

Profile of District

toward Health City Seongbuk District



Prepared by
Health City Management Team

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1. General Information

1) Introduction

Seongbuk District, as the center of transportation, education and culture in the northeastern area of Seoul, is in transition to the best district to live in Seoul, taking advantage of its strengths such as rich natural resources, cultural heritages and a multitude of universities.

- Area: 24.57km²
- Population: 451,757 residents (as of the end of December, 2004)
- Households: 169,597 households (as of the end of December, 2004)
- Administrative districts: 30 Dong's
- Location of Seongbuk-gu Office: Seongbuk is one of Seoul's 25 autonomous districts. Located in the north-eastern part of Seoul.

2) History

To the west of the region is Bukhan-san, and to the east is Jungnang-cheon at the border of the region. The northern border has Jeongneung-cheon and Wui-cheon that stem from Bukhan-san, and the southern region is bordered by Dongdaemun District. The outer region of the old capital of Seoul has characteristics of a transition area, which contains Dobong, Nowon, and Jongno regions on its outskirts. It's located at the center of a strategic axis that links the northeastern region of Seoul (Dobong, Uijeongbu, and Dongducheon) to the urban center.



Chart 1. Map of Seoul

The Seongbuk region has been a traditional outer region, which belonged to Sungshinbang and Yinchangbang of the eastern side of Hanseongbu from the fifth year of King Taejo (1396). Most people are under the false impression that Hanseongbu of the Choseon dynasty was inside the four great gates of the capital city. However, according to the administrative district system of the Choseon era, it was actually the 5 - 10 ri's outside the city that were referred to as 'Seongjeo 10-ri'. Also, considering that the range of Seoul was set (4-san-geumpo) at the Jungnangcheon to the east, Han-river to the south, and Bukhan-san and Suyuri to the north, we can understand how Seongbuk once belonged to Seoul a long time ago.

The region was reduced as the Hanseongbu changed into the Gyeongseongbu during Japan's occupation of the country. However, when Japan re-extended Gyeongseongbu in accordance with the 8th decree of the Choseon Chongdokbu in April of 1936, 20 years after the occupation, a part of Seoul's outer regions (such as Goyang-gun and Gyeonggi-do) were incorporated into Seoul. At that time, Seongbuk's Anam-ri, Seongbuk-ri, Jongam-ri, Donam-ri, and Shinseol-ri were included. Furthermore, when Dongdaemun-gu was newly developed it included Donam-ri, Anam-ri, Seongbuk District and Jongam-ri.

A new district of Seongbuk District was set up by uniting a part of Dongdaemun-District and the newly incorporated region of Sungin-myeon, Goyang-gun and Gyeonggi-do in accordance with the presidential decree No.159 on August 13th, 1949. The name 'Seongbuk' was given because the region was located on the northern side of Seoul. After the implementation of local independent 'Gu's in May of 1988, the region (administrative district area; 24.57km² as of 2004 -population approximately 451,757 as of late December 2004 - 30 Dong's, 564 Tong's, and 3,907 Ban's as of the end of December, 2004) is under the jurisdiction of Seongbuk-District.

The region contains the three ridgelines of Samgak-san. One of them is facing Jongno-District via the Seoul fortress, another links Gireum-dong to Dobong District, and the middle skyway ridgeline is linked to Gaeun-san, making the scenery the most beautiful view in the region. From long ago, the region has been an important city for transportation and connections to outer regions of Seoul. The city is renowned for its education (with three distinguished private schools) along with its many cultural assets and historical sites such as the Seoul fortress, Bukhan mountain fortress wall, and Miari ridge street park, which was a stronghold for Seoul during the Korean War.

3) Symbols

(1) Seongbuk's Emblem

It has three elliptical symbols that include Bukhan-san at the northern part of Seongbuk-District and Seoul's famous cultural asset of the Seoul fortress is there to represent the long history of the region. The upper circle symbolizes a 'developing Seongbuk', and the lower circle represents 'Seongbuk District' with its residents' and 'the city of culture'.



