


II. Profile of Health City

1. History of Jangheung-gun


Era	Events
The era of three Kingdoms	Baekje's O-cha-hyeon was renamed as O-a after the unification of three countries during the time of King Kyeong-deok of Shilla, and became a part of Ryeong-hyeon.
Goryeo Dynasty	<p>In the early period of the Goryeo, it was called Jeongan, and during the reign of King Injong, it was renamed as Jangheung. Then, its status was elevated and was called Jeongju Gwansan.</p> <p>Its status was further elevated to Hoeiju-mok in the year 6th of King Wonjong (1265 A.D.)</p> <p>Demoted to Jangheung-bu in the 2nd year of King Chungseon (1310 A.D.)</p>
Chosun Dynasty	<ul style="list-style-type: none"> -In the first year of the King Taejo(1392), a wall had been built around Mt. Jungryeong in Suryeong-hyeon. It was used as the ruling palace. -In the thirteenth year of King Taejo (1413) it became Doho-bu, and moved the following year to Suryeong-hyeon. -In the times of King Sejo(1457), a Jin(military camp) was established, and governed two hyeon districts, Gangjin, Haenam -In the ninth year of King Sukjong(1683), Jin(military camp) was moved to Suncheon -In year 32 of King Gojung(1895), it was renamed as Jangheung-gun
Since the dawn of Modern Times	<ul style="list-style-type: none"> -In 1914, 3 myeon districts of Cheonpo, Hoeryeong, Ungchi became parts of Boseong-gun and redistricted into 11 administrative districts. -On Nov. 1, 1936, because of the merger and abolition of myeons, Budong-myeon was merged into Jangheung-myeon. Nam(south), sang(upper),-myeons were abolished and merged into Yongsan-myeon, Habal, Goma, Jukcheong of Namha-myeon were abolished, and merged into Gwansan-myeon, so thus creating nine myeons. -On Nov. 1,1940, Jangheung-myeon was raised to Jangheung-eup consisting of 1-eup,8-myeon and 275-ri. -On Jul. 1,1973, through the change of administrative districts, Gwangpyeong-ri of Jandong-myeon was changed into Jangpyeong-myeon. -On Jan. 1,1980, Jangheung-eup Geonsan 4-gu, Yeyang-ri, Daedeok-myeon Hoejin-ri, were separated, making it 279-ri. -On Dec. 1, 1980, Gwansan-myeon and Daedeok-myeon were both raised to Gwansan-eup and Daedeok-eup, creating 3-eup, 6-myeon. -On Jan. 1,1982, Jangheung-eup Geonsan 4-gu, Wondo-ri, Daedeok-eup Hoejin-ri, Anyang-myeon Sumun-ri were separated, creating 3-eup,6-myeon 283-ri. -On Sep. 19, 1985, the Daedeok-eup Hoejin local office was established. -On Apr. 10, 1986, Hoejin-myeon was separated from Daedeok-eup, creating became 3-eup, 7-myeon -On Jul. 15, 1986, Gwansan-eup Okdang, Yongsan-myeon In-am, Punggil-ri, Anyang-myeon, Haechang 3-gu, Jandong-myeon Bukgyo 1-gu, Jangpyeong-myeon, Younggang 2-gu, Bongrim-ri, Usam-ri, Cheongyong-ri, Hoejin-myeon, Jinmok 2-gu were separated, so now it consists 3-eup, 7-myeon, 293 ri.

2. Symbols


1) Symbol of Jangheung-gun

 The symbol of Jangheung-gun features a stylized landscape. On the left, there are two green mountain peaks. To the right, a bright orange circle represents the sun. Below these elements is a blue semi-circle that resembles the letter 'J', symbolizing the region's name and its scenic beauty.	<p>The symbol of Jangheung-gun symbolizes prosperity harmony with the mountains, plains, and oceans.</p> <p>The Red Circle symbolizes a lively Sun, high spirit, and a hopeful future.</p> <p>The green mountains to the left symbolize the beautiful surroundings of Mt. Cheongwan, Mt. Eokbul, and Mt. Gaji.</p> <p>The Blue semi-circle below represents the letter J in Jangheung and symbolizes the splendid, rich image of the region.</p>
---	--


2) Character 'Pyodongi'

 A cartoon character named Pyodongi, which is a mushroom. It has a brown cap, a white stem with a smiling face, and small arms and legs. It is giving a thumbs-up gesture.	<p>Maximizing product image delivery by animating the friendly Pyogo mushroom which is one of the Jangheung's special products.</p>
---	---


