

# Can the Community Participate in Fast Food Control?: A Case Study in Kendari City

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**Keywords:** Community, fast food, participate, control, hygiene and sanitation.

**Abstract:** Currently, there are huge fast food traders in Indonesia. However, there are a few of fast food traders who are supervised by environmental staff in Health Center in Kendari City. Community participation in fast food control is necessary. This study aimed to identify communities who can participate in fast food control in Poasia Health Center in Kendari City. People, especially women who aged under 45 years old, married, having small number of children and having social work experiences of 6-10 years could be involved actively in the fast food control. This study also found that cadre's age significant associated with fast food traders' behavioral change in the food hygiene and sanitation management ( $p$ -value < 0.05). The younger cadres (<45 years) tended to change fast food traders' hygiene and sanitation behavior towards better behavior to manage their fast food, compared to the older cadres (>45 years). Cadres who aged under 45 years have high mobilization and intensity to control fast food trader. Volunteer community such as cadres can participate to control the fast food traders in Poasia Health Center in Kendari City. The younger cadres are effective to help environmental staff in Health Center to increase food hygiene and sanitation.

## 1 INTRODUCTION

Kendari City health government in Southeast Sulawesi Indonesia faced the unsanitary huge fast food sellers. This has contributed to increasing the number of communicable and non-communicable diseases such as diarrhea and hypertension in Kendari City (Dinkes Sultra, 2017). In 2015, there were about 63.28% of diarrhea and about 14.83% of hypertension. Those were higher than other district such as in North Konawe (6, 64%) and Wakatobi (15, 87%) of the prevalence of diarrhea. While the prevalence of hypertension were also higher compared to 7.15% of Bau-Bau City (Dinkes Sultra, 2017). The Health Department in Kendari City implement several strategies. The strategies include collaborated programs between the producers, governments, non-government organization and communities (Dinkes Sultra, 2017).

However, community involvement was still unclear. While the number of unsecure fast food sellers continued to rise (Story *et al.*, 2008). Health department has involved cadres or community volunteers involve in the village comprehensive

health services (Abdullah *et al.*, 2015). However, cadre's involvement in the fast food controller has never been done until now. Therefore, this study aimed to identify communities who can be involved in the fast food control to reduce the foodborne diseases in Kendari City of Southeast Sulawesi Province.

## 2 METHODS

This experimental study applied a quasy Experiment approach with the one-Group Pretest-posttest Design. This study was conducted in three villages in Kendari City of Southeast Sulawesi province Indonesia namely Andonohu, Rahandauna and Wundumbatu villages. This study was conducted from March to July 2018. There were 39 out of 119 fast food traders which were recruited and involved 17 women volunteers. The women have had social experiences in their villages. The sampling technique used the purposive sample with the inclusive criteria of sample were active cadre available in the village and there were many fast food traders surrounding their houses.

The researcher excluded the communities who were no active in the social activity and there was no or limited the fast food traders surrounding their houses.

Data was collected through scores which were collected by the 17s women volunteers with Observational sheets. Data analysis used descriptive and inferential analyses. Descriptive analysis was to understanding percentage and distribution of the characteristic women volunteers such as age, education, occupation, marital status, number of child, and social work experiences. Also, the distribution of fast food trader’s behavior of hygiene and sanitation management. The inferential analysis

was to understand the relationship between the women volunteer’s age and the fast food trader’s behavior regarding to food hygiene and sanitation management. The statistical analysis used linier Regression for the inferential analysis.

### 3 RESULTS AND DISCUSSION

The characteristic of women volunteers who involved in this study is presented table 1.

Table 1: Characteristic of Women Volunrtters who involved in Fast Food Control in Kendari City in 2018.

Charachteristic of women volunteers	Number	Percentage (%)
<b>Age: (Year)</b>		
30 – 34	4	10.3
35 - 39	3	7.7
40 - 44	14	35.9
45 - 49	16	41.0
≥50	2	5.1
<b>Total</b>	<b>39</b>	<b>100.0</b>
<b>Education:</b>		
Primary School	1	2.6
Juniour High School	1	2.6
Seniour High School	24	61.5
Diploma / Bachelor	13	33.3
<b>Total</b>	<b>39</b>	<b>100.0</b>
<b>Occupation:</b>		
No Work	20	51.3
Trader	9	23.1
Teacher	2	5.1
Civil Servant	8	20.5
<b>Total</b>	<b>39</b>	<b>100.0</b>
<b>Marital status:</b>		
Married	38	97.4
Widow	1	2.6
<b>Total</b>	<b>39</b>	<b>100.0</b>
<b>Number of child:</b>		
One (1)	1	2.6
Two (2)	23	59.0
Three (3)	3	7.7
Four (4)	1	2.6
Five (5)	11	28.2
<b>Total</b>	<b>39</b>	<b>100.0</b>
<b>Social work experiences (Year):</b>		
0 – 5	11	28.2
6 - 10	16	41.0
11- 15	2	5.1
≥16	10	25.6
<b>Total</b>	<b>39</b>	<b>100.0</b>

Table 2: The relationship between the age of women volunteers and the hygiene and sanitation behaviour change for the fast food traders in Kendari City in 2018.

