

Research on the Prevention and Control of Non-governmental Non-profit Organizations Participating in Rural Community COVID-19 Pandemic—Taking G County Non-profit Public Welfare Association as an Example

Congcong Fan¹, Xiaojie Gong¹ and Jia Cong^{2,*}

¹School Political Science and Law University of Jinan, Jinan, Shandong 250022, China. Email: 947950642@qq.com

²Lancaster University, The United Kingdom, Ph.D. Email; 2428407729@qq.com

* Corresponding author. Email: 2428407729@qq.com

ABSTRACT

Non-profit organizations, as the backbone of the prevention and control of novel corona-virus pneumonia, have made great contributions to the prevention and control of novel corona-virus pneumonia in China. This paper takes the specific work done by the non-profit public welfare association in the process of novel corona-virus pneumonia prevention and control in G County as an example, and uses the SWOT analysis framework to study the strengths, weaknesses, opportunities and challenges of non-profit organizations in the prevention and control of novel corona-virus pneumonia., And put forward targeted countermeasures and suggestions.

Keywords: non-profit organizations; rural communities; COVID-19 pandemic

1. THE RAISING OF A QUESTION

At the end of 2019, the outbreak of novel corona-virus pneumonia seriously threatened people's property and life safety. Facing the menacing epidemic, it is far from enough to rely solely on government assistance [1]. In the prevention and control of COVID-19 pandemic, non-profit organizations have become the main force in the prevention and control of epidemic situation and have made great contributions to the prevention and control of epidemic situation [2]. However, with the outbreak of some negative news, such as the mask incident of Hubei Red Cross Society and the sale of donated vegetables by Wuhan Red Cross Society, some problems existing in the process of epidemic prevention and control of non-profit organizations have also emerged. Therefore, helping non-profit organizations to establish a diversified public security crisis handling system is an important measure and strategy to scientifically deal with and deal with public security crisis. Taking G County Non-profit Public Welfare Association as an example, this paper studies its role and some problems in the process of epidemic prevention and control since the early outbreak of COVID-19 pandemic, and puts forward targeted countermeasures and suggestions for these problems.

2. THEORY AND RESEARCH METHOD

This paper uses the theory of public governance and government failure theory and the use of case interviews [3].

Based on the principle of information saturation, this paper selects 8 interviewees (including 1 person in charge of non-profit organizations in G County, 4 staff members of related organizations, 2 village cadres and 1 volunteer). The author conducts semi-structured interviews with relevant personnel according to the interview outline designed in advance, obtains relevant data, and makes first-hand preparations for future analysis.

3. SWOT ANALYSIS OF NON-PROFIT ORGANIZATIONS PARTICIPATING IN THE PREVENTION AND CONTROL OF COVID-19 PANDEMIC

G County Non-profit Association was formally established in 2018 (formerly Fu qiao Relatives and Friends Love Group), with two presidents, five vice presidents, one secretary-general, one propaganda minister and one organization minister. At present, G County Charity Association has more than 6,000 volunteers and more than 400 members.

3.1 Analysis of the advantages of non-profit organizations participating in epidemic prevention and control in rural communities

3.1.1 Resource Advantages

Non-profit organizations can quickly raise a large amount of social resources and then form a joint force with the government to form resource advantages. At present, the two basic ways for non-profit [4] organizations to participate in epidemic prevention and control are fundraising materials and manpower support. First of all, in terms of collecting materials, in the process of epidemic prevention and control, non-profit organizations actively carry out fund-raising activities to contribute to the fight against the epidemic. Secondly, in terms of human support, non-profit organizations integrate human resources in various ways, such as organizing activities, recruiting volunteers, mobilizing the masses, etc., and put them into basic work, such as epidemic prevention propaganda, crossing prevention and control, material distribution, etc. effectively relieving the pressure of front line epidemic prevention personnel in government agencies.

Mr. L (President of Non-profit Association): Since the outbreak of the epidemic, we have purchased a large number of medical masks, disinfectant, disinfectant powder, alcohol and other protective equipment, and presented these items to the front line workers in G County.)

3.1.2 Cost-effectiveness advantage

Compared with the government, non-profit organizations have more cost-effective advantages [5]. Due to the sudden outbreak, it is difficult for the government to give consideration to both efficiency and efficiency. However, as a spontaneous social organization, non-profit organizations will pay more attention to efficiency and pursue the sustainability of governance than the government.