3) County Bird of Jangheung-gun: Dove

 A photograph of a brown dove perched on a branch with green leaves. The dove is facing right and has a white patch on its neck.	<p>The spirit of the county residents aspire for peace and justice.</p>
---	---

4) County Flower of Jangheung-gun: Azalea

	<p>The azalea symbolizes the diligent and uniting disposition of its residents.</p>
---	---

5) County Tree of Jangheung-gun: Camellia

	<p>The camellia symbolizes the Healthy and strong spirit of its residents.</p>
--	--

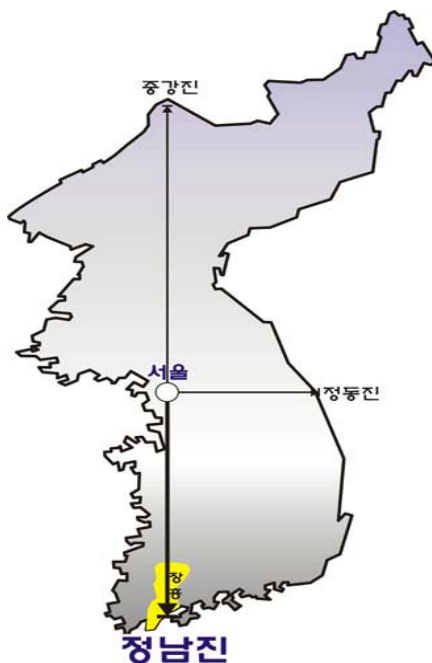
3. Geographical Conditions

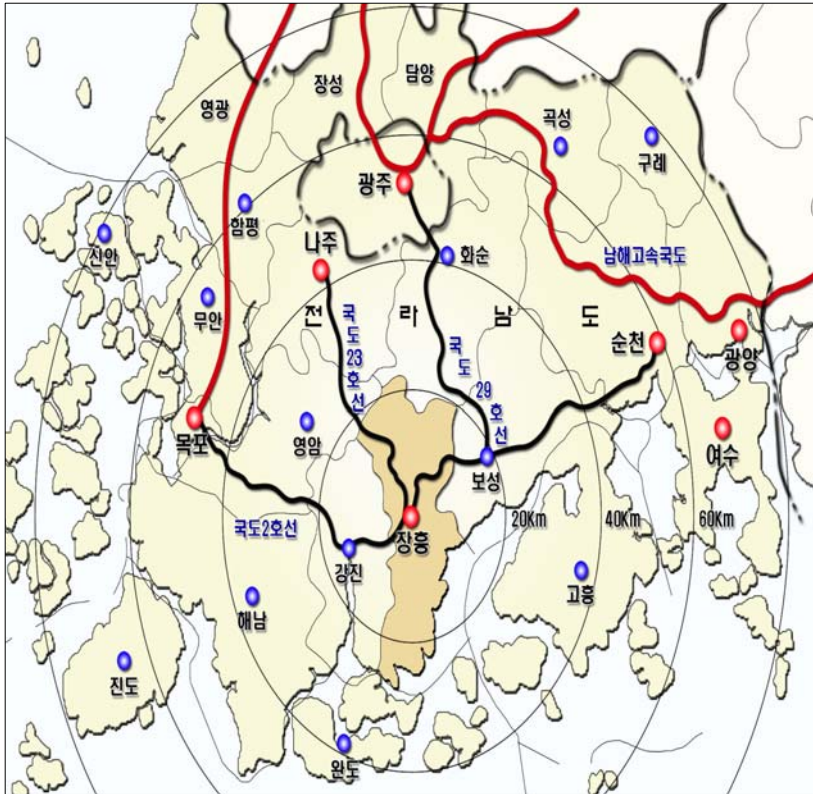
As a coastal area in the middle of Mokpo, Yeosu, Suncheon and Gwangyang that are key cities of Chollanamdo, and it is a region with warm weather and a pleasant environment and is located directly south from Gwanghamoon in Seoul. It is called Jeongnamjin, with Boseong-gun to the east, Hwasu-gun to the north, bordering Gangjin-gun and Yeongam-gun to the west, bordering Wando-gun and Goheung-gun to the south with the Dado Sea and Deukryang gulf in the middle.

Additionally, Jangheung-gun is located 60 Km from central cities such as Honam, Gwangju, and the key cities of Chollanamdo as Mokpo, Naju, Suncheon. It is within 1 hour distance from all these cities, making it is easy to access many nearby metropolitan areas.

The Tamjin River which is one of the 3 major rivers in Korea starts from Geumjeong mountain and flows until it reaches Yuchi, Busan, Jangheung where it joins with 20 big and small streams. At its drainage area, it leads to rich fields such as Yongban, Busan, Handeul offering rich agricultural and special ocean products like sweetfish which inhabits this area during summer time.

