

Revitalising the setting approach

Supersettings for sustainable impact in health promotion

Nordisk forskningskonference om Sundhedsfremme, Magt og Velfærd

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Steno Health Promotion Center

... a Research & Development centre in the fields of **patient education, prevention and health promotion** related to diabetes and other lifestyle diseases

Steno Health Promotion Center

Guiding principles for the center

- A positive and broad concept of health
- Participation and active involvement of the target group(s)
- Empowerment and action competence
- Equity in health
- A setting perspective

The setting approach

The setting

”The **place or social context** in which people engage in daily activities in which environmental, organizational and personal factors interact to affect health and well being”

(World Health Organization, 1998)

The setting approach

The setting

”A setting is also where people actively **use and shape the environment** and thus create or solve problems relating to health”

”Settings can normally be identified as having physical boundaries, a range of people with defined roles, and an **organizational structure**”

(World Health Organization, 1998)

The setting approach

The setting

”Settings are more than simply locations in space-time:
They are both the **medium and the product** of
human social interaction”

(Poland et al., 2000)

The setting approach

The setting

”Spatial structure is now seen not merely as an arena in which social life unfolds, but rather as a medium through which **social relations are produced and reproduced**”

(Gregory and Urry, 1985)

The supersetting approach

The setting approach

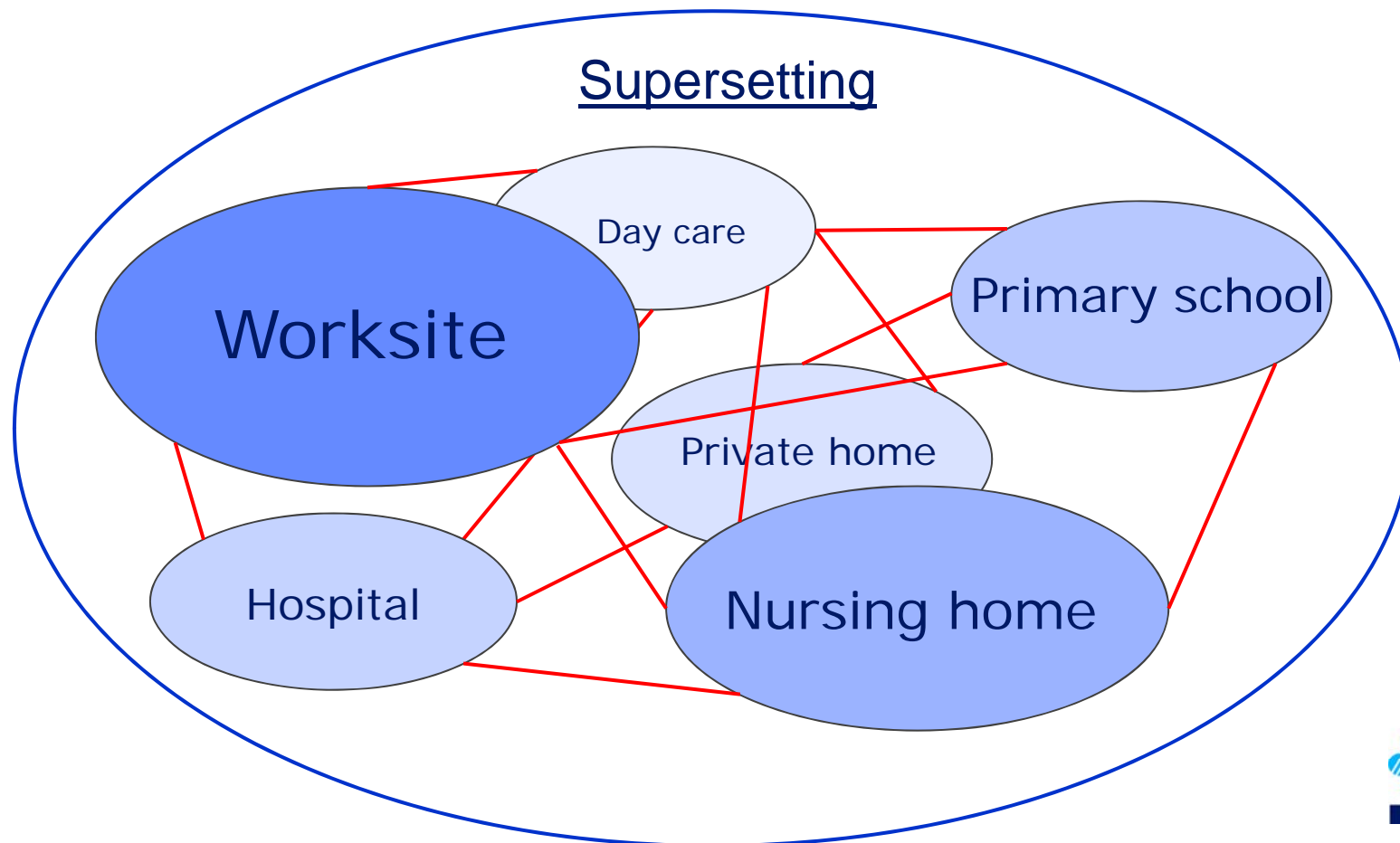
Emphasises the **individual, social and structural** dimensions of health promotion

