

Research of Social Organizations' Participation in AIDS Prevention and Control—Taking “Organization L” as Example

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Abstract. By summarizing the experience and difficulties faced by L organization in AIDS prevention and control, and analyzing the causes of the dilemma. In order to promote the better participation of China's social organizations in AIDS prevention and control, the government should continuously optimize the development environment of the anti-AIDS social organizations; establish a diversified financial assistance channel. From the perspective of social organization, it is necessary to strengthen interaction and cooperation with the government; establish a multi-dimensional and orderly fund-raising channel; and strengthen human resources management within the organization.

Introduction

AIDS is known as the "plague of the 21st century." In China, as of March 2018, a total of 789,600 HIV-infected patients and patients were reported nationwide, with a total of 245,500 deaths. It is estimated that about 30% of infected people have not been found [1]. At the same time, the latest data on the AIDS epidemic in 2018 shows that Guangdong Province has become the fourth largest province for HIV-infected people after Yunnan, Xinjiang and Guangxi. Guangdong's AIDS prevention and treatment work is also facing a severe test. In the field of AIDS prevention and control, the experience of countries around the world shows that social organizations have become an indispensable key force in preventing and controlling the spread of AIDS because of their advantages of easy access to special populations and flexible working methods. In January 2017, the State Council issued the "13th Five-Year Plan of Action for China's Containment and Prevention and Control of AIDS", re-emphasizing the need to stimulate the participation of social organizations in the prevention and control of AIDS, and to integrate social forces into the overall work plan of prevention and control of AIDS [2]. Therefore, the entry of social organizations into the field of AIDS prevention and control has received great attention from the government, society and academia.

This article takes organization L in Guangzhou as the research object. organization L was established in 2007. It is an anti-AIDS social organization dedicated to sexual health education, service and support. It has more than ten years of work experience and has been engaged in the anti-AIDS work of the gay community, and then hatched the anti-AIDS project for the youth group since its inception, is a relatively influential and relatively mature anti-AIDS social organization in China. By examining the current status, organizational experience, and difficulties of this typical anti-AIDS social organization, and in-depth analysis of the reasons for its difficulties, on the basis of this, put forward corresponding countermeasures and suggestions. Provide reference for more development of social organizations involved in AIDS prevention and control.

The Status of Organization L Involved in AIDS Prevention and Control

One-Stop Service System

In order to better serve the target group and meet the diversified needs of the service target, organization L has formed a full-process service system for AIDS prevention and control after more

than ten years of development. Among them, the services provided by the male homosexual group include: AIDS publicity and education, high-risk behavior intervention, testing and counseling, psychological counseling and emotional support, providing help channels for infected people and patients, and providing social support for AIDS patients. If you provide positive psychological counseling and referral services at the same time, you can psychologically guide and rescue the infected person detected on the spot at the first time, which greatly reduces the psychological pressure of the infected person. The AIDS testing service network organized by L has covered 8 cities in Guangdong Province, information exchange and resources and technology sharing have been achieved among the network sites. People in need do not have to travel to Guangzhou to enjoy testing and consulting services in nearby cities. As of December 18, the organization L provided 64,047 person-times of testing services for men and men, with a conservative estimate of 100,000 interventions.

Internet plus Service Model

At the beginning of its establishment, organization L began to actively explore the network technology of AIDS prevention and control, using social networks and big data, and now has formed an online and offline anti-Ai Internet plus service model.

In the AIDS publicity and education, online channels mainly include: publishing AIDS surveillance data through the official website; regularly disseminating AIDS “dry goods knowledge” through the public number; conducting AIDS online consultation services; forming a gay online community; on the new media platform (WeChat , Weibo, Zhihu, etc.) for knowledge sharing and online Q&A. In the development of AIDS testing services for gay men, we provide a variety of service scenarios for the needs of different groups of people: on-site testing, on-site testing, home self-test, DNA testing, CD4 testing, etc. In the high-risk behavior intervention for gay men, adopting the combination of “precise marketing” and “internet intervention”, relying on the Internet platform to target the target group through big data, and accurately put the knowledge of AIDS and safe sex behaviors Intervention effect on the target group. For example, embedding AIDS knowledge into games, attracting young people to play, and achieving the purpose of mission intervention.