9 other big and small streams of Jangpyeong-myeon flow into the Boseong River and 16 streams of Namsang River flow into the Deukryang Gulf.





4. Physical Conditions and Infrastructure

Located in the southwestern area of Jeollanamdo, Jangheung is a traditionally clean area surrounded by mountains, oceans, rivers and lakes. It is located directly south of Gwanghamoon in Seoul, and so it is called 'Jeongnamjin'.

As a traditionally rural society, Jangheung doesn't have any serious pollution risk factors like urban areas, suffer from air pollution, water pollution, wastewater treatment, underground water controll, Waste treatment and noise pollution.

We should prepare a fundamental solution to prevent parking problems from the increase of vehicles and water pollution due to the drying of rivers.

Jangheung is designated as 『a Special Administrative Region for Korean medicinal herbs』 because many of indigenous medicinal herbs and wild flowers are inhibited.

We have been initiating environment-ecology-health related projects like green-ecology-experiencing villages (Dung beetle village, Beetle village, Mineral water village, Green tea village, Pumpkin country, Experiencing center of earthworm), naturally cleaning river, Korean medicinal herbs, Woodlands, Slow-world and Korea traditional villages.

Additionally, as an area of clean first grade water, we are expanding and improving our facilities. For example, we are exchanging existing water supply systems into metropolitan water supply systems, removing sewage pipelines and constructing sewage treatment plants.

1) Water supply facility

Area	Total	Jang-heung	Gwan - san	Dae-duk	Yong-san	An- yang	Jang-dong	Jang-pyong	You-chi	Bu-san	Hoi-jin
Number of facilities	374	64	63	47	37	37	24	39	15	22	26
Number of user	9,404	1,957	1,499	1,153	993	826	512	887	427	617	533

2) Drinking water facilities

Total	Purification plant	Intake station	Pressurized facility	Service reservoir	Village water supply	Mineral spring
188	3	3	3	4	153	4

3) Pollutant discharge facilities and Waste landfill sites

Pollutant discharge facilities					Waste landfill sites		
Total	Permitted facilities	Reported facilities			Subtotal	Jangheung	Hojjin
	Noise and vibration	Air	Water	Noise and vibration			
138	2	37	58	29	2	1	1

5. Socioeconomic Analysis

1) Population by industries

<Population by industries, 2004>

Economically active population		Agriculture, forestry and fishing industry		Mining and manufacturing industries		SOC and other service	
No	%	No	%	No	%	No	%
25,233	100.0%	17,915	71.0%	1,009	4.0	6,308	25.0

* Acquired by economically active population as denominator

2) Number of industries

<Industries and workers, 2004>

Industries		Workers		Occupational health managers	
No	%	No	%	No	%
3,332	100.0	1,008	100.0	0	0.0

3) Paving rates

(Unit: km)

Road	Quantity	Total extension	Paved	Non-pave	Paving rate(%)
Total	262	818.9	438.0	380.9	71.9
National roads	4	104.4	104.4	-	100
Local roads	8	98.3	64.9	33.4	66.0
County roads	18	124.3	82.3	42.0	66.2
Country roads	232	491.9	191.1	300.8	38.8

4) Education / Culture

① Educational institutions (30. December, 2007)

(Unit: No)

Total	Nursery	kindergarten	Elementary school	Middle school	High school	2 year college
62	11	19	19	9	4	1

② Number of students

categories	total	Nursery	kindergarten	Elementary school	Middle school	High school	2 year college
Student	9,083	645	571	3,145	1,541	1,500	730
Teacher	581	34	32	206	145	135	20

③ Jangheung Public libraries

Seats	Num. of Books	Num. of users per year
275	35,123	89,601

④ Cultural properties

Total	Designated by national Government (15)						Designated by province (44)		
	National Treasures	National treasures	Natural monuments	Folk material	Intangible Cultural Properties	Tangible Cultural Properties	Monuments	Folk data	Cultural assets
59	2	9	2	1	1	25	7	3	9

⑤ Natural protective forest

Natural protective forests		Protective trees
Gwansanbupyong (camellia)	Youchibongduk (nutmeg)	
132	239	81

⑥ Physical training facilities

Total	Billiard rooms	Drill halls	Fitness centers	Soft tennis courts	Swimming pools (outdoor)	Aerobic Gyms	Ping-pong	Tennis courts
37	25	7	3	1	0	1	0	1

5) Rainfall

Jangheung-gun is one of the rainiest regions in Korea with an annual rainfall of 1,773.2mm. More than 59% of rainfall is due to its seasonal nature being concentrated from June to August.