Chart 2. Symbols of Seongbuk District

(2) Seongbuk's Tree-Persimmon

Jeongneung and Seongbuk-dong is well known as being inhabited by persimmon trees, which is made possible since Bukhan-san protects the city from north winds. And, we expect Seongbuk to be prosperous as the persimmon fruits.

(3) Seongbuk's Flower-Azalea

Also known as 'Doogyeon-hwa', they are scattered throughout the Jeongneung, Bukhan-san, Gaeun-san, and Cheonjeong-san areas, and symbolize the innocent beauty and integrity.

(4) Seongbuk's Bird-Sparrow

A common bird in Korea, the sparrow is the most popular and diligent bird with relatively high intelligence, which symbolize the everyday people of Seongbuk.

(5) Seongbuk's Color-Green

An environmentally friendly color, green ideally suits the mountainous regions of Seongbuk and it matches the same green used in the emblem.

4) Administrative Structure of Seongbuk District

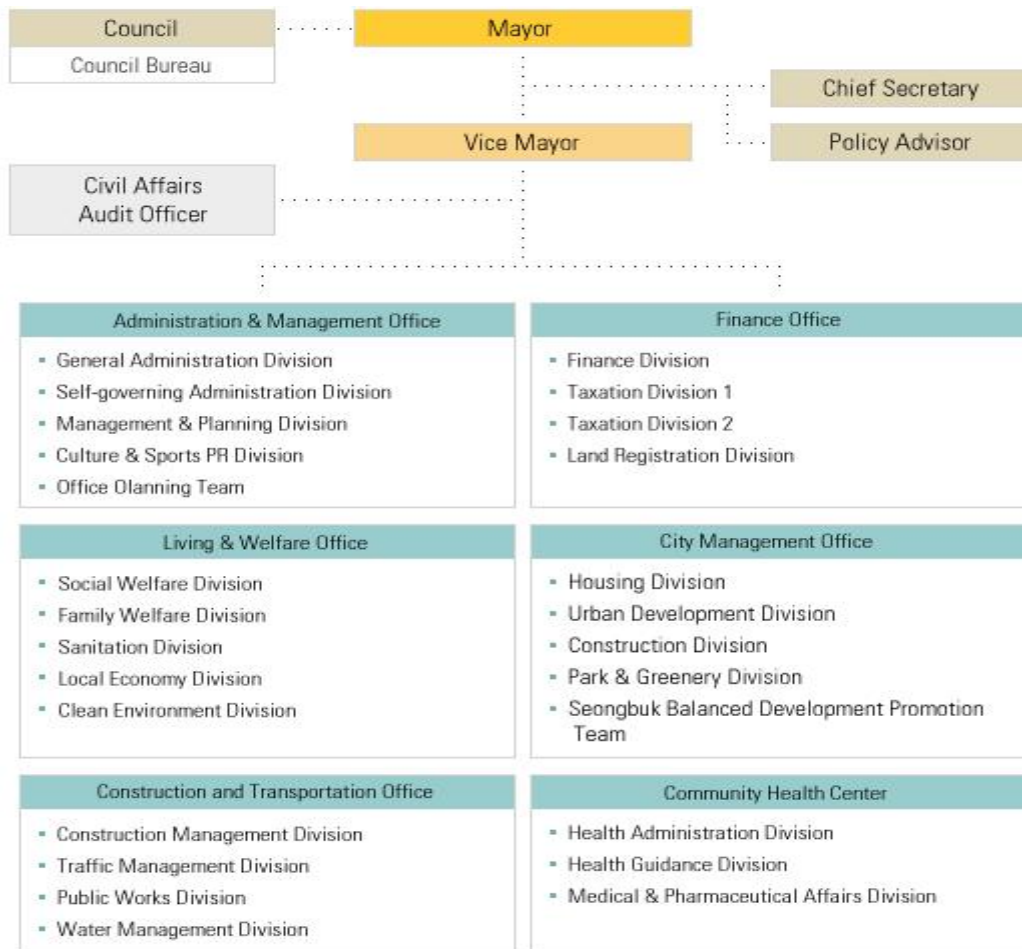


Chart 3. Shows the administrative organization of the District Office

5) Health City Core Team of Public Health Center

- Composition of the team

Health City core team has been composed of a total 8 members in Seongbuk District public health center since October 2005. Members of the team have performed services of smoking cessation, moderation of alcohol drinking, physical activity therapy and Model project for Health City, etc.

