Research on the Participation Mechanism of Social Rescue Organizations

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Abstract. In order to study the participation mechanism of social rescue organizations, this article chooses the social rescue organization which is more mature in China—Rescue Team of Ramunion in Zhejiang Province as a typical case. We use three methods, such as offline survey, software analysis and theoretical analysis to investigate the participation mechanism of social rescue organizations in disaster prevention, disaster reduction and disaster relief system. Then we analyzed the successful experiences and mechanism advantages of Rescue Team of Ramunion. We constructed a conceptual model of social rescue organization participation governance based on grounded theory. Finally, on the basis of summing up the conclusions of the study, we put forward countermeasures and suggestions to improve the participation mechanism of social rescue organizations. All of these countermeasures can provide policy reference for promoting the innovation of the theory and practice of emergency management with Chinese characteristics and promoting the modernization of the national governance system.

Introduction

In recent years, natural disasters have occurred frequently in China, but our country's disaster prevention and relief system is still dominated by the national organization. It does not well to meet the needs of disaster relief. Thus, how to mobilize the rescue forces and co-ordinate the various parties to carry out orderly disaster relief force has become a pressing problem. With the rapid development of China's economy, social rescue organizations have also grown quickly. It is gradually supported by the government and recognized by the public because it plays a more and more important role in the various affairs of the disaster prevention, disaster reduction and disaster relief system. However, China's social rescue force is still in its infancy. The governance mechanism and the external development environment have affected the healthy development of the social rescue organization.

The Rescue Team of Ramunion was founded in 2009, which was the first social rescue team included in the city emergency rescue system by Hangzhou Municipal People's government. Its main functions are urban emergency rescue, national secondary disaster rescue, outdoor mountain forest emergency rescue and 24 hours of public research. Since its inception, its rescue footprints have been spread across 7 countries and regions, 14 provinces and cities, more than 3000 lives were saved.

Research Methods

This paper selects Rescue Team of Ramunion as the research object, investigates and analyzes the participation mechanism of social rescue organizations, since June 2016 on the Zhejiang Provincial Department of civil affairs, the Civil Affairs Bureau of Jianggan District, Zhejiang University, Rescue
Team of Ramunion and Dishui Commonweal Center and other places to carry out field visits. Our main research methods are as follows.

**Field Interviews**

Interviews included: Rescue Team of Ramunion, Zhejiang provincial Civil Affairs Department, Jianggan District Civil Affairs Bureau, Dishui Commonweal workers, volunteers and citizens of Hangzhou. Through interviews, we get the views of the social organizations such as the Rescue Team of Ramunion and other public organizations, such as the government and the public, about the social rescue organizations.

**Questionnaire Survey**

The survey of the visibility of the social rescue organizations mainly consists of government departments, staff, social rescue organizations, and the general public in Hangzhou. After the investigation and recovery of the statistics, it is found that the popularity of major rescue organizations in China is generally low. Only 21.41% of the respondents have heard of the Rescue Team of Ramunion according to the survey. And 30.4% of them had never paid attention to social rescue organizations. In addition, through cross analysis by SPSS, it is found that respondents’ level of understanding about Rescue Team of Ramunion is related to their department of industry. Personnels of party and government organs and institutions have a better understanding of the social rescue organizations, and individual business and students understand them less. This shows that the development of social rescue organizations still lack a good social environment.

**ROST Software Analysis**

With "social emergency rescue" for the key word, "the period from November 2010 to November 2016 as the text collection period, making text collection and screening through the" Sina News "," ifeng.com" and " Baidu news "news websites, a total of 72 pieces of effective texts was chosen. They are introduced into the ROST software, and the frequency of the key words and phrases is selected by the word segmentation and keywords frequency analysis function of the software. Finally, 42 words with the highest frequency are selected as the high-frequency feature words. Then the matrix is constructed through the social network analysis module. The analysis found that among the high frequency words, government, society, professional, voluntary and rescue teams had the highest rates of reference, followed by natural disasters, coordination and other keywords.

**Grounded Theory Analysis**

In view of the complicated and abstract concept of the participation mechanism of social rescue organizations, this paper uses grounded theory analysis, using literature review and survey data to construct the governance model of the participation mechanism of social rescue organizations as shown in Figure 1. It deepens the understanding of social rescue organizations and their development environment from a macro point of view, and lays the foundation for putting forward countermeasures to improve the participation mechanism of social rescue organizations.
The Main Category Analysis for the Problem of Participation Mechanism of the Rams

System Guarantee Mechanism

The main category of system guarantee reflects the function and effect of the government in the social rescue organization governance network. In terms of policy supports, which are put forward to help social rescue organization by government apartments, some are not clear and difficult to implement. Besides, the support funds are not enough and government purchasing projects involve less on social relief areas. In terms of security, the state's support policies and the kinds of insurance of insurance companies cover fewer in social rescue organizations.

