, their participation in all seven activities were not statistically and significantly different (.05).

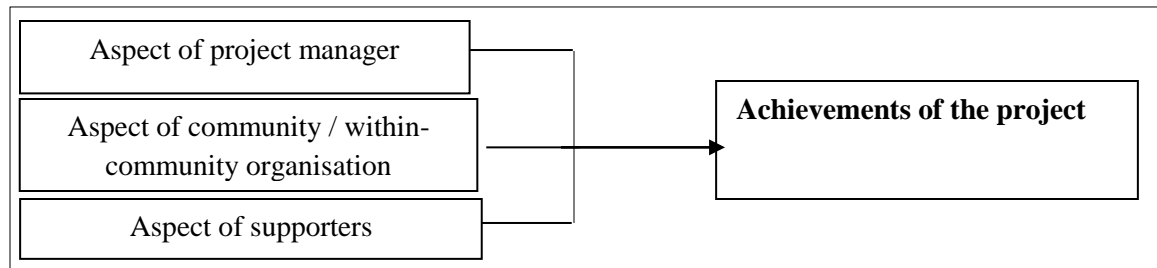


Figure 1
Research framework

RESEARCH METHODOLOGY

This is a surveyed research whose objectives were to explore factors contributing to the achievements of the healthy community project and to investigate the prioritised indicators conducive to the healthy community in Songkhla Province.

Population and sample

Researchers of the healthy community project in Songkhla in 2013 suggested seven projects/ teams/ staff/ monitors from Health System Management Institute. There were 54 informants in total.

Research methodology

The instrument utilised in this study were a questionnaire relating to the factors contributing to the achievements of the healthy community project. This was divided into 3 parts as follows:

Part 1: Personal information such as gender, age, educational degree, experience in project management, occupation, position, incomes and expenditure – these are closed-ended questions.

Part 2: Factors contributing to the achievements of the healthy community project. Scales used for evaluating the level of the factors:

Mean between 4.50-5.00 indicates the highest achievements

Mean between 3.50-4.49 indicates high achievements

Mean between 2.50-3.49 indicates moderate achievements

Mean between 1.50-2.49 indicates low achievements

Meanwhile 0.50-1.49 indicates lowest achievements

Part 3: Recommendation – this was an opened-ended question.

The questionnaire was designed as follows:

1. Study the related documents concerning related studies as well as the factors that contribute to the achievements of the healthy community college.
2. Use the concept from the related theories and studies for designing the questionnaire.
3. Scope and draft the questions which cover every factor of the achievements of the healthy community project. These were based on the concept. And then proposed the questionnaire to supervisors.
4. Revise the questionnaire according to the supervisors' suggestion. And 30 copies of the questionnaire were used for a pilot study.
5. Finalise the questionnaire before it was used for collecting the data.

Data collection

There were two types of data collected – primary data and secondary data. As far as the secondary one was concerned, the data related to concept, theories, academic documents, studies, thesis, and other official related documents. With regard to the primary data, it was collected through an interview.

The data were collected between March-April 2016.

Statistics used data analysis

This study used descriptive statistics to analyse the data as follows:

1. Frequency and percentage were utilised to analyse personal data of the informants.
2. Frequency, percentage, arithmetic mean, and standard deviation were employed to analyse the data of the factors contributing to the achievements of the project.
3. Independent-sample t-test and one-way ANOVA were used to analyse the hypothesis.

RESULTS

Part 1: The analysis of factors contributing to the achievements of the healthy community project in Songkhla (from 54 informants) as follows:

- a) To study factors contributing to the achievements of the healthy community project in Songkhla.

The study found that the majority of the informants were female whose age, 31-35 years old with bachelor's degree. They have 5 years' experience in managing projects and were government officials whose salary was between 10,001-15,000 Baht. Their expenditure was less than 10,000 Baht.