- Task promotion

Reinforce administrative power under direct supervision of the Administration Department, maintain organize cooperation with existing health-related projects (nutrition, disease prevention education), and execute strategic approaches to Health City based on the Ottawa Charter through the total management of key projects of the public health center.

6) Features of Seongbuk District: Present and Future

- Urban environment for healthy and clean living

Seongbuk District is doing its utmost to develop a foundation of financial self-support for a livable growing urban environment. To balance development among the areas and equip our autonomous District with functions of a self-sufficient town, the District has worked out development projects focusing on commercial areas and residential areas.

Thus municipal functions are under relocation, and the expansion of infrastructure and redevelopment projects by areas are being extensively promoted.

Redevelopment projects for old and worn housing are being promoted extensively so that the District inhabitants may live in a more stable and pleasant living environment.

Currently, the housing redevelopment projects for 41,396 households in 24 districts are being implemented or planned, and the reconstruction projects for 15,426 households in 37 districts are either completed or are under way.

- Living environment for a clean environment and a pleasant life



Nature and a clean environment enrich our lives. We are striving to make Seongbuk District a pleasant and good place to live. Because of its combined green nature and traditional culture, we are preserving and protecting our natural surroundings.

Seongbuk District is sponsoring a campaign called 'Green Seongbuk'. Our living environment is turning more green and clean amidst our citizens' interest and participation.

Various activities are being carried out for the tight control of air and water contamination, and for effective disposal of food waste and recyclable products, etc.

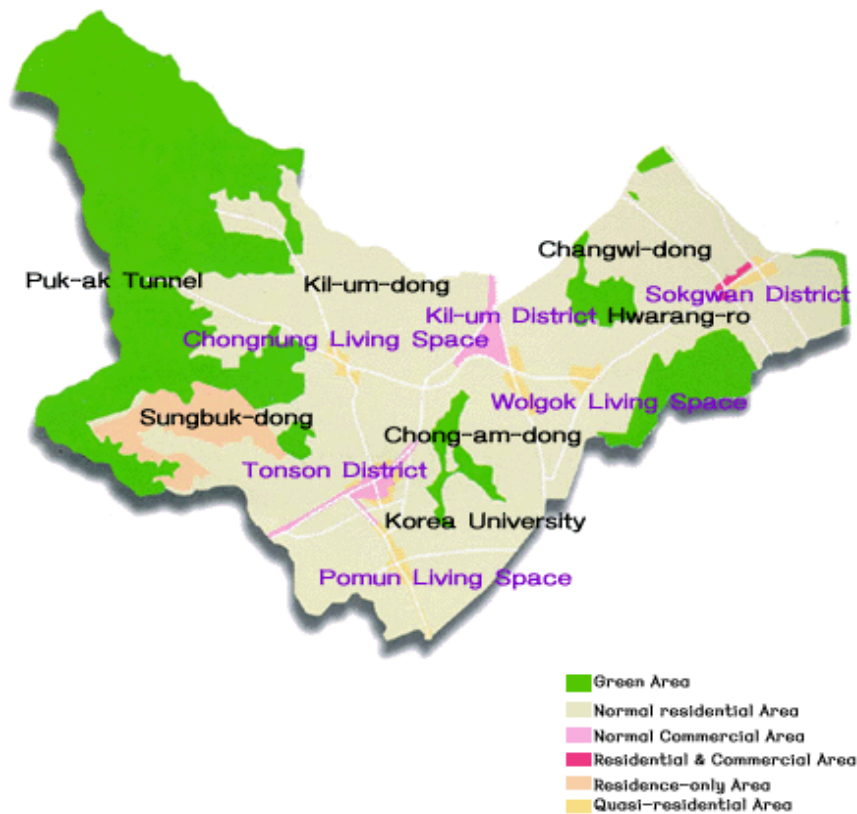


Chart 4. Developing Plan of Seongbuk District

- Social welfare for a beautiful urban community



A welfare administration which puts charity into practice is being executed in a variety of ways: operation of free meal service centers and common workshops to protect and support the unattended old, expansion of infant and child nursing facilities for housekeepers who work for a living, operation of housewife classes at each Dong for housewives' leisure and hobby activities, and programs for youth activities.