Peer Support Services

According to different business needs, organization L has established a series of campus AIDS prevention teams: a patrol team focusing on AIDS and sexual health knowledge, a “small partner” team for testing students, a community operation and technical support team, New media team, etc. These teams have extensively recruited outstanding students, allowing the student group to join the campus AIDS prevention work as a peer educator, providing knowledge education, psychological counseling, counseling and testing for student peers, and follow-up support for infected people. Through the establishment of a student volunteer team, the youth anti-AIDS project has covered more than 100 schools in Guangdong Province, and the number of young people directly serving each year can reach 100,000.

The Dilemma of Organization L Participates in AIDS Prevention and Control

Collaborative Participation Policy Support Blur

Deviation in Policy Landing.

In 2004, the state introduced the “Four Frees and One Care” policy, which is the first time the state has included the care and assistance of people living with HIV and AIDS into the scope of disease management. Article 51 of the AIDS Prevention and Control Regulations promulgated in 2006 clearly stipulates that local governments should formulate supporting measures to provide financial support and facilities for relevant organizations to carry out AIDS prevention and control activities. Although the Regulations emphasize “related organizations”, they do not explicitly point out “social organizations”. The regulations also do not clearly stipulate the standards and

implementation rules for local governments to support AIDS organizations. This has made local governments more discretionary in formulating local anti-AIDS policies. The funds and resources are more inclined to have anti-AIDS organizations with government background. The financial support and resource support obtained by civil organizations are very limited and difficult.

Insufficient Financial Support.

For example, in 2017, 61 projects in 40 social organizations in the province were supported by the government's AIDS prevention and control fund, involving AIDS prevention and education, high-risk behavior intervention and patient care. However, all project funds, including special research funds, total less than 3 million RMB [3]. On average, each organization is only over 60,000 RMB. In order to obtain funds and maintain the normal operation of the organization, the organization L can only lower the screening criteria for resources and undertake more projects to obtain financial support, although some projects are not the main direction of organizational work. This makes the organization's services deviate from its target group, which is not conducive to the realization of the organization's purpose.

Poor Internal Management Mechanism

On the one hand, the organization and management structure of the organization L is not clear. There is only one office in the permanent department, no special financial department, personnel department, propaganda department and activity department. The organization division of labor is not detailed enough. In terms of financial management, it is often the full-time staff who must take into account the project co-ordination and the financial management of the project, lack of full-time financial management personnel, and no financial management system and financial record system. On the other hand, the work docking problem within the organization. Because part-time personnel and volunteers are mobile, the frequent resignation of personnel will result in work failure and docking, which is not conducive to the inheritance of internal work experience. Moreover, organizations often spend a lot of time and energy to train the professional skills of anti-Aid service volunteers. The frequent flow of personnel is also a loss of organizational resources.

Shortage of Manpower Supply for Collaborative Participation

On the one hand, it is difficult for high-quality full-time personnel to recruit and manage talent scarcity is a common predicament faced by anti-AIDS social organizations. The gap in talents is not conducive to the long-term development of the organization. In particular, the strategic development and future planning of the organization, the institutionalized management of the organization, and the innovative changes of the organization all require high-quality professional management talents. On the other hand, the volunteer team of organization L does not have stability. The volunteers of the current organization L mainly consist of two parts: First, professional medical service volunteers. Including doctors with blood sampling qualifications, professional nurses, psychological counselors, etc. These volunteers generally come from medical and health units that cooperate with organization L, and most of them are to join the organization L in order to complete the tasks assigned by government departments and unit leaders. of. Although this kind of passive service provision guarantees the professionalism of the service, it tends to be discounted in terms of service attitude. At the same time, such volunteers are more prone to burnout. In particular, they feel that their services are worthless and cannot be valued by government and department leaders. The second is volunteers composed of clients, such as gay men and AIDS patients. Such volunteers generally have a high degree of loyalty to the organization, but because they are a vulnerable group that is cared for, their ability to conduct services is poor, and such volunteers are burdened with tremendous psychological pressure and social moral pressure. The rate is often higher. This is not only the human resource dilemma faced by the current organization L, but also the common question faced by other anti-AIDS organizations