Ms. L (Vice President): Since the scale of our association is not particularly large, our own funds and the funds that we can raise are very limited, which makes us have to obtain the maximum output with the minimum capital investment. In the process of fighting the epidemic, our association clearly requires that every expense must be value for money, and our money must be spent on the cutting edge.

3.2 Analysis on the Disadvantages of Non-profit Organizations Participating in Rural Community Epidemic Prevention and Control

3.2.1 Shortage of funds

In the process of epidemic prevention and control, non-profit organizations face many problems and challenges, but the first one is insufficient funds [6]. Due to their limited scale, insufficient financial support and lack of self-generating ability, non-profit organizations always have the problem of shortage of funds in the operation process.

Mr. Z (Secretary-General): Our Association generally relies mainly on fund-raising. However, in the past year, all walks of life have been depressed, and the social assistance we can get has been greatly reduced. However, during the epidemic, it is necessary to buy a large number of epidemic prevention materials and expand the staff, and the shortage of funds is extremely unfavorable to our epidemic prevention work.

3.2.2 Insufficient capacity

As a spontaneous civil society organization, the lack of ability of non-profit organizations is the disadvantage and shortcoming that restricts their development.[7]. At present, most non-profit organizations in China have problems such as limited ability and lack of experience in dealing with public crises, which is extremely unfavorable for them to participate in coping with public crises.

Mr. Y (Association staff): Although our association has been making progress, we still have some problems, especially the undeniable lack of our staff's own capabilities. As far as I know, at present, the staff of our association are basically not professional, and there is a problem of insufficient ability.

Mr. F1 (Village Secretary): G County Charity Association has indeed provided us with a lot of help, Especially in the early stage of epidemic prevention and control, they helped us to do a lot of work, but they also had problems. Most of their staff did not receive professional training and lacked relevant knowledge, so we also had many problems that exposed their abilities in the process of cooperation.

3.3 Opportunity Analysis of Social Organizations Participating in Public Crisis Management

3.3.1 The transformation of government functions transfers the development space

Compared with the width of the scope of state functions, the strength of state administrative capacity is more important [8]. Narrowing the scope of state functions while enhancing the strength of state power is the best reform path for a country. In the epidemic prevention and control work, the government has transferred part of the development space to social organizations by simplifying the examination and approval procedures, purchasing public services, providing tax incentives, etc., in order to make them achieve good results in practice.

Mr. L (President of the Non-Profit Association): Our association is gradually being formalized, and the government also supports the work of our association very much. On the one hand, the Government provides us with policy support; On the other hand, the Government provides us with a lot of room for development.

3.3.2 The goal of governance modernization brings development opportunity.

Governance modernization is a historical opportunity and policy background for social organizations to participate in the governance of public crisis. In order to keep up with the trend of history, improve the efficiency of governance and promote the sound development of social organizations, the central government has made a series of institutional and conceptual innovations on the modernization of social governance. These innovations have promoted the healthy development of social organizations and provided theoretical and policy support for their participation in public crisis management.

3.4 Challenge Analysis of Non-profit Organizations Participating in Epidemic Prevention and Control in Rural Communities

3.4.1. Credibility crisis

Organizational image is the recognition of the public to the organization, which is related to the development of the organization. Non-profit organizations have their own unique public welfare and non-profit characteristics, which make non-profit organizations must maintain high moral standards and public image. Once negative events that insult its image appear, the public will have extremely strong distrust of it and affect the development of the organization.

Ms. F (Director of Women): In addition to being the Director of Women in our community, I am also the head of the publicity group of the Association in our community. I think the most important thing for our association is reputation.

Mr. F2 (Volunteer): I was doing business outside the country. Last year, there was an epidemic. I donated 2,000 yuan through the G County Public Welfare Association. However, there were some things inside the Association in the later period, which made me have great distrust of the Association. I should not donate again through the Association in the future.

3.4.2 The system and regulations need to be improved

At present, in the process of participating in the governance of public relations crisis, non-profit organizations, as spontaneous non-governmental organizations, still have the problem of imperfect system [9]. Due to the vague expression of the scope of authority of social organizations to participate in public crisis management in the current system and regulations, social organizations are hindered from exerting their potential to a certain extent.