To put 'making our hometown where all live well together' into practice and make our District a warm place to live, District endeavors to lend support to our alienated underprivileged neighbors such as low income residents, the unattended elderly, young people as family heads, the handicapped, etc., and to help them become self-sufficient.

- Health & sports for happy living and an energetic life



Various sports facilities are available on park green lands of Mt. Puk-han, Mt. Kaewun, Chongnyang Residential Park, etc., and on green lands of residential areas and hills. Particularly in Mt. Puk-han, the pride of our District, the climbing route is always open and it has various convenience & leisure facilities including sports facilities which have been prepared so that the mountain may be a comfortable resting place for our District inhabitants.



To encourage sports activities in the people's every day living and to help the people to better utilize their leisure time, the district is supporting various sports club societies.

It hosts periodical sports contests of soccer, badminton, tennis, etc., and thus arranges chances for people's friendship and health. Also the district is positively encouraging the activation of sports-in-living. Efforts were made for the effective management and operation of the People's Gymnasium by offering diverse programs in 18 classes for 16 kinds of sports.

- Sanitation & medical care for preservation of the inhabitant's health



Within the District, our District people's health is served by about 200 hospitals including the Korea University Hospital equipped with state-of-the-art facilities, 100 dentist clinics, 80 oriental clinics, and 300 pharmacies as well as the Health Center.

Our District Health Center visits and serves low-income residents for medical checkups and treatment. It also keeps track of their medical records by computer, and provides health education and information activities for the District residents in order to positively carry out responsible medical health care and service.

- Education for growing and fostering the talented young and old of Seongbuk District

Seongbuk District has beautiful natural surroundings and excellent educational facilities. Located here are 6 famous private universities(Korea University, Kookmin University, Dongduk Women's University, Sungshin Women's University, Seokyeong University, and Hansung University), 1 junior college, and 55 elementary, middle, and high schools which serve as the nurseries of our future talent.



Great historical cultural assets and sites scattered throughout its jurisdiction provide our young future leaders with a good environment to learn and see first hand Korea's historical richness. Various youth programs such as O-ul-ma-dang (an event for youth), Pilgrimage to Cultural Remains Sites, etc. are sponsored and administered by the District Office. Other social organizations are providing grounds for youth where they may be refreshed from their study burden to grow more healthy, sound and lively.

- Service administration



Administration for the local inhabitants' convenience and benefit, and the Welfare Administration for the District residents' better living. Also we are making an Administration that is easily accessible to the people, that is open to settle people's inconveniences and complaints, and that opens the District's financial statements to the District residents and has them participate in the decision making process through suggestions and ideas.



The traveling Office of the District Mayor pays direct visits to the scene of civil affairs, helps resolve problems, and keeps the residents informed of their progress. The visits are carried out 2 or 3 times a week. Our District is a pioneer in setting up the Traveling

Office among the 25 Autonomous District governments in Seoul.

The District receives the application for civil affairs and publicizes actively the notice and monthly events of the District Government through PC telecommunications. We opened an exclusive hotline between the District Mayor and District residents for the speedy settlement of civil petitions.

As the demand for tourism increases with the advent of the globalization and localization age, we are providing a diverse group of tourist services including railway ticket or domestic/overseas airliner boarding-card sales, tour agency and tourist information, etc.

The self-government administration is an administration of autonomous management in which the District residents participate, make decisions, and share the results together.

Every affair of our District administration is executed with the District residents' participation and cooperation. Its planning and implementation are also in the hands of the people.