The levels of each factor contributing to the achievements of the project;

- i) The mean of project manager aspect was 3.76 (S.D. = .647), showing that this has an effect on the achievements at a high level.
- ii) The mean of community / within-community organisation aspect was 3.71 (S.D. = .716), indicating that this has an effect on the achievements at a high level.
- iii) The mean of supporter aspect was 3.21 (S.D. = .586), indicating that this has an effect on the achievements at a moderate level.

Considering the level of each aspect factors contributing to the achievements of the project, the study revealed that the overall mean was 3.56 (S.D. = .594), indicating that this has an effect on the achievements at a high level.

Table 1

Mean and standard deviation of each aspect factor contributing to achievements of the project

Factors contributing to the achievements of the project	Mean	S.D.	Level
1. Project Manager	3.76	.647	High
2. Community / within community organisations	3.71	.716	high
3. Supporters	3.21	.586	moderate
Total	3.56	.594	high

Part 2: The prioritisation of indicators that contribute to the achievements of the project in Songkhla.

- a) To examine the prioritisation of indicators that contribute to the achievements of the project.

The prioritization of the indicators;

- i) The project has been supported from the community leader and other within-community organisations, whose mean was 4.00 (S.D. = .727), which means that this has an effect on the achievements at a high level.

Table 2

Mean and standard deviation of every aspect factor contributing to achievements of the project, according to the prioritisation of indicators

Factors contributing to the achievements of the project	Mean	S.D.	Level
1. The project was supported by both the community leader and within-community organisation leaders	4.00	.727	High
2. Having knowledge and skills in conducting the project	3.93	.843	High
3. Teamwork	3.93	.669	High
4. Effective following-up and evaluation	3.87	.754	High
5. Ability and competency of the team	3.85	.529	High
6. Understanding in the project details	3.83	.885	High
7. Being responsible for the duty given	3.83	.795	High
8. Effective problem-solving	3.83	.771	High
9. Putting the right man to the right job	3.81	.729	High

10.The project was acknowledged	3.78	.793	High
11. Community and within-community organisation's participation	3.74	1.049	High
12. Managing stakeholders	3.65	.781	High
13. Clearly mention the duty	3.65	.731	High
14. Having good risk evaluation	3.59	1.055	High
15. Using the available within community capitals such as leader capital, cultural capital and economic networking capital	3.57	.838	High
16. Effective Communication	3.56	.604	High
17. The community and within-community organisation have clear understanding about the objectives and the goals of the project	3.54	.966	High
18. Academic support	3.54	.840	High
19. Having good planning	3.52	.966	High
20. Community mechanism such as institute of community leader etc.	3.50	1.005	High
21. Technological support	3.17	.841	Moderate
22. Resource support	3.17	.505	Moderate
23. Financial support	2.98	.687	Moderate

DISCUSSION

Part 1: The analysis of factors contributing to the achievements of the healthy community project in Songkhla (from 54 informants) as follows:

- a) To study factors contributing to the achievements of the healthy community project in Songkhla.

Every aspect of the factors which contribute to the achievements of the healthy community project can be discussed that the mean of project manager factor is 3.76. This mean contributes to the achievement of the project is at a high level, which does not correspond to that of Pimainok's study stating that one of the factors that contribute to the accomplishment of community development based on the philosophy of sufficiency economy is support i.e. support from government bodies in organising the philosophy of the sufficient economy training, financial support and so on. Therefore, it can be noted that the reasons behind why these results are different because these two study are conducted in the different contexts.

Part 2: The prioritisation of indicators that contribute to the achievements of the project in Songkhla.

- a) To examine the prioritisation of indicators that contribute to the achievements of the project.

With regard to the second objective, the study maintains that the project has been supported from the community leader and other within-community organisations, whose mean is 4.00, which means that this has an effect on the achievements at a high level. In the same vein, this is in congruent with that of Phimainok's study reporting that support from government bodies in organising the philosophy of the sufficient economy training and financial support are factors contributing to community development.

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