

# 台灣的健康食品查驗制度之政策評估

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## 摘 要

本研究旨在瞭解政府推動的健康食品查驗制度政策之實施現況，據此再進行回應性評估並提出政策建議。本研究方法採用文獻分析以及深度訪談，首先蒐集政策評估之相關國內外文獻，探討評估理論，分析適合本研究主題的研究途徑與評估指標，選擇以利害關係人為核心的政策評估作為研究途徑，並且歸納建構出六項評估指標和二十一個評估項目，六項評估指標為（一）目標達成度；（二）政策設計適當性；（三）客觀公正性；（四）效率性；（五）回應性；（六）整體滿意度。政府官員、業者、學者專家以及涉入程度較高之消費者等政策利害關係人作為研究對象，透過深度訪談而大量收集其訴求、關切、爭議等回應性觀點。

研究發現消費者的認知程度是健康食品查驗制度政策最迫切需要協助解決的問題，政策利害關係人對健康政策大多給予正面的評價，然而該政策仍有許多不足之處未臻完善。本研究最後依據評估結果分別提出建議，包含（一）加強教育宣導；（二）加強取締；（三）加快審查速度；（四）增加功效評估方法；（五）增加健康食品產品數量，以確保健康食品查驗政策能更加有效的落實，並達成預期的效益。

**關鍵詞：**健康食品、回應性評估、政策利害關係人

# A Study on Policy Evaluation for Application of Health Food Permit Regulations of Taiwan

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## Abstract

This research aims to understand the situation of the policy for application of health food permit regulations which acted by the government in Taiwan. To base on this, responsive evaluation was conducted as the main method to figure out recommendations for the policy. In order to carry out the research, approach to the literature-review and in-depth interview is necessary for settling analysis pathway and evaluation indicators down. Therefore, suitable evaluation indicators are selected and also considered sharing close relationship with research topics of the study. Especially, evaluation from selected stakeholders toward the policy was the core method in this study. 6 assessment indicators and 21 assessment projects are established. 6 assessment indicators are (1) achievement of policy goals, (2) appropriateness of policy framework, (3) objective and equity, (4) efficiency, (5) responsiveness, (6) overall satisfaction. Selected stakeholders of this study, including government officials, food firms, experts and scholars, high involved consumers, are deep-interviewed for gathering their claims, concerns and issues about healthy food policy of Taiwan. In the results of this study, low awareness of consumers about application of health food permit regulations is confirmed as the most serious problem against the achievements of the policy. Stakeholders mostly gave positive evaluation toward the policy of health food permit regulations. However, the policy is not a complete one yet. According to the research results, this study offers recommendations for the policy such as (1) to increase chance of education and guidance about healthy food for consumers, (2) to strengthen inspection toward healthy food, (3) to speed up the examination for application of health food permit, (4) to expand examination methods for application of health food, (5) to raise the quantity of certified health food. These recommendations will ensure that application of health food permit regulations can be administrated smoothly and effectively, and also fulfill the expected benefits of consumers.

**Key words** : healthy food, the responsive evaluation, stakeholders