2. Health City Indicators of Seongbuk District

1) Principles in selecting the Health City indicators of Seongbuk District and the composition of the indicators

As “2010 Seongbuk Vision,” which is the supreme administrative plan in Seongbuk District policies pursuing a city for better life, reflects well the concept of Health City, it was adopted as the basic frame of Health City indicators. In addition, based on the elements of Health City recommended by World Health Organization, items related to residents’ life quality such as health behavior and health level were also included. Moreover, there are additional indicators to be improved and monitored although not included in the indicator system of “2010 Seongbuk Vision” and the elements of Health City recommended by World Health Organization. The indicators of Seongbuk District consist of 3 main topics, 13 items, and 86 detail units.

2) Health City Indicators of Seongbuk District

(1) Population, Household and Housing

Table 1. Health City Indicators of Seongbuk: Population, Household and Housing

Topic	Items	Units	Index	Reference
Population	Population	Total population ¹⁾	453,059(persons)	Seongbuk District Statistical Data
Household		Households	Aged population (65 years and over) (%) ¹⁾	7(%)
Housing	Housing		Number of households ¹⁾	161,807
		Housing supply rate ¹⁾	72.5(%)	“
		Housing space (per person) ¹⁾	19.5(m ² /person)	“

	Households ratio living below minimum housing standard ²⁾	29.9(%) ※ Northeastern areas including Seongbuk-District in Seoul	Seoul Survey
	Housing satisfaction ²⁾	5.2(points) ※ Mean of Seoul : 5.3(points)	“

¹⁾ 2003, ²⁾ 2004

(2) Health Determinants

Table 2. Health City Indicators of Seongbuk: Health Determinants

Topic	Items	Units	Index	Reference	
Health Determinants	Health Behaviors	Prevalence of Smoking ²⁾	29.9(%) ※ 9th of 25 Districts in Seoul	Seoul Health Index	
		Prevalence of Drinking ²⁾	64.1(%) ※ 24th of 25 Districts in Seoul	“	
		Prevalence of Obesity ²⁾	17.9(%) *Obesity: BMI(weight/m ²)≥25	“	
		Prevalence of Exercising ²⁾	16.4(%) ※ 23th of 25 Districts in Seoul	“	
		Attempts of Personal health management ²⁾	67.0(%)	“	
	Economic Environment	Employment rate ¹⁾	95.4(%)	Seongbuk District Statistical Data	
		Personal income ¹⁾	12,000,000(Won/year)	“	
		Household income ¹⁾	2,800,000(Won/month)	“	
	Physical Environ.	Atmospheric Environment	Dust ¹⁾	75(μg/m ³ /year)	“
			NO ₂ ¹⁾	0.028(ppm/year)	“
SO ₂ ¹⁾			0.003(ppm/year)	“	
O ₃ ¹⁾			0.012(ppm/year)	“	

		Noise levels (roadside area)	-	Unit needed
		Visibility range	-	“
	Parks & Green spaces	Area of Parks (per person) ¹⁾	18.0(m ² /person)	Seongbuk District Statistical Data
		Area of Parks in the living boundary (per person) ¹⁾	3.4(m ² /person)	“
		Green streetscapes ²⁾	- ※ Mean of Seoul : 13.7(%)	“
	Refuse/ Waste	Total amount of discharge(per day)	2.17(kg/day)	“
		Recovery ¹⁾	45.7(%)	“
		Landfill ¹⁾	53.1(%)	“
Social Envrion.	Vulnerable Groups	Citizens' consciousness to Vulnerable people ²⁾	5.8(points) ※ Mean of Seoul : 5.9(points)	Seoul Survey
		Monthly income per household by income decile group(Group 1) ²⁾	- 790,000 (Won)	“
	Gender Equity	Labor force participation rate of women ²⁾	51.6(%)	“
		Distribution of housework ²⁾	39.6(%)	“
	Lively Seniority	Participation of social activities of the elderly ²⁾	42(points) ※ Mean of Seoul : 50 (points) ※ 23th of 25 Districts in Seoul	“
		Mean income of the elderly(per month) ²⁾	- ※ 29.8 (%) (below 500,000 Won in Seoul)	“
		Elderly living alone ²⁾	16.1(%)	Seongbuk District Statistical Data
	Healthy	Crude divorce rate ¹⁾	3.2(%)	“