The supersetting approach

An intervention strategy whereby **coordinated activities** are carried out concurrently in a variety of **different settings** within a local community but targeting a common overall goal such as improved health in a population group

The supersetting approach

Local community development



The supersetting approach

Rationale for a supersetting approach

1. Prevention and health promotion related to lifestyle diseases is complex; **sustainable successes are scarce**
2. People's attitudes, motivation and behaviour are outcomes of **impressions received from a variety of sources** and conveyed in a variety of settings
3. Taking all these sources and settings into account may **promote synergy and avoid counteracting effects** of health promotion action

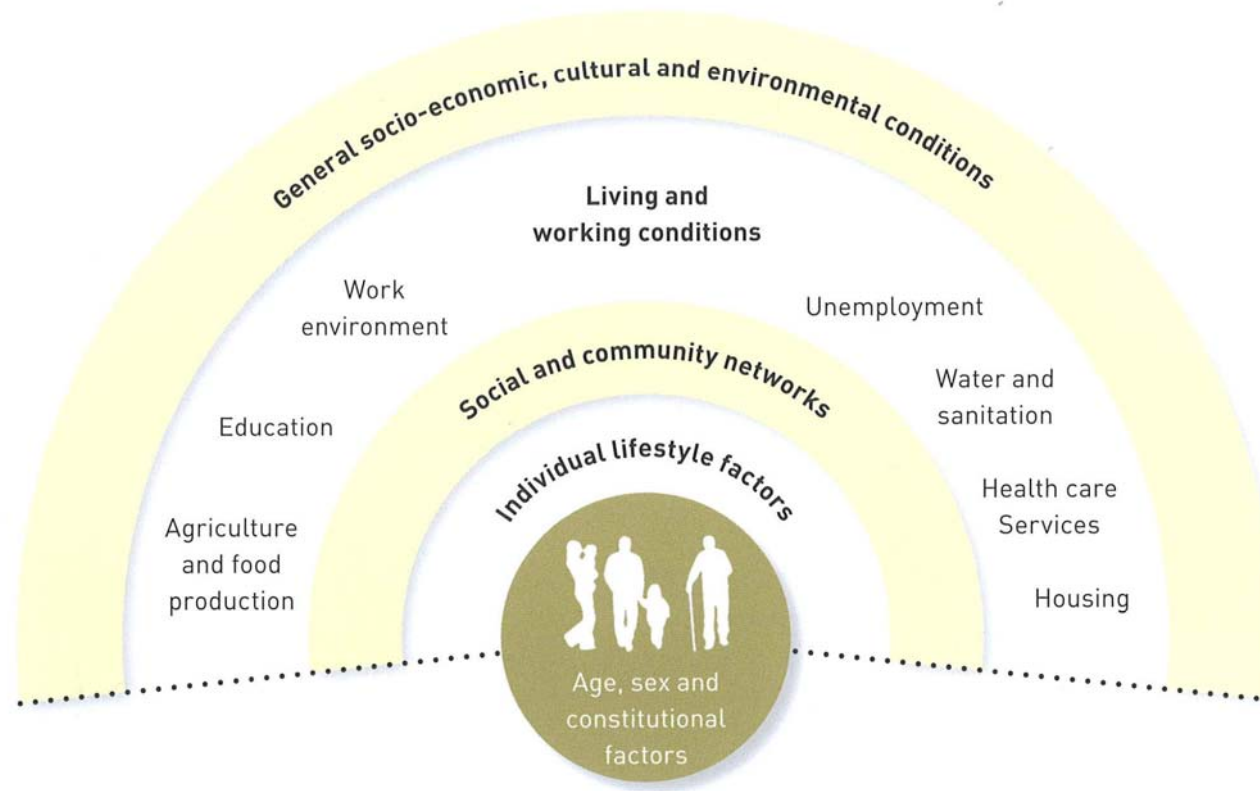
"The prerequisites and prospects for health cannot be ensured by the health sector alone. Health promotion demands coordinated action by all concerned"