Analysis of the Causes of the Difficulties Faced by Organization L

Insufficient Support from Government to the Anti-AIDS Social Organizations

In China, the foundation for the development of social organizations is the transfer of government governance rights. However, the government adopted a gradual decentralization path for social stability considerations. In the process of decentralization, the government is cautious about social organizations: on the one hand, social organizations come from the private sector and are a natural bridge for communication between the government and the people. The government relies on social organizations to obtain social information and public service evaluations. At the same time, it also relies on the power of social organizations to make up for the shortage of public goods and share part of the responsibility for the government. On the other hand, due to the weak foundation of social organization and the limitations of voluntary failure, the government is worried that its ability to undertake public services is insufficient and triggers new social problems. Moreover, social organizations are a force that is free from the edge of the system. The government is worried that its development momentum is too strong, and that power is improperly exercised, causing social unrest. Based on this contradiction, the government often adopts the encouragement and restraint of social organizations, and the management means of letting go and intervene intervening. The government needs to cooperate with social organizations to manage social problems, so it actively encourages the development of social organizations, but at the same time, the government retains social organizations. Questioning, using administrative means and legal means to interfere with its development trajectory.

Insufficient Support for Public Welfare Undertakings from the Public

At present, people have not yet formed a clear concept of social organization. The impression of social organization is at the level of “good charity”. The social organization’s bargaining power is low, neither known nor understood by the government and society. Generally speaking, social organizations are doing public welfare, that is, they must be selfless and not rewarded. Compared with for-profit enterprises, the social status of social organizations is vague, and the wages and benefits in the public welfare field have no advantage compared with the commercial field, and it is not enough to form incentives, so it is difficult to attract talents. This has further caused the society's acceptance of public welfare undertakings to be generally low. When people make career choices, the first thing to consider is the business sector rather than the public interest. For the organization L, because of the particularity of its service groups and service content, it is even less understood by the public. Therefore, the recruitment of talents in the anti-AIDS social organization is difficult to extend to the general public, and it is impossible to carry out extensive social publicity and resource mobilization.

Suggestions on Promoting Social Organizations to Participate in AIDS Prevention and Control

Government Level

Optimize the Development Environment of Social Organizations.

The government should further optimize its development environment and make the social organization's independence, autonomy and public welfare better. First of all, it is necessary to speed up the establishment of a special applicability legal system for the management of social organizations, so that the management of social organizations can be legally enforced, legalized management, and legal means instead of administrative means to regulate the activities of social organizations, breaking the long-term A situation in which social organizations “re-register, lightly manage”, “re-administrate management, and lightly manage according to law”. Secondly, it is necessary to further reduce the registration threshold of the anti-AIDS social organizations. Although China's current dual management system for social organizations is directly registered and

managed, there are still a large number of anti-AIDS social organizations in the unregistered state. Because many grassroots organizations do not meet the funding, staffing, and site requirements for registration, some organizations have voluntarily waived their registration status because of concerns about rising costs after registration, which further leads to the loss of their legal status. Therefore, the government should consider how to further reduce the registration threshold of the anti-AIDS social organizations, stimulate the vitality of the organization, and let the anti-AIDS social organizations play their due role and value.

Establish a Diversified Fund Assistance Channel.