	Family	Number of reported runaway juveniles ²⁾	4785(persons)	“
		Child care centers sufficient rate ²⁾	78(points) ※ Mean of Seoul : 72(points)	“
		Number of reported family violences ²⁾	4.054(cases)	“
		Family life satisfaction ²⁾	7.1(points) ※ Mean of Seoul : 7.2(points)	“
	Governance	Participation in volunteer activities ²⁾	12(%) ※ Mean of Seoul : 15(%)	Seoul Survey
		Donation experience rate ²⁾	35(%) ※ Mean of Seoul : 40(%)	“
		Public administration Service quality index ²⁾	- ※ Mean of Seoul : 72.8(points)	“
Infra-structures	Transport. infra-structure	Road ratio ²⁾	21.53(%)	Seongbuk District Statistical Data
		Subway extension ¹⁾	10(km)	“
		Provision rate of parking lots ¹⁾	74.9(%) ※ 19th of 25 Districts in Seoul	“
		Bicycle road ratio ²⁾	- ※ Mean of Seoul : 7.7(%)	“
		Satisfaction using of public transportations ²⁾	8(points) ※ Mean of Seoul : 8.5(points) ※ 20th of 25 Districts in Seoul	Seoul Survey
	Inform. infra-structure	Household PC penetration rate ²⁾	82(%) ※ Mean of Seoul : 84(%)	Seongbuk District Statistical Data
		Broadband internet service subscribing households ²⁾	93.1(%)	“
		PC for residents penetration rate of public institutions ¹⁾	75(units)	“

Public service	Education	Students per class (elementary, middle, high) ²⁾	32, 33, 33(persons)	“	
		Educational environment Satisfaction ²⁾	4.8(points) ※ Mean of Seoul : 5.1(points)	Seoul Survey	
		Private education expenditure ²⁾	11(%) ※ Mean of Seoul : 13(%)	“	
	Public Health and Welfare	Nurseries ²⁾	219(units)	Seongbuk District Statistical Data	
		Centers for elderly ²⁾	102(units)	“	
		Public welfare institutions ²⁾	4(units)	“	
		Hospitals and clinics ²⁾	455(units)	“	
	Culture	Reading ratio ²⁾	4.8(points) ※ Mean of Seoul : 4.9(points)	Seoul Survey	
		Attending high cultural events ²⁾	0.5(points) ※ Mean of Seoul : 0.7(points)	“	
		Attending popular cultural events ²⁾	2.8(points) ※ Mean of Seoul : 3.1(points)	“	
		Watching sports games ²⁾	0.18(points) ※ Mean of Seoul : 0.21(points)	“	
		Art & cultural program enrollment rate ²⁾	10(points) ※ Mean of Seoul : 15(points)	“	
	Administration	Administration service convenience ²⁾	5.2(points) ※ Mean of Seoul : 5(points)	“	
		Number of Kiosks ²⁾	5(units)	Seongbuk District Statistical Data	
		Online procedures rate for civil applications ²⁾	3.9(%)	“	
	Safety and Infra.	Safety Infra.	City risk index ²⁾	5.6(points) ※ Mean of Seoul : 5.8(points)	Seoul Survey

	disaster preparedness	Response capacity	Fire extinguisher supply rate (in households) ²⁾	28(points) ※ Mean of Seoul : 32(points)	“
		Traffic safety	Number of reported traffic law violations	-	Unit needed
		Crimes	Fear of night walking ²⁾	6.3(points) ※ Mean of Seoul : 6.2(points)	Seoul Survey
			Fear of victimization ²⁾	6.3(points) ※ Mean of Seoul : 6.2(points)	“

