Chapter 65
Policy Making:
A New Method to Manage Public Issues

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ABSTRACT

Policy making is a tool for modern societies to manage an array of public issues including health. At first, the concept and content of policy making will be described in this chapter. In order to do so, first the science of policy making and its history and objectives have been expressed and it is concluded that this science as a branch of political and administrative sciences considers the study of policies and certain functions of government in different fields. Then the concept of policy making and public policy are discussed. Since the current economic, social conditions and political values, government structure and cultural norms affect public policy making, the contexts of public policy making have been reviewed briefly. After that a variety of public policy, qualities of a good policy and the key factors in public policy making and rationality has been reviewed. In this chapter, in fact, the health policy will be studied as one of the crucial issues in this era and its dimensions will be discussed.

BACKGROUND

In March and in the early days of spring, our friends and I went to the local sports complex to play football. During the match, I had my forearm broken so we went to one of the main public hospitals. At the arrival to emergency ward, I saw many clients, each required special kind of therapy and health service .undoubtedly, chronic health issues, accidents and incidents cause the high volume of visits to health care centers as a result of which these centers are not able to respond to the volume of referrals effectively. Besides that, due to difficulties arising from poor management, including inappropriate structures of health care centers, low-experienced staff, poor management of human resources, and so on that the present article is not seeking to discuss them, health service providers have usually difficulties delivering the right service on time. Having observed this inconvenience and delays in service, I decided to refer to one of the private hospitals in the city. Needless to say that the moment I arrived there the medical staff welcomed me and worked nonstop to treat the injury. During receiving therapy, I was

obsessed with this question "who is responsible?" As a scholar in the field of public administration and policymaking, I kept thinking about it while I was resting indoor. A week later, I returned to faculty to have my lecture in policy making class. After greeting, students learned about what happened to me and that was a wonderful opportunity to be exploited to have further class discussions on public policy. My story was a case study to motivate learners to participate in the discussion .After brain storming and sharing various views based on different paradigms, we reached to this very point that there are different topics and issues in each society which need to be managed. Management system, to be more precise, is responsible in each country to manage activities and coordinate them. Usually this management system in each country has three levels: level of political affairs office, level of administrative affairs office and level of private sector management (Danayi fard, 2008).

Those three levels manage the society with close interaction with each other. Political affairs office identify the public issues by different methods and find a solution for them in parliament, public affairs office implements the legislated policies and private affairs office helps public affairs office with implementing policies in the hope of gaining more benefits. Thus the main role of political management is to recognize issues and prioritize them and find solutions for public issues and the main role of governmental management is to find appropriate methods to implement policies. Playing these roles in accepted way whether at political level or implementing level requires rationality and professional knowledge. Therefore, professionalization of these two levels is very important.

SCIENCE OF POLICY MAKING

The science of policy making tries to professionalize mentioned roles. Policymaking is the governance responsibility of governments. These measures are focusing on coordinating role of governments. Governmental management will affect policymaking in its own new role. Governments determine strategies and methods to deal with it, given to available public issues in society and issues that have possibility to be raised in future.Science of policymaking as a branch of political and administrative sciences studies the policies and specific measures of government.

Public policy consists of a series of government functions that are applied directly by the government or their representatives and affect introduced by government formation but it got new order simultaneously with establishing modern governments and got new identity in a scientific form and organized frameworks. From this point of view, experts consider the policy making a new scientific field that has been formed to have new recognition of relations between governments and citizens by efforts of scholars of political sciences, especially after World War II (Howlett & Ramesh, 2003, P. 3) The knowledge of policy making has been evolved based on most of conceptual developments during past 30 years. From late 1960s', the study of politics and its secondary contexts extended to a correct organized subject with courses, curriculums, schools of public policy.

Policymaking is the science of government practically and is a new branch of politics that benefits of sciences including Law, Economics and Sociology or Psychology according to its public scope and multi-dimensional issues that policies are defined to resolve them (Muller, 1998, p.11).

Public policymaking is a phenomenon that appears in a form of state program in one sector or geographic space. This Phenomenon as a process tries to list inappropriate functions that can be seen between one sector and another sector or one sector and the whole system. Three main qualities of knowledge are:

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