Mr. F (Minister of Publicity): One of the major limitations of our association is that the Government's current policies on our association and its work are far from perfect. Although the government has been making great efforts to adjust in the past year, there are still few safeguard policies for our association, which seriously affects our work to a certain extent.

4. COUNTERMEASURES TO PROMOTE NON-PROFIT ORGANIZATIONS TO PARTICIPATE IN EPIDEMIC PREVENTION AND CONTROL

4.1 Standardize the cooperation link age mechanism

Compared with government organizations, the work of non-profit organizations is relatively independent, and there is a phenomenon of going its own way, which makes non-profit organizations have problems such as insufficient ability or depth in the process of participating in public crisis. Therefore, non-profit organizations should determine their own work fields and blind areas on the basis of clarifying their own advantages and functions, so as to establish a cooperative mechanism between organizations and governments and give full play to the role of non-profit organizations.

4.2 Improve the credibility of the organization

Non-profit organizations should perform better in information disclosure and social supervision.[10] In the process of epidemic prevention and control, many non-profit organizations have problems such as declining credibility. Therefore, it is necessary to improve the credibility of non-profit organizations, and then unite all organizations and the government to fight the tough battle of epidemic prevention and control.

4.3 Improve the system guarantee system

Realizing the system of linkage between management and incentive in epidemic response is not only conducive to solving the legitimacy problems faced by social organizations in participating in epidemic prevention and control work, but also conducive to improving the level of social organizations participating in prevention and control work. We should strengthen the institutional guarantee to standardize the participation of non-profit organizations in the prevention and control of novel corona-virus pneumonia, so that non-profit organizations can participate in the whole process of prevention and early warning before the epidemic, orderly participation during the epidemic and perfect recovery after the epidemic.

4.4 Clarification of functional orientation

Non-profit organizations' participation in public crisis governance is a process of understanding their own functional orientation gradually clearly [11]. After this experience in COVID-19 pandemic, non-profit organizations have a clearer understanding of their own functional orientation and can participate in public crisis governance in a more mature way.

REFERENCES

- [1] Ying Zhu, Tang Ling, Liu Meng, Zhang Xingxi, Chen Ren. The role of social organizations in the prevention and control of new corona-virus pneumonia [J]. *Journal of Nanjing Medical University Social Science Edition*, 2020, 20(03):205-209.
- [2] Chen Ya lei, Xu Sha. Dilemma and resolution of public emergency management—Taking the “new corona-virus pneumonia epidemic” as an example [J]. *Journal of Railway Police College*, 2020, 30(03): 103-107.
- [3] Yang Fan. Social organizations to participate in community governance exploration [J] *Modern communication*, 2020 (16): 242-243.
- [4] Chen You Hua, Zhan Guo hui. Development of Chinese social organizations: status quo, problems and choices. [J] *New vision*, 2020 (05):73-80.
- [5] The role of social organizations in public health governance system [J]. *Health medicine research and practice*, 2020, 17(04):82-85.
- [6] Su Yun bo. Research on strengthening party organization construction by social organizations under epidemic situation [J]. *Shenyang Cadre Journal*, 2020, 22 (04): 11 – 12.
- [7] Xu Jialiang. The advantages and role of social organizations in epidemic prevention and control Taking Beijing social organizations as an example [J]. *People’s Forum*, 2020 (23):28-31.
- [8] He Yang. The internal logic of participation of rural social organizations in emergency management of public emergencies—Taking the fight against coronavirus pneumonia as an example [J]. *Society*, 2020(08):42-48.
- [9] The value, mechanism and path of social organizations to participate in the governance of major epidemics [J]. *Institute*, 2020 (08): 33-41.
- [10] Wen Zongchuan, Wu Xingyang. Study on social governance in the late stage of corona-virus pneumonia [J]. *Journal of Yunnan Administration University*, 2020,22(06):83-90.
- [11] Zhang Li, Li Xiufeng. The credit crisis and credibility remodeling of the Red Cross Society under the new crown pneumonia epidemic—based on the analysis of SCCT theory [J]. *Journal of Yunnan University of Administration*, 2020, 22 (05): 126-133.
- [12] Zhao Deyu. The choice and comparison of policy tools for the prevention and control of the new crown epidemic: from voluntary to mandatory [J]. *China Public Policy Review*, 2021,18 (01): 59-78.