Ottawa Charter, 1986



The supersetting approach

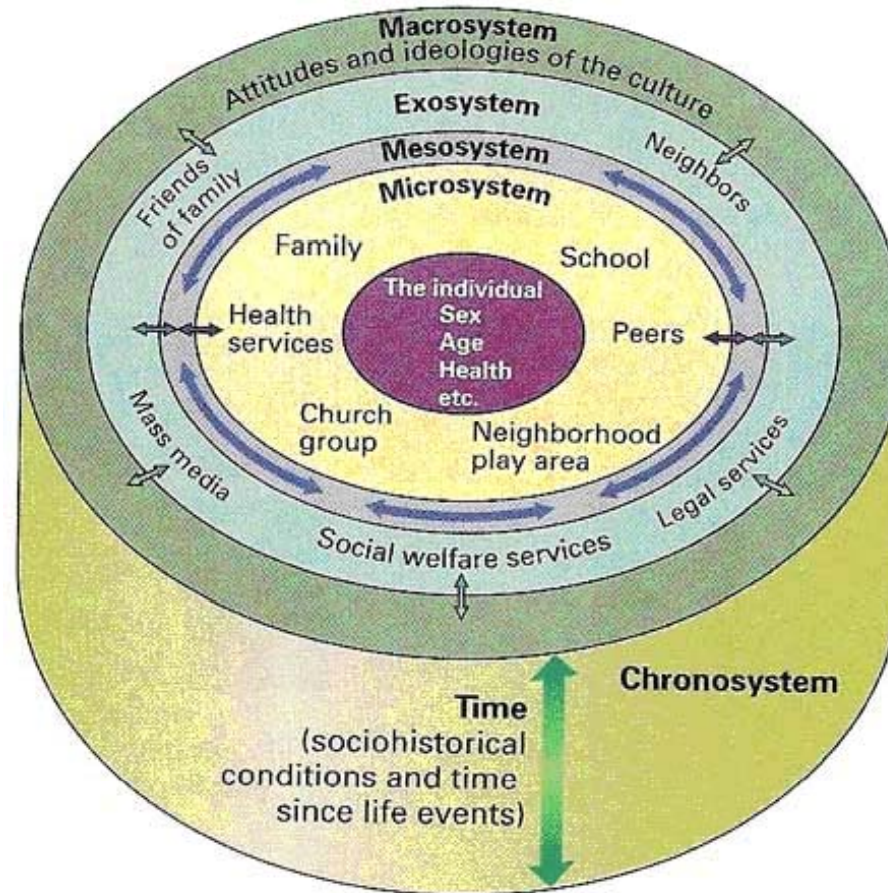
Factors that influence our health



Source: Whitehead and Dahlgren, 1991, *Lancet*, 338: 1059-1063

The supersetting approach

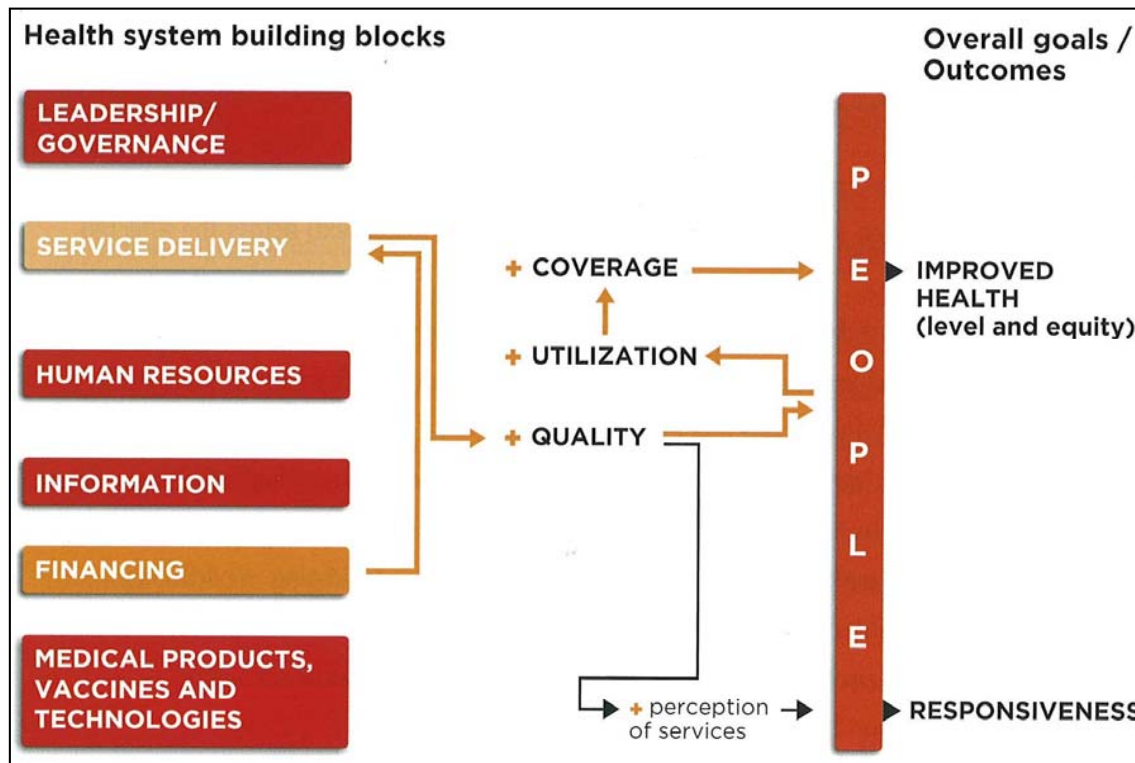
Bronfenbrenner's Ecological Systems Theory



