

HEMOPHILIA SUMMER CAMP MODELLING BASED ON A CONCEPT (MOCC): An Example From Turkey

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OBJECTIVES

The primary objective of our study is to restructure the camping organizations which are organized for the purposes of self-improvement, individual training and recreation/entertainment or both training and recreation/entertainment in accordance with their underlying purpose determined on the basis of the expectations of the target group. This primary objective and its related subgoals are targeted directly to meet the expectations of the individuals with bleeding disorders (Pwh and vW individuals) and to indirectly meet the expectations of the institutions and other individuals that are related with these conditions. In this respect, the present study is dealing with a camping model which has been designed to gather the target groups with different quality, quantity and expectations in terms of sociodemographic, socioeconomic, sociocultural and other structural variables and to address all of them at once to meet their expectations. The concerned camping model has been designed to realize the above mentioned objectives together with the additional goals and targets determined by the organizing committee. By means of this particular camp modelling it is possible to match the different targets of the organization with different expectations while at the same time, it is also possible to measure the effectiveness and efficiency of the concerned model. Then it becomes possible to organize a consistent, efficient and sustainable camping model.

MATERIALS AND METHODS

Our study has been realized on the basis of an approach which made it possible to deal with the above mentioned different target groups, different expectations and different camping services all at the same time and within the same organization in an efficient and consistent manner. Within the context of our study, the concerned approach has been titled as 'the Haemophilia Camp Modelling based on a concept (MOCC)'. It is an applied method which has been developed by The Hemophilia Society of Turkey (TrHD) on the basis of the multiple intelligence model. MOCC model is based on matching the 8 different types of intelligence with the age groups of the participants by means of special techniques within the context of a predetermined set of expectations of different target groups and their gathering purposes

The intelligence types taken into account within the context of the model are as follows:

Types of Intelligence							
Linguistic Intelligence	Spatial Intelligence	Musical Intelligence	Logical/ Mathematical Intelligence	Bodily/ Kinesthetic intelligence	Interpersonal Intelligence	Intra-Personal Intelligence	Naturalist Intelligence

The efficiency and validity of MOCC have been tested through the data comparison and analyses obtained by means of qualitative and quantitative measurements made before and after the application. For the numerical data obtained through a high number of observations during the process of the above mentioned comparisons, Variance Analysis (ANOVA) has been used while non-parametrical statistical techniques have been used for a small number of observation data. As regards the implementation of the model and the analysis of the data, the activities determined by dividing the target groups/camp participants into age groups of 7 and the intersection activities have been specifically designed, implemented and analyzed. In this respect, MOCC can also said to be available for activity level analyses such as regression analysis on the basis of different target groups and activities.

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IMPLEMENTATION AND OUTCOMES

The model was first implemented during the National Haemophilia Summer Camp organized in Dragos, Istanbul in June 2013 for a period of 4 days. It was implemented within the context of sub-target groups and 3 different countries (partially) including Turkey. It was presumed that the implementation of the model would have produced positive outcomes due to the fact that the participants other than those coming from Turkey, were coming from Azerbaijan and Iran, countries with similar sociodemographic and cultural characteristics like Turkey.

The Implementation Process of MOCC and its Phases

1. Stage : Determining the Target Group and Its Segmentation

As it will be seen below, the target group has been determined by 7 sub-segments. Each of the concerned segments has been tackled in larger detail within the context of multiple intelligences theory in its own segment and sub-braekdown of age groups.

2. Stage :Determining the Sub-Target Group Expectations

While implementing MOCC, the target group expectations were defined under 3 headings. Accordingly the concerned need / expectation grouping.

In accordance with their sociodemographic and cultural characteristics and by taking into account the multiple intelligence types and age groups, the target segments were analyzed in terms of which activities they will be subject to based on these 3 different expectations and needs.

3. Stage :Determining the Basic Concept

Here at this stage, the basic concept coming from different groups and meeting different expectations together with the relevant basic components was determined. As a result of the thorough examination and analyses, the basic concept was determined as "Time to Discover all Together". Accordingly, the different expectations of the different target Groups were intended to be met by the themes of Discovery and Togetherness . Thus, the learning process was intended to be fun and different at the same time through the theme of Discovery while an interactive and social characteristic was targeted through the theme of "togetherness".

The basic components of the concept (to meet each one of the multiple intelligence types);

a) Discovering Health : The theoretical and applied scientific conference, seminar, treatment and training sessions under the supervision of either experts or themselves. These sessions were applied especially for the first four segments by taking into account their age groups. Accordingly, exploratory activities designed for infants, adolescent and adult Pwh, vW and their relatives on general health topics.

b)Discovering a Joyous Way of Life: Social/recreation activities under the supervision of experts/specialists appropriate for the target groups to provide bodily and spiritual relaxation and improvement. **c) Intellectual Discovery :** Education, game discussion and inspections sessions under the supervision of experts/specialists to provide mental development.

1st Stage	
TARGET GROUP SEGMENTS	THE COVERED GROUP DEFINITIONS
Child Segment	Infant Pwh and vW
Adolescent Segment	Adolescent Pwh and vW
Adult Segment	Adult Pwh and vW
Parents Segment	Parents or Immediate Families of Pwh and vW
Peer Institutions Segment	Relevant NGO Executives
Healthcare Provider Segment	Relevant MD, Other Healthcare Provider and Other Field Specialists
Others Segment	Tarafilar Other Relevant Parties other than the ones Mentioned Above
2nd Stage	
NEEDS/EXPECTATIONS	EXPLANATIONS
Health Needs	General and Hemophilia Related Information Expectations
Intellectual Needs	Expectations regarding self-improvement
Social Needs	Beklentileri Expectations for Entertainment, Recreation and Similar Activities

RESULT

Haemophilia Camp Modelling was implemented within the context of multiple intelligences approach for different segments and age groups. The concerned segments were measured on the basis of the selected criteria by keypqds before and after the implementation and were analyzed on the basis of three different components related with the concept. Accordingly, through the sum of the three components or the whole concept, it was observed that the model was very effective in terms of the improvement of the participants in all the components. Regarding the results of the evaluation, it was observed that the health discovery component, intellectual discovery component and finally the discovery of a joyous way of life component contributed to generate positive changes in the levels of multiple intelligences of the participants. To achieve a more effective implementation of the model and to increase the overall efficiency, in addition to the qualitative inspection, numerical analyses and evaluations are continued.