Organizational Governance Mechanism

The main category of organizational governance illustrates the position and organization performance of social rescue organizations of the governance network. China's social rescue management and service industry are still in the primary stage of development, and the industry standard is not clear. The ability of social rescue management and service industry’s self-discipline are poor, so functions need to be further clarified by disaster relief association. Also, disaster relief association should do well in the coordination and convergence of various social rescue organization members, establishing and perfecting the social rescue organization’s self-discipline mechanism. Social rescue organizations need to improve their self-governance mechanisms, standardize management, and constantly improve the level of professionalism.

Communication and Coordination Mechanism

The main category of communication and coordination reflects the relationship between social rescue organizations and other related subjects. The cooperation between Rescue Team of Ramunion and government departments is still in the emergency response stage. They lack normalization and institutionalization of communication and cooperation. Although all the social rescue teams exchange information about the rescue experience and equipment maintenance through WeChat, they have not yet established a formal and standardized information exchange platform.

Social Support Mechanism

The main category of social support shows the social support system of social rescue organization governance. In terms of funding, 80% of the funds for organizing the operation of Rescue Team of Ramunion are supported by self financing entrepreneurs headed by He Jun. The funds from government aid (generally equipment, facilities, government purchase, etc.), raised for various
training and social donations are less. So that the burden of raising fund by Rescue Team of Ramunion is heavy. In terms of insurance, some domestic insurance companies recently issued a special insurance against rescuers’ safety for Rescue Team of Ramunion and other social rescue organizations. As for media support, Rescue Team of Ramunion has cooperative relationships with a number of newspapers, radio and television stations in Hangzhou. The media actively helps Rescue Team of Ramunion to carry out daily public service activities and organizational image publicity.

Policy Recommendations

Improving the Institutional Framework of the Governance of Social Rescue Organizations

The Civil Affairs Departments are Responsible to Strengthen the Supervision of the Industry. Civil affairs departments should guide the social rescue organizations to establish systems and norms, standardizing organization personnel management, financial management, information disclosure, public project operation, third party assessment and other matters according to the actual situation, which provides the basis for social relief organization development system. At the same time, the civil affairs departments should establish and promote social relief organization oriented assessment system and reward system, and periodically check and assess the work of the social rescue organizations. According to the assessment results, the civil affairs departments should combine rewards and punishments, mobilizing the enthusiasm of the social rescue organizations, and create a healthy and upward atmosphere for the social rescue industry.

Innovative Ways to Broaden the Raising Channels of Financing. In order to increase financial support, on the one hand, the government should further formulate, improve and implement preferential policies to purchase public services to support the development of social rescue organizations. On the other hand, the government should innovate ways and means to broaden the sources of funds for social rescue organizations. The government can guide and promote social enterprises and social rescue organizations to form a directional donation relationship, injecting new development funds into social rescue organizations and lay a solid economic foundation for their long-term and stable development.

Strengthen Comprehensive Coordination and Improve the Social Disaster Prevention and Relief System. The civil affairs department should give full play to its core role in communication, coordination and management of disaster prevention and mitigation, smoothing channels of social participation, promoting mutual cooperation among the government, the social rescue organizations and social rescue organizations. And social organizations and volunteers will be gradually incorporated into the emergency rescue system so as to form a cooperation between government and society, and maximize the positive impact of social rescue organizations. In addition, the government should also provide a good platform for social organizations to participate in activities, closing the relationship between social media and the public rescue forces and social forces, enhancing social public understanding of the social rescue organizations and expand the influence of the organization.