Model	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval for B	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
(Constant)	624.987	27.982		22.335	.000	568.057	681.917
Age_Cadre	-1.574	.628	-.400	-2.506	.017	-2.851	-.296

Dependent Variable: SCORE\_Final

Source: Linier regression, 2018

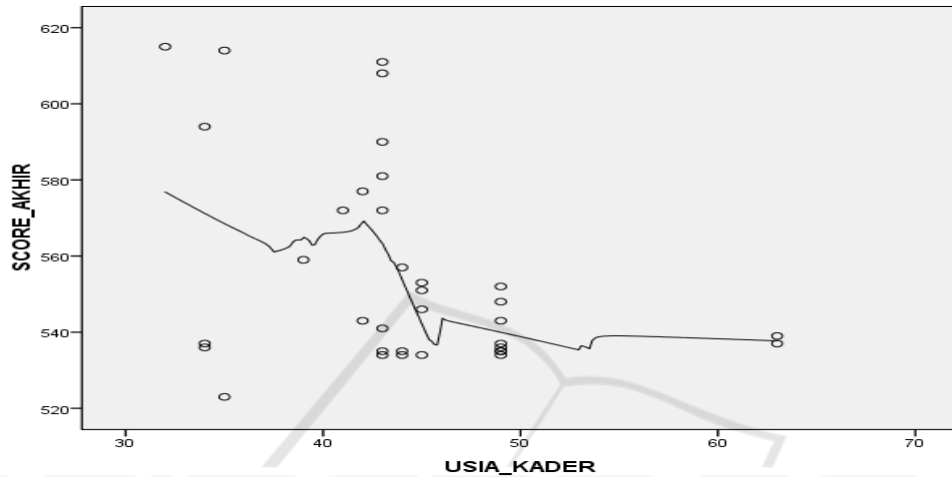


Figure 1: The relationship between the age of volunteers and the fast food trader’s hygiene and sanitation behavioural change in 3 villages in Kendari City in 2018.

As presented in table 1, the majority of women who aged under 45 years old, passed from senior high school, married, having small number of children and having social work experiences of 6-10 years become actively in this fast food control program. Moreover, women volunteer’s age was understood to have significant association with the behavioral change for the fast food traders regarding food hygiene and sanitation management(Seo, Lee and Nam, 2011; Pettigrew *et al.*, 2012; Davison *et al.*, 2015). This means that the younger married women, under than 45 years old tended to be a good person to supervise the fast food traders, compared to the elder’s community (> 45 years old). This finding can be explained with several reasons why the younger women volunteers can control rightly than the oldest(Story, Neumark-Sztainer and French, 2002; Thornton, Bentley and Kavanagh, 2011). While the relationship between the age of women volunteers and the behavioral change of the fast food traders in managing their sold food is presented in table 2.

First of all, the physical structure for people who aged under than 45 years remains strong. The majority of them still have good eyes, so they do not

have difficulty during observation. As we know that people who control the fast food trader, they shall take a look and make notes based on their assessment. Therefore, the physical condition of eyes is significant for observation and supervision(Story, Neumark-Sztainer and French, 2002). Other physical condition such as body and leg are also significant for supervisor for fast food traders. This is because they must walk or ride a motor cycle to reach the fast food traders. This will need more energy. Therefore, healthy physical condition become significant requirement for women volunteer. Generally, people who aged under 45 years old still have fit body(Story, Neumark-Sztainer and French, 2002; Gordon-Larsen, Guilkey and Popkin, 2011).

The young people have strong concentration and have high energy. Even, some of them have a little child at their home. However, they could go and take control for the fast food traders because the majority of women volunteers have two children. This also have contributed to involve actively in the social activities. The younger people have high self-actualization needs as suggested by the Maslow theory (Kaur, 2013; Skelsey Guest, 2018).

Furthermore, the younger women volunteers tend to have good psychological condition than the older women volunteer. There are strong association between the physical condition and the psychological condition. People with good psychological condition tend to have good adaptation (Thornton, Bentley and Kavanagh, 2011).

As showed in table 1 that the majority of women who were active in this program passed from senior high school and having some business. This means that they have good family income and have better knowledge (Story, Neumark-Sztainer and French, 2002; Thornton, Bentley and Kavanagh, 2011). In other words, they have had wellbeing. Based on the Maslow theory, if someone has been met with their primary needs such as food, health, or housing, so they will go to the up level of their need such as Love and self-actualization needs (Kaur, 2013; Skelsey Guest, 2018). The fact action which can be seen of meeting with love and self needs is they will be active in the social activities, such as involving in the fast food control as a social work volunteer. Involving in the fast food control, the married women can show and share their knowledge and skill based on their social experiences to others.

Furthermore, the married women who were active in this study have involved in the social activities for 6-10 years. This means that they have much experiences regarding community engagement. They exactly have better communication strategy to communities, so the communities become comfortable and aware about their own behavior problem (Story *et al.*, 2008; Meyer *et al.*, 2014). In other words, the women volunteers have ability to make behavioral change through effective communication with the fast food traders. Therefore, they were enjoy and did not have difficulty to supervise the fast food traders.

The highest educational level for women volunteer also have made them to decide the right score for trader's behavior related to fast food hygiene and sanitation management when they supervise the food traders (Berkes, Berkes and Fast, 2007; Gordon-Larsen, Guilkey and Popkin, 2011). They were easy to understand vastly about the observational sheet although training of this was conducted once only (Gordon-Larsen, Guilkey and Popkin, 2011; Thornton, Bentley and Kavanagh, 2011). However, several informal meetings with the women volunteer to improve their skill were done, including before and after supervision. Several informal meetings allow the women volunteers to take better control to the fast food traders in Kendari City. The informal meeting was purposed to find the

best solution of supervision based on the issues, including the issue of scoring, communication technique and approaches. This study have showed that involving the married young women volunteers in the fast food control can be done effectively.

## 4 CONCLUSIONS

People, especially women who aged under 45 years old, married, having small number of children and having social work experiences of 6-10 years can be involved in the fast food control. This because they have skill to social communication, community engagement, and having much time. Interestingly, women volunteers who aged under 45 years old have significant association with trader's behavioral change in food hygiene and sanitation in Kendari City. The younger people tends to have high energy, creative and have enough time to supervise the fast food trader.

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