<Rainfall in last 10 years (Unit: m/m)>

6) Temperature

① Climate

Influenced by high oceanic atmospheric pressure in the summer and low continental atmospheric pressure in winter, there is a significant difference in temperature between summer and winter. This demonstrates the oceanic climate characteristics in the coastal area where tea farms and citron and camellia trees inhabit here.

This shows relatively warm weather due to the turbulent flow influenced by the Ganjin and Deukryang gulf. It is relatively warm with an annual average temperature of 12.9°C and an average wind speed of 2.1^m/s, The main winds are northwesterly and in the summer, seasonal winds are southeasterly with northwesterly winds in the winter, Spring time witnesses the phenomena of yellow sand and dust blowing from west along with frequent forest fires.

② Average temperature for the past 10 years (Unit: °C)

Average temperature	93	94	95	96	97	98	99	2000	2001	2002
12.8	12.4	13.5	12.1	11.9	12.9	13.9	13.2	12.6	12.8	12.8

③ Monthly temperatures for 2005 (Unit: °C)

Average temperature	1	2	3	4	5	6	7	8	9	10	11	12
12.8	3.1	3.1	7.8	13.0	16.9	20.9	23.7	23.7	19.7	13.1	5.5	3.8

6. LifeStyle

The adult smoking rate is 28.4% and for adolescents, it is 14.7%. The social atmosphere and conditions for being able to successfully quit is changing for the better with an expansion of non-smoking areas, the operation of quit-smoking clinics and the creation of non-smoking village projects.

The adult drinking rate is 68.7% and for adolescents is 34.1% which is 6.8% and 16.8% higher than the national average. This shows that there are misguided perceptions about drinking despite education and campaigns for moderation in drinking.

Because the rate of nutrition is 2% and because the recognition rate for obesity is relatively low, the need for nutritional management for residents and comprehensive diagnosis and treatment for the present nutritional conditions are called for.

With the execution rate for exercise at 18.3%, recognition of systematic exercise programs and various inducing programs for making exercise as a habit are called for.

〈Health status and health related behavior〉

Categories	Sub-index	Current status			Resources		
		Nation (2006)	Chonnam province (2006)	Jangheung (2006)	Nation	Chonnam province	Jangheung
Maternal and child health	- Infant mortality (per 1,000 live births)	5.3	-	None	Homepage of Korea national statistical office	Annual Chonnam statistical report	Jangheung annual statistical report
Smoking	- Adult smoking rate	male 61.8% female 5.4%	male 58.6% female 8.2%	male 48.3 female 8.5%	Annual health and social welfare statistical report	Provincial inner data	health status survey report
	- Daily smoking rate			84.3%	“	“	“
	- Daily average smoking quantity per day			a half ~ one pack	“	“	“
	- Age to start				“	“	“
Drinking	- Drinking rate	male 83.3% female 54.9%		68.7%	“	“	“
Infectious diseases	- Persons with HIV and AIDS patients / AIDS examining rate	- AIDS patients No. : 2 2/696=0.29 %	-AIDS patients No : 3 3/620=0.48 %	- Examine current status 2003	- Examine current status 2005	“	“

categories	Sub-index	Jangheung-gun's current status		Sources for data	
		2003	2005	2003	2005
Smoking	Smoking rate (per adults 1000)	- respondents: 800 - Quit smoking:18(77,3%) - < one pack :153(19.1%) - ≥one pack: 29(3.6%)	- Quit smoking: 680(30.4%) - male : 49.1% - female: 2.9%	Jangheung Health life practicing status 2003	Jangheung residents smoking, drinking, nutrition status for health promotion project
Drinking	Drinking rate	- responders: 800 - Abstinence: 475(59.4%) - About 1-2days : 189(23.6%) - More than 3days : 136(17.0%)		-	-
Infectious diseases	- Persons with HIV and AIDS patients / AIDS examining rate	- Number of patients. : 2 - 2/696=0.29%	- Number of patients : 3 3/620=0.48%	current state of examines 2003	current state of examines 2005

At Namsan park



7. Health related Regional Status

1) Demographic characteristics

The population of Jangheung was 5,758 in late December of 2006 with 48.1% males and 51.9% females.

The Elderly population over 65 was 11,009, 24.1% of the county population. This is 1.5 times higher than Chollanamdo's rate of 14.1% and 2.8 times higher than the national average of 7.7%.

The index of aging is 1.20 and this is two times higher than Chollanamdo's rate of 0.66 and the national average of 0.36.

The number of infants is sharply decreasing due to the phenomenon of farmers exiting towns, an aging population, an increasing number of elderly people who live alone, and decreasing income levels. The population of the elderly has been increasing continuously, thus health management for residents has become a very import issue.