1) 2003, 2) 2004

(3) Health Status

Table 3. Health City Indicators of Seongbuk: Health Status

Topic	Items	Units	Index	Reference
Health Status	Quality of life	Self-rated health status (healthy) ²⁾	50(points) ※ Mean of Seoul : 52.2(points)	Seoul Health Index
		Happiness index ²⁾	6.2(pints) ※ No difference between Seongbuk and Seoul	Seoul Survey
		Healthy life expectancy	-	Unit needed
		Eco-products interests ²⁾	6.0(points) ※ Mean of Seoul : 6.1(points)	Seoul Survey
	Safety Disaster	Number of traffic accidents	-	Unit needed
		Number of deaths by traffic accidents	-	“
		Number of fire accidents	-	“
		Number of deaths by fire Accidents	-	“
		Number of atrocious crimes	-	“
		Number of juvenile delinquencies	-	“

	Prevalence of chronic diseases	Order of prevalence of self-awareness ²⁾	Hypertension>Arthritis>Diabetes >Peptic ulcer	Seoul Health Index
		Prevalence rate of hypertension ²⁾	60.4(persons/1,000 population) ※ 12th of 25 Districts in Seoul	
		Prevalence rate of diabetes ²⁾	30.9(persons/1,000 population) ※ 10th of 25 Districts in Seoul	
		Prevalence rate of cerebrovascular disease ²⁾	7.6(persons/1,000 population) ※ 15th of 25 Districts in Seoul	
		Prevalence rate of cardiovascular disease ²⁾	4.9(persons/1,000 population) ※ 14th of 25 Districts in Seoul	
	Death status	Diseases of leading cause of death (order of prevalence) ²⁾	Cerebrovascular disease>Liver chirrosiis>Liver cancer >Transport accidents	Seongbuk District Statistical Data
Number of early deaths		-	Unit needed	

1) 2003, 2) 2004

3) Seongbuk District's Tasks suggested by Health City Indicators

Seongbuk District's problems identified by Health City indicators are as follows.

- Seongbuk District ranked around the middle among the 25 self-governing wards in Seoul in residents' subjective health status and their age-adjusted prevalence of representative chronic diseases such as hypertension, diabetes, cerebrovascular diseases and cardiovascular disease.
- Seongbuk District ranked 9th among the 25 self-governing wards in Seoul in age-adjusted smoking rate but ranked as low as 24th, 23rd and 20th in drinking, exercise and nutrition (breakfast) conditions, respectively.
- Seongbuk District appeared to be below the average of Seoul City in general characteristics closely related to urban residents' life quality such as physical environment, social factors, urban infrastructure, people's participation in cultural activities and urban safety facilities.
- In particular, it belonged to the lowest group among the 25 self-governing wards in Seoul in elders' participation in social activities (23rd), parking lot supply rate (19th), and satisfaction with public transportation (20th).

Public Health Center Main Programs

toward Health City Seongbuk District



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<http://bogunso.seongbuk.go.kr/>

Public Health Center Main Programs

1) Evergreen health programs

- Health promotion programs for the elderly
- Healthy living projects
 - Anti-smoking regulations (Seongbuk's "no smoking" policy)
 - Exercise (group walking clubs, conducive environment for exercise)
 - Nutrition (dietary information center)
 - Moderate drinking (moderate drinking program for ward office personnel)

2) Visiting health care services

- Visiting home health care projects (1 district, 1 nurse system)
- National cancer management project
- Support medical care for patients with rare and incurable diseases

3) Child and mother health promotion projects for a healthy future

- Projects for nourishing pregnant women, infants and children in low-income classes
- Early testing and diagnosis of congenital hearing disorders in new-born babies
- Screening of the growth and development of infants and children
- Childcare center health examination

4) Guarantee of lifelong health through periodic health management

- Health examination of newly married couples
- Resident health promotion center (physical strength test center, rehabilitative treatment center, etc.)
- Management of patients with chronic diseases (hypertension, diabetes, etc.)
- Oriental medicine clinics

5) Guarantee of a healthy life through prevention and management

- Contagious disease prevention and management projects: AIDS control, tuberculosis control, venereal disease control, etc.
- Disinfecting and decontamination projects

Strategies of a Model Project for a Health City

toward Health City Seongbuk District



Prepared by
Health City Management Team
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in Seongbuk District