The supersetting approach

Planning and assessing supersettings

The linear vs. systemic model of causation



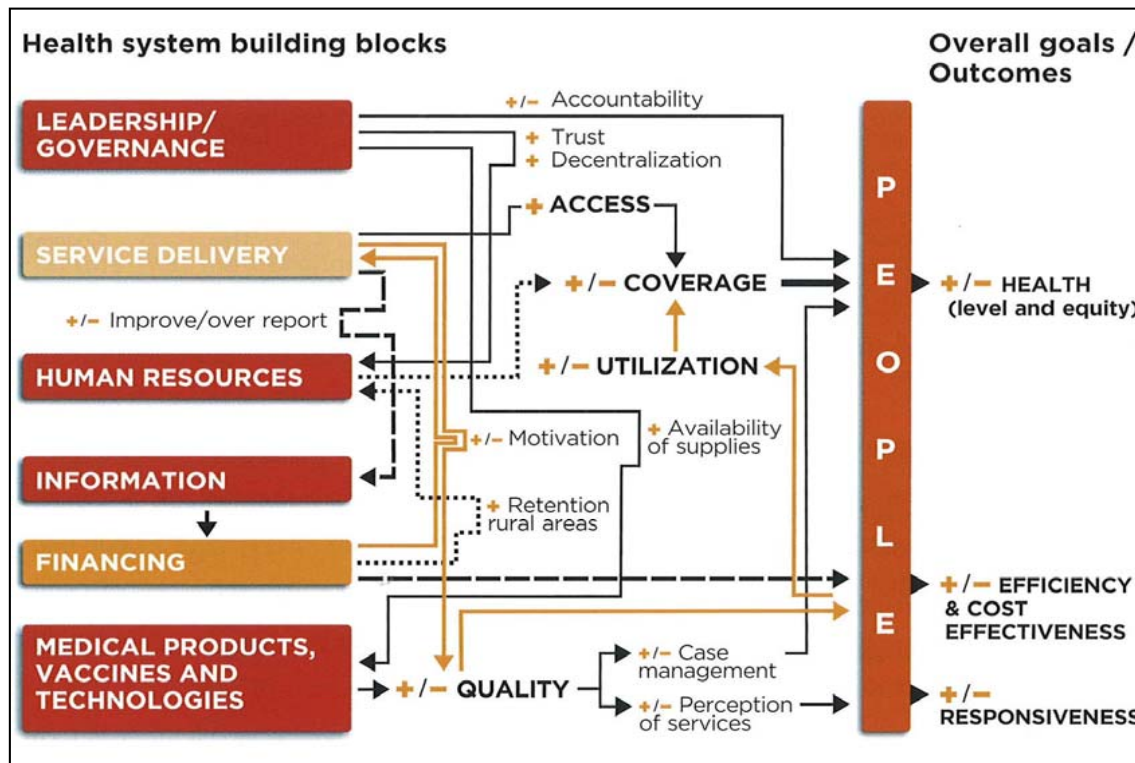
Conventional thinking

Source: World Health Organization, 2009

The supersetting approach

Planning and assessing supersettings

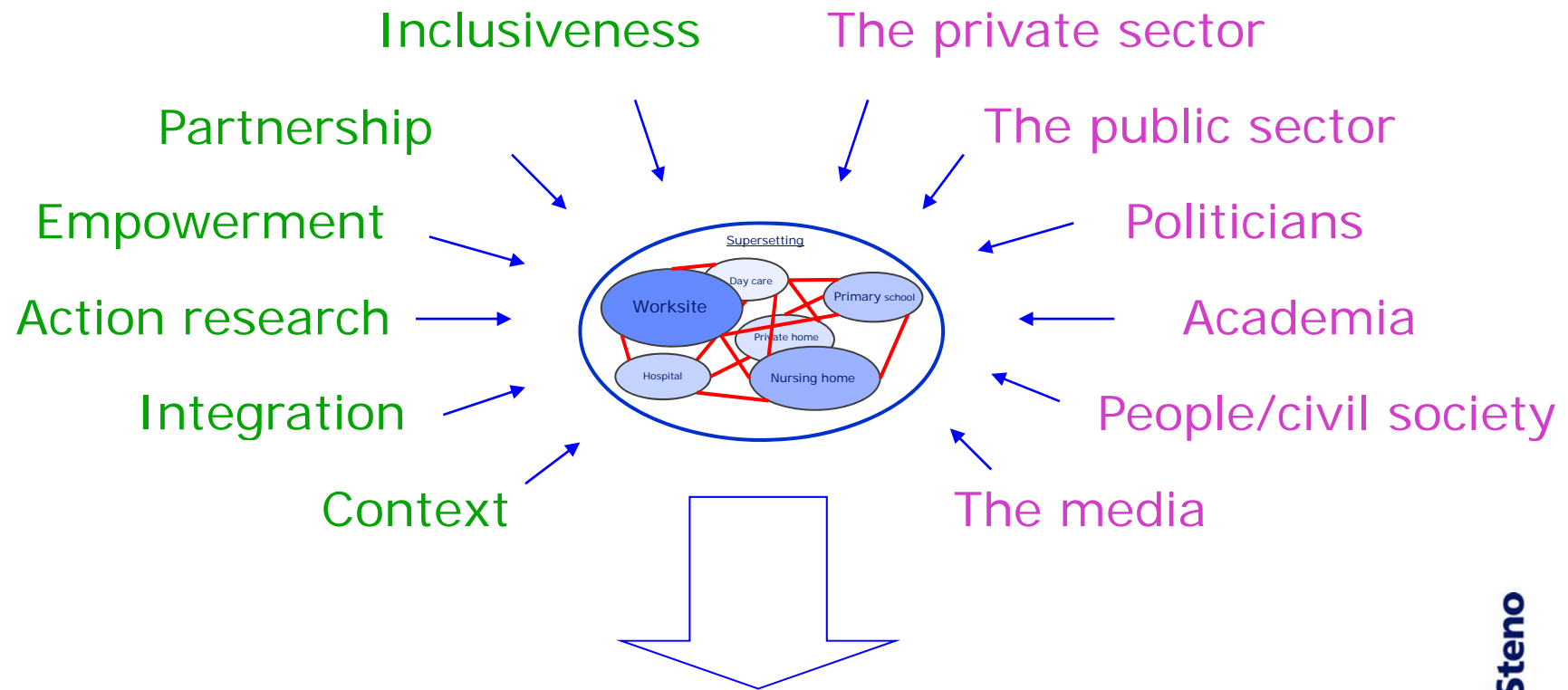
The linear vs. the systemic model of causation



Systems thinking

Source: World Health Organization, 2009

The supersetting approach



Sustainable approaches to
optimised health, wellbeing and life quality

Partnership Health Promoting Community

... a network of partnerships within three Danish municipalities:

- Partnership Health Promoting **Odsherred**
- Partnership Health Promoting **Vejle**
- Partnership Health Promoting **Bornholm**

... joined together by common goals and principles

... diverse in thematic focus, approaches and target groups

... organisationally anchored in civil society structure

... organisationally anchored in public administration structure

Partnership Health Promoting Community

Denmark



Bornholm

Odsherred