2) Population

Item Eup, Myon	Area (km ²)	House- hold	Population			Jurisdiction		populati on density (No./km ²)
			Total	Male	Female	Ri by administ ration	Ri by law	
Total	618.04	19,368	46,568	22,436	24,132	295	136	75.34
Jangheung Eup	55.96	6,349	16,335	7,888	8,447	52	27	291.9
Gwansan Eup	71.83	2,958	7,183	3,439	3,744	41	16	100
Daedeok Eup	58.01	1,976	4,756	2,317	2,439	29	9	81.98
Younsang Myon	72.34	1,326	3,051	1,447	1,604	29	14	42.17
Anyang Myon	51.11	1,684	3,674	1,755	1,919	29	13	71.88
Jangdong Myon	44.87	704	1,582	775	807	20	8	35.25
Jangpyong Myon	77.87	1,371	2,965	1,441	1,524	32	19	38.07
Youchi Myon	122.2	664	1,403	693	710	29	16	11.48
Busan Myon	37.99	822	1,756	807	949	18	9	46.22
Hoijin Myon	25.91	1,514	3,863	1,874	1,989	16	5	149.09

3) General health status

① Summary of general health status

When we conducted the 4th local medical care plan (2007~2010), we surveyed 500 county residents. Result of 'I am healthy' was 68.9% and 'I am not healthy' was 5.8%, thus most people were convinced that they were healthy.

For personal efforts to improve one's own health, 24.8% responded 'exercise and walk' followed by 'Diet'(15.8%), and 'Measuring blood pressure'(13.4%).

The prevalence rates of major chronic illnesses were musculoskeletal System(57%), Hypertension(24%), Lung disease(17%), Diabetes(17.2%), and Myocardial infarction (3%).

The number one cause of death was due to Cerebrovascular diseases, the second was liver and pancreatic cancer, 3rd was diabetes, 4th was chronic lower airway disease and 5th was lung cancer.

As a clean area, Jangheung-gun has a great environment and conditions for people to live, but the fact that 39% of population are employed in the primary industry makes it difficult for health management.

② Subjective perception of health status

Year / No.		Total	Good	Average	Bad
2003	Number	491	217	147	127
	Rate(%)	100	44.2	29.9	25.9
2004	Number	529	196	256	77
	Rate(%)	100	37.0	48.3	14.7

* 『Fundamental survey for Chronic disease prevention project』 Jangheung-gun 2003

* 『Survey on exercise, smoking, and health status of Jangheung-gun residents』 Jangheung-gun 2004

③ Residents with Diseases

Area	Total	Arthritis	Hypertension	Diabetes	Stroke	Disabled	Discomfort moving	Aged living alone	Mental disorders	Dementia
Total	21,665	15,676	1,866	771	68	2,655	144	110	134	50
Jangheung	7,318	5,503	642	260	13	723	45	26	39	22
Gwansan	3,403	2,421	298	121	6	456	19	11	22	6
Daedeok	2,250	1,590	197	80	7	318	7	9	17	2
Yongsan	1,468	1,024	127	51	7	215	10	8	7	3
Anyang	1,749	1,243	151	61	9	230	16	10	22	3
Jangdong	778	536	67	27	4	122	7	8	11	4
Jangpyong	1,401	995	125	51	9	182	12	10	4	3
Youchi	743	473	67	27	3	138	11	5	2	-
Busan	899	584	125	29	6	118	5	7	6	4
Hoijin	1,650	1,301	67	64	4	153	12	16	4	3

4) Details of quit smoking project

Promoting and education on quitting smoking

education on how to successfully quit smoking



education on quitting smoking



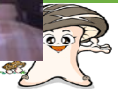
discussions with leaders of quitting smoking



quit smoking day events



장흥군



Forming friendly environments for quitting smoking

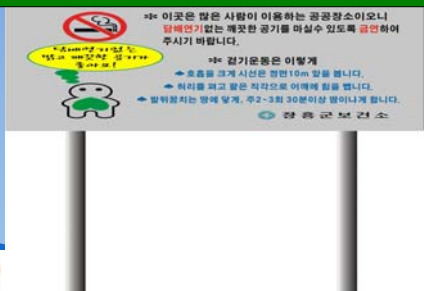
map of smoking prohibited zone



Town's own banner



smoke-free pedestrian walkways



enforcing regulations



장흥군



Forming smoke free environments

campaigns to stop smoking



campaign promotion to stop smoking



stop smoking promotion (newspaper)



cigarette smoke town center cigarette smoke free town center