Promoting the Self-governance Mechanism of Social Rescue Organizations

The Role of Industry Associations in Information Coordination, Insurance Guarantee and Personnel Training Should be Brought into Full Play. First of all, the social rescue industry should establish a unified information release platform to share the rescue information, facilitating communication between the rescue teams, optimizing the rescue structure, and improve the efficiency of social rescue resources. At the same time, the rescue association should establish a sound security service program to protect the rights and interests of rescue teams and provide better backup support for rescue workers. Finally, the association should also set up training service platform, and promote the standardized assessment team training to enhance the rescue team's ability to deal with the disaster and to improve the quality of the rescue organizations, guaranteeing the safety of the people's lives.
Pay Attention to Improving the Level of Professionalism in Organization Management and Rescue. In order to improve the standardization and professionalism of the social rescue organizations, promoting the healthy operation of the organization, the organization should improve the personal qualities of the organization managers through internal training activities, assignment training, etc. if necessary, organization can invite relevant experts to assist in the management. In addition, the social rescue organizations should continuously adjust and optimize the management structure, drawing up the specific work flow of volunteer service, and establish and perfect the organization operation, material support, financial management system, making the organization more optimized and manage more smoothly.

Constructing a Social Multi Linkage Disaster Prevention and Relief Network

The establishment of a sound social multi linkage disaster relief network is conducive to strengthening the relationship between rescue organizations and government, society, and the same type of organizations and other network entities. It is an important reason that can’t be ignored in social rescue power development. It is the core to realize the transformation from the government's single main body to the social multi linkage disaster prevention and relief network of constructing social multi linkage disaster prevention and relief network, regulating and coordinating the relationship between various subjects

Strengthen the Communication and Coordination between the Social Rescue Organizations and the Government Emergency Management Departments. Before the disaster occurs, the social rescue organizations should take the initiative to get in touch with the government departments, and strive to establish long-term cooperative relations with the government departments, obtaining guidance and rescue experience from the government. After the disaster, social rescue organizations should carry out disaster relief operations under the unified command of the government. The government emergency management departments should give full play to the advantages of the government and provide accurate and effective training and disaster information for the social rescue organizations.

Strengthen the Communication and Coordination between Social Rescue Organizations and Government Rescue Forces. In order to strengthen the communication and coordination of social organizations and the government rescue forces, social rescue forces should obey the unified command of the government in the relief process, and coordinate with the government's disaster relief forces effectively, launching rescue operations by stage and echelon, and provide some professional rescue proposals for governments. The government should actively accept the social rescue force, giving full play to its advantages, and form complementary advantages between the two rescue forces, so as to achieve the best rescue effect.

Strengthen Communication and Coordination among Various Social Rescue Organizations. The establishment of communication and coordination platform for social rescue organizations to mutual aid and make common progress, is currently the most urgent matter of constructing social multi linkage disaster prevention and relief network. Social rescue organizations in the same region or of greater relevance should strengthen interaction, and actively contact with each other at the time of the disaster. So that it could form complementary advantages in equipment, personnel and other aspects, and could maximize their respective roles.

Improve the Social Support System of Social Rescue Organizations

Continue to Broaden Channels, Gather Social Financial Resources. In order to alleviate the shortage of funds in social rescue organizations, it is important to actively guide and encourage more enterprises and individuals to increase their investments in public welfare and to form a social environment of “public welfare for all”. Enterprises should bear the social responsibility, and actively provide financial support to social rescue organizations, such as project investment, directional donations, to promote the smooth development of public welfare activities.
The Media Actively Involved in Promoting Public Welfare Culture. Media is the most important way to propagandize and popularize social rescue organizations, as well as the main channel for social rescue organizations to communicate with the outside. The media should strengthen their responsibilities, spread the positive energy of society, and help the social rescue organizations enhance their popularity. At the same time, the media should also disseminate public welfare culture, create a harmonious atmosphere of public welfare, and guide the community to help the public welfare organizations, so that help the public organizations to grow up healthily and grow stronger.

People Actively Participate in, and Enhance National Awareness of Disaster Prevention. In view of the lack of safety education and the low level and low recognition degree of social rescue organizations for college students, colleges and universities should actively cooperate with social relief organizations and invite social rescue organizations to carry out self-help university lectures regularly, providing college students volunteering opportunities. On the one hand, it can improve the community trust in social rescue organizations, providing conditions for the smooth development of the rescue activities. On the other hand, it can also attract young students to join the social rescue team, laying the foundation for reserve talents of social rescue organizations. As a result, it creates a good social atmosphere for the healthy development of social relief organizations.

Conclusion
The social relief organization as a part of social relief system in disaster reduction, is an important part of the rescue forces. Its survival and development is of great significance to the improvement of social disaster prevention and reduction ability and the development of public welfare undertakings. Improving the participation mechanism of social rescue organizations not only requires government governance, but also requires the whole society to make joint efforts to form a social atmosphere of "public welfare of all", and contribute to the cause of social disaster prevention and reduction.

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