

# 花と緑のまちづくり指導者養成講座修了後の受講生に対する参加促進方策とその効果

Methods and Results of Promotional Efforts to Motivate Community Participation for the Course Participants after Completion of 'Gardener Training Courses in Community Works with Flowers & Greenery'

平田富士男\*

*Fujio HIRATA*

摘要：地域での緑化活動への参加意識を醸成するための一般市民を対象とした講座において、受講によって高まった緑化活動への参加意識を修了後も維持し、実際に緑化活動への参加を誘導していくためには、講座修了後も引き続き、地域での活動に役立つようなサポート対策が不可欠であると考えられる。このため、兵庫県における花と緑のまちづくり指導者養成講座の修了生に対して、種々のサポート対策を行った上で、修了半年後にアンケートを行い、どのような対策が地域での活動や活動参加意識を維持する上で役だったか、今後どのような対策を望むか等を把握した。この結果、具体的な活動の場の設定や継続的な情報発信が有効であることなどが把握された。

Summary : For public education courses with a purpose to increase awareness of community greenery activity participation, it is considered essential to provide additional assistance for those members who have completed the courses. By conducting continued support for local activities after course completion, the level of participant motivation generated during the course can be maintained into the post-course period. This motivation leads to more effective greenery activity participation. In Hyogo Prefecture, after introducing various kinds of support measures, a questionnaire was sent to course participants six months after their course completion. The purpose of the survey was to identify which support measures were proving effective to maintain their motivation and what types of measure and community activities should be considered in future. Results indicated that establishing specific sites for greenery activities and providing a continual supply of information were the most useful measures.