<http://bogunso.seongbuk.go.kr/>

1. Strategy map for promoting a Health City

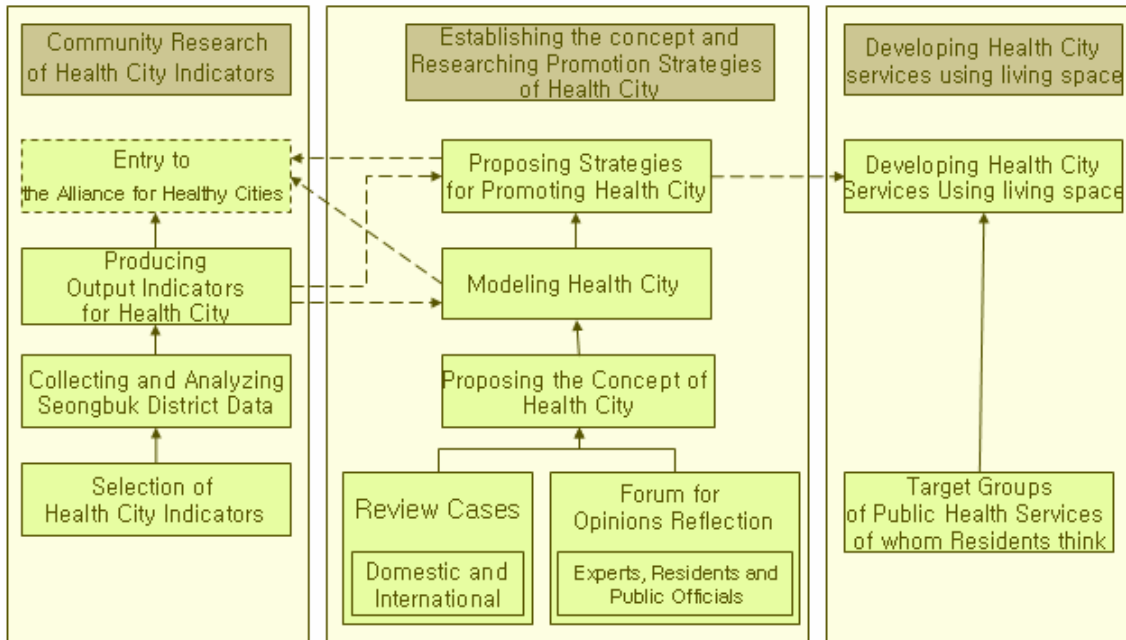


Chart 4 Strategy Map of Health City Seongbuk District

2. Detailed strategies for promoting a Health City

1) Strategies to spread the awareness on the necessity of the Health City project

- Workshop on future strategies for the Health City
- Health charter signing ceremony for the Health City project
- Health City briefings for local residents
- Public subscription of Health City emblems

2) Strategies for cooperation with other departments

- Appointment of all bureau directors as members of the Health City Steering Committee

- Regular meetings of management officials, including section chiefs and the above
- Organization of a network of personnel in charge of managing the Health City's performance indicators
- Staff meetings for Health City indicator management

3) Plans to attract capable human resources and improve the personnel's job competence

- Restructuring of the Health City's promotion organization, based on highly-qualified personnel at the public health center
- Completion of FMTP education for self-empowerment
- Education by invited specialists in health planning and statistics

4) Installation and operation of the Health City Local Conference

- Operation of the Healthy Practice Conference as the Health City Local Conference

5) Plans to utilize community resources

- Development and distribution of health programs through the residents' self-governing center
- Increase of support groups via agreements upon the cooperation of vocational organizations and NGOs
- Finding and utilizing health assistance through volunteer service programs
- Developing and supporting university students' participation in the community

6) Plans to reform the health and medical service system (u-Health)

- Promotion of u-Health model projects based on visiting home health care
- u-Hospital system through the use of PDA phones
- Operation of the health information portal

7) Plans to maintain health equity

- Increasing opportunities for visiting health care services
- Promotion of WIC (Women, Infants and Children) model projects
- Home-stay cancer patient management program

8) Settings: Creating a health village together with the elderly

- Creation of an environment for the elders to enjoy healthy activities
- Operation of a health program to improve the health of the elderly
- Operation of mobile care programs for the elderly who are living alone