First of all, the government should increase financial support for public health and change the situation of “heavy medical care and light prevention” in the public health sector. Governments at all levels should increase funding for AIDS prevention and control. Secondly, the source of funds for the anti-AIDS social organizations is mainly that the government purchases services from the society and funds the projects in the form of bidding. Based on this cooperation model, the government should further increase the purchasing service, so that more social organizations can get project funding and participate in the anti-AIDS work. At the same time, the government must uphold the principles of fairness, justice and openness to assess and evaluate bidding organizations, rationally allocate project resources, and avoid excessive concentration and waste of resources. In addition to purchasing services, the government should also pay attention to the daily subsidies of the anti-AIDS social organizations, and appropriately increase the amount of subsidies according to the local price level and consumption level to support the daily operations of the anti-AIDS social organizations. In addition, the government should actively guide the market and social forces to support the development of anti-AIDS social organizations. For example, through policy incentives, enterprises are encouraged to make donations to anti-AIDS social organizations, and enterprises that actively participate in anti-AIDS activities are commended and rewarded; anti-AIDS social organizations are allowed to hold various forms of social fundraising activities, and they can help them to publicize and increase their activities. Credibility; allows anti-AIDS social organizations to charge some of the service content.

Social Organization Level

Strengthening Regular Cooperation with the Government.

In order to survive and better carry out social services, anti-Ai social organizations must strengthen their regular interaction and cooperation with the government, strive to win the trust of the government, and obtain the resources needed for their own development. Specifically, social organizations must first clarify their own positioning, and maintain a high degree of political consensus with the party and the government. Social organizations are not an "anarchic" state of power. Secondly, it is necessary to strengthen communication and exchanges with the party and government departments, actively feedback the opinions from the government to the government departments, actively cooperate with the government departments to supervise and review the organization, and actively disclose the organization charter, work objectives and financial status to the government and the society; Actively cooperate with the government's AIDS prevention and control work without violating the organization's purpose and without damaging the interests of the target group. At the same time, we must actively participate in policy advocacy in the field of anti-AIDS, and gain the right to speak in governance. As the executor of the anti-AIDS policy, social organizations can perceive the deviations and problems that occur in the specific implementation process of the policy, can closely contact the service groups, and collect opinions of the service population on the anti-AIDS policy and the evaluation of the anti-AIDS service. Social organizations can feedback information from the private sector to the government, gradually participate in the policy agenda, use public opinions to influence policy formulation, help the government to further optimize policies, and optimize the supply of public services.

Social organizations can work with companies to achieve resource replacement. Such as helping companies to shape philanthropic image, expanding their visibility and influence in exchange for

financial support; if they cooperate with medical service companies, they will refer to HIV-infected patients for referral treatment, and enterprises will be given a certain fee reduction; cooperation with pharmaceutical companies, society The organization helps companies to promote their products, thereby obtaining the privilege of purchasing drugs at low prices.

Strengthen Human Resource Management within the Organization.

The current human resources dilemma of organization L mainly comes from two aspects. One is the shortage of professional full-time talents, the other is that volunteers are difficult to recruit and the management mechanism is not perfect.

The full-time staff is a core member of the social organization and is the basic guarantee for the organization to achieve strategic planning and sustainable development goals. With the continuous deepening of AIDS prevention and treatment services, the anti-AIDS social organizations are increasingly demanding specialized professional staff, one is the demand for medical full-time staff, and the other is the demand for management full-time personnel. In order to attract high-quality full-time talents, it is necessary to establish a reasonable salary system and incentive system. The salary of full-time staff should be formulated in combination with local prices and consumption levels to provide basic life support for full-time staff. At the same time, it is necessary to formulate a salary increase mechanism based on local wage levels to achieve linkage changes in the wage system. Second, we must expand the recruitment platform for volunteers. It is necessary to make good use of the "Volunteer Time" comprehensive service system, establish cooperation with enterprises and institutions, universities and colleges, and widely mobilize members of different communities to participate in the anti-Ai volunteer service. At the same time, it is necessary to further absorb the target audience and stakeholder groups to become volunteers, such as gay men, AIDS patients and infected people, and carry out anti-AIDS services with the support of peers.

Summary

In order to promote the better participation of China's social organizations in AIDS prevention and control, the government should continuously optimize the development environment of the anti-AIDS social organizations; establish a diversified financial assistance channel. From the perspective of social organization, it is necessary to strengthen interaction and cooperation with the government; establish a multi-dimensional and orderly fund-raising channel; and strengthen human resources management within the organization.

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