

# MAKING TRUST, THE FIRST STEP FOR SUCCESS COMMUNITY MANIPULATION IN PUBLIC HEALTH

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## ABSTRACT

Public health is an important necessary work in any country. The collaboration and cooperation are the basic requirement for the public health work. In community manipulation process, public health worker has to focus on how to make cooperation with the community. In this article, the author discuss on this important issue and draw attention that the first necessary step for any community public health activity is the making trust with community.

**KEYWORDS:** Trust, Community, Manipulation, Public Health.

## INTRODUCTION

Public health is an important necessary work in any country. The collaboration and cooperation are the basic requirement for the public health work. In community manipulation process, public health worker has to focus on how to make cooperation with the community. In this article, the author discuss on this important issue and draw attention that the first necessary step for any community public health activity is the making trust with community.

## MAKING TRUST: THE FIRST STEP FOR SUCCESSFUL PUBLIC HEALTH MANIPULATION

It is no doubt that making trust is the requirement for community manipulation in the community. It must be the first step to don in community approach. Without good cooperation, the good manipulation outcome cannot be expected. Similar to any other community work, the "cooperate" activity is the best concept. The public health requires the local people in the

community to participate in public health development. The basic concept is already changes from the old paradigm, health for all, to the new concept, health by all.

To achieve the success, the trust is needed. Without trust, one cannot perform education to adjust the attitude or behavior with the community. To successfully make the trust, one has t recognize and realize the nature of the community to be managed. The social and spiritual aspects of the community must be well studied. Approach to the community leader as well as respectful persons in the community is needed.

## DISCUSSION

Community participation is required for public health activity. George et al. mentioned that "*community participation in health systems interventions was variable, with few being truly community directed* [1]."

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The evaluation of the community relationship and response to external approach is needed [1]. To get the community participation might be sometimes difficult. To make to linkage with the community before implementation of any manipulation is very important. As noted by Williams and Ronan, trust is strongly related with community participation and response [2]. In public health, it is no doubt that the making trust is needed since the public health implementation might sometimes new thing or new concept to the community. New public health practitioner might not recognize the step of making trust and try directly implements any project to the community. For sure, the failure might be expected.

Finally, the usefulness of making trust is not only the way to promote linkage but also the way to get the correct data from the community. Some

taboos or wisdoms might be derived and learnt if there is a strong linkage and trust between community and external public health workers.

**CONFLICT OF INTEREST:** None

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