

The Implementation of the Right Paradigm Approach in Health Development Through the Public Participation in Healthy City Forum

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Abstract. The involvement of social elements in the development of the health sector is part of the complexity of human rights that should be fulfilled by the State. The implementation of the rights-based approach in health sector development is considered necessary, as it involves public participation in determining the direction of the health policy. The application of the Joint Decree between Minister of Home Affairs and Minister of Health No. 34/2005 and No. 1138/Menkes/PB/VII/2005 concerning the Guidelines for the Implementation of Healthy Districts/Cities signifies the integration of commitment and enthusiasm of the cross-structural parties, including the community, government, business sectors, and legislative body. A healthy district/city's achievement is a continuous process to improve the quality of a healthy environment that represents the physical, socio-cultural, and economic development. The instructional approach in health sector development has now shifted to the community-based approach in health service management through a public forum that consists of cross-sectoral members. The forum plays an essential role from district to village level in empowering the community's potentials, encouraging the development of integrated health sector based on the public aspirations, and creating a healthy district/city.

Keywords: *development, health, rights, healthy, society.*

INTRODUCTION

The new paradigm of development with the basic human needs is an approach reflecting the goals in the boundaries of socio-economic aspects and the fundamental dimension of humans' life, such as democracy, justice, and human rights. These aspects have attracted many studies on the development that emphasized the people-centered development (grassroots-oriented) initiatives. In its implementation, the community-based development paradigm offers an individual a role as an active agent/subject of development, starting from the formulation of objectives, control of resources, and direction of the development process that will affect

his life [1]. State law should uphold the principles of human rights. Every human being has been naturally granted human rights without exception and privileges that distinguish certain groups from the others based on their social levels [2]. The idea puts an absolute definition of "rights" as the guidelines for behaving, protecting freedom, and guaranteeing human dignity and human rights [3]. The rights of human beings constitute an authority/claim. As an authority, it is perceived as a valuable possession.

Meanwhile, as a claim, it appears to be an integral part of the rights itself that guarantees recovery if a certain violation happens. Human rights exist together with human duty [4]. The enforcement of human rights is performed structurally by the State with its authority in providing protection and fulfilling the values of human rights and culturally through communal and individual (the rights of self-determination) awareness and responsibility. The fulfillment of human rights covers the rights of health, as one of the basic needs of every individual. The realization of the rights of health requires all parties' responsibility, including the State Government and the community. Therefore, public participation in the development of the health sector signifies the implementation of the citizen's rights to support the State's development (rights to development) [5] and the citizens' rights to earn the benefits of the development in various life sectors. The implementation of a healthy city is initiated by the WHO in many countries through an integrated approach that places the community as the main actors of development. The Universal Declaration of Human Rights and the Convention on Ecosob Rights mention that the State should guarantee the fulfillment of citizens' rights in the health sector and recognize every individual right to earn the highest standards of physical and mental health services. Health development efforts are performed through curation, promotion, prevention, and rehabilitation to achieve physical, psychological, and social welfare and create a productive socio-economic life. Therefore, health development with a rights-based approach should include health policies and programs that avoid violation of human rights. It will require accountability, empowerment, public participation, and eradication

of discrimination against vulnerable groups [5]. Various improvements are considered necessary in several sectors, including health services, living environment, as well as population engineering. The efforts depend on the behavioral factors of individuals, families, communities, governments, and workers. The idea is developed by the belief that the changes in behavior will significantly affect health improvement.

The birth of the concept of a healthy city is an oasis that responds to the needs of the community, as it targets the dynamic and sustainable process to overcome the existing challenges and provide good opportunities for the community, government, and private sectors. It focuses on the synergy in creating a clean, comfortable, safe, and healthy environment through the gradual and well-planned strategies. A healthy district/city will provide a comfortable life for its residents. Based on the Joint Decree between Minister of Home Affairs and Minister of Health No. 34/2005 and No. 1138/Menkes/PB/VII/2005 concerning the Guidelines for the Implementation of Healthy Districts/Cities, the establishment of healthy districts/cities can be achieved through the implementation of some integrated activities initiated by the community together with the government. The establishment ranges from the issuance of the government's policy to the declaration of the districts/cities' commitment to developing a healthy environment. In this concept, the community plays an essential role as the agent of health development in collaboration with the local government and cross-sectoral parties. Changes will always require advocacy, as the formulation of policies will still require identification on the convergence of activities. The process ranges from problem identification, problem-solving, to systematical and repetitive advocacy [6]. Through this, the concept of a healthy city will become a real part of the dynamics and spirit of the community, government, and legislative body. The acceleration of development can be pursued by utilizing potential resources and the establishment of healthy city forums from village to sub-district level. In Lumajang District, such a forum is renowned as *Forum Sehat Lumajang* (Lumajang Healthy Forum). It serves to realize the aspirations of the people in Lumajang District in developing a healthy city destination, which is integrated with physical, social, cultural, economic, and health aspects through the implementation of measurable indicators. The indicators function as the guidance for research, monitoring and evaluation on specific program planning and implementation, support for funding efforts and regional policy facilitation, innovation strategies, and other activities that involve the whole community and related sectors.

METHOD

This public submission activity implemented the enforcement of a healthy district/city forum. The forum that was involved in this study was *Forum Lumajang Sehat* from 2006 to 2019. *Forum Lumajang Sehat* has served as a cross-system connector in the development and empowerment of a healthy district/city. It encouraged and educated the community, government, and business sectors in creating a healthy district/city. The activity initiated persuasive communicative events through talk shows, seminars, dissemination, discussion on the regional policy initiatives, and assistance for the establishment of independent community programs. It mainly promoted the concept of a healthy district/city and its structure through several development indicators and innovation strategies. The idea was socialized using a rights-based approach. It emphasized that the community played an essential role in the development of the Lumajang region as a healthy district/city through *Forum Lumajang Sehat*.

RESULT AND DISCUSSION

The development of the health sector has undergone a paradigm shift from the needs-based approach to the rights-based approach. Health is part of human rights, in which the State has the responsibility to provide qualified health services for its citizens [7]. Health is also a strategic element and prerequisite in optimizing the nation's development. Human development indicators are manifested in the Human Development Index (HDI), including health, education, and economy. With regards to health, as one of the indicators of HDI, its development in Indonesia has been implemented through the concept of healthy cities/districts through promotive, preventive, and protective efforts. Disease prevention, community protection, health promotion, human resource development, and medical services through curation and rehabilitation are considered the initial investments of a prosperous nation [8]. Healthy behaviors are reflected through attitudes, knowledge, and proactive actions in promoting disease risk prevention and raising health awareness. The rapid development of the globalization era, as well as the demographic transition and epidemiology, have led to the complexity of socio-cultural behaviors and lifestyles that affect the public health quality. Therefore, changes are required to shift people's unhealthy behaviors to be healthy behaviors [8].

Program Indonesia Sehat (Indonesia's Health Program) is the primary health development program that empowers all available potentials from the central government, provincial

government, district/city government, and the community. Its implementation is started from the family environment, as the smallest unit of society. The quality of the implementation of a healthy district/city is reflected by the achievement of key indicators and specific indicators. The realization of the healthy district/city in Lumajang region is implemented through various community empowerment activities with the assistance from the local government and *Forum Lumajang Sehat* (FLS) at the district level, the healthy village communication forum at the sub-district level, and the healthy village working group at the village level. The village working group consists of representatives from various social components. Meanwhile, the FLS consists of academicians, activists/environmentalists, economic analysts, artists/cultural activists, social activists, and legislative members.

The relationship that integrates partnerships among government, society, and private sectors facilitated closer coordination in the implementation of an integrated development through physical, social, cultural, economic, and health aspects (environmental health, behavior, services, and health maintenance) following the aspirations of the community. The community's aspirations and participation also determined the priority of development plans in Lumajang District in creating a clean, safe, comfortable, and healthy city. In maximizing its performance, a Technical Advisory Team was established through the coordination between the Regional Planning Board with the members from related agencies. The establishment of the Technical Advisory Team is determined through the District Head Decree, which is renewed every two years. Based on the Joint Decree between Minister of Home Affairs and Minister of Health No. 34/2005 and No. 1138/Menkes/PB/VII/2005 concerning the Guidelines for The Implementation of Healthy Districts/Cities, 21 sub-districts, 198 villages, and seven village offices in Lumajang region implemented some variables for the verification of healthy districts/cities, including:

1. Healthy residential areas, facilities, and public infrastructures
2. Healthy traffic infrastructures
3. Healthy independent community
4. Healthy industrial and office areas
5. Healthy food and nutritional defense
6. Healthy social life
7. Healthy Tourism

Since the launch of the concept of healthy district/city through *Forum Lumajang Sehat* in 2006, Lumajang has secured the *Swasti Saba Wistara* award five times. The award is the highest national level certification for healthy districts/cities. The region also secured other achievements at national and international levels

related to its local government and community's innovation in various sectors. The partnership among the community, government, and business sectors were well coordinated with the Technical Advisor Team that consisted of regional apparatus organizations. The coordination included several activities, such as implementation, evaluation, facilitation of capacity building of the *Forum Lumajang Sehat*, and other activities related to community development in initiating sports activities, waste banks, and others.

Table 1. National Achievements of Lumajang District and *Forum Lumajang Sehat*

No.	Year	Achievement	Note
1.	2007	<i>Swasti Saba Wistara</i>	The highest recognition for a
2.	2009	<i>Swasti Saba Wistara</i>	healthy city. It reflects that the
3.	2013	<i>Swasti Saba Wistara</i>	concept of a healthy and prosperous
4.	2015	<i>Swasti Saba Wistara</i>	life has been well implemented
5.	2017	<i>Swasti Saba Wistara</i>	throughout the community's life.

An advocacy strategy is mostly required in facilitating community development. With the role of *Forum Lumajang Sehat*, the government empowered the community through persuasive Information, Education and Communication (IEC) strategies by conducting talk shows on radios, dissemination, seminars, the arrangement of local policies, the arrangement of academic texts on regional regulations, public consultations, public hearings, social engineering, and assistance to the community-based independent programs. Health development involving public participation offered ample space for innovation to address the existing challenges in service provision. Changes should be perceived as the ideals of the community and as mutual responsibility to establish a new order based on human dignity. The process of change involves three political elements: society, parliament, and government [9].

The process utilized IEC strategies to increase public awareness in developing health sector through the public participation and innovation programs, such as desk evaluation on the regional achievements in collaboration with the government, improvement of regional policy products (regional regulations and District Head Decree), revision of health sector funding scheme, and replication of new forums or community-based forums. Other activities also involved international health institutions, such as the development of District Working Group, revitalization of Family Planning (KB) program, the establishment of Healthcare Community Group (KMPK), the establishment of a community group for the nutritional issues mitigation, initiation of waste banks, renovation of slum housings, development of advanced villages (*desa berseri*), Blood Jek innovation (*inovasi ojek darah*), initiation of a standby husband movement (*gerakan suami siaga*) that received Sinovik award,

as well as other stimulant strategies through the competition events of Clean and Healthy Living Behavior (PHBS) throughout households, schools, public places, and workplaces. PHBS was considered the initial contribution in developing a healthy living custom, establishing a positive image of workplaces, and providing role models to promote a healthy lifestyle.



Figure 1. The activity of *Forum Lumajang Sehat* in the community empowerment: the assistance for 17 Healthcare Community Work Groups (KMPKs) for the public service improvement in the health sector by prioritizing the public participation

CONCLUSION

The health sector development through the concept of a healthy district/city integrated the community's potentials structures. This study utilized *Forum Lumajang Sehat* to mobilize the community as the active agent in developing the Lumajang region as a healthy district/city. The forum's involvement emphasized the urgency of the community's participation in the improvement of a qualified, clean, and healthy life. Participation referred to the fulfillment of the community's needs and services, curation, and rehabilitation by prioritizing several preventive aspects. To achieve the goal as a healthy district/city, it was considered necessary to firstly establish an individual and family awareness as part of a paradigm-based

approach in the development of the health sector. Health is regarded as "rights." Therefore, *Forum Lumajang Sehat* provided the community with opportunities to determine their goals and objectives in developing a healthy district/city by implementing measurable strategies in collaboration with the government. Through the balance of the implementation of human rights and duty, the idea of achieving the goals is not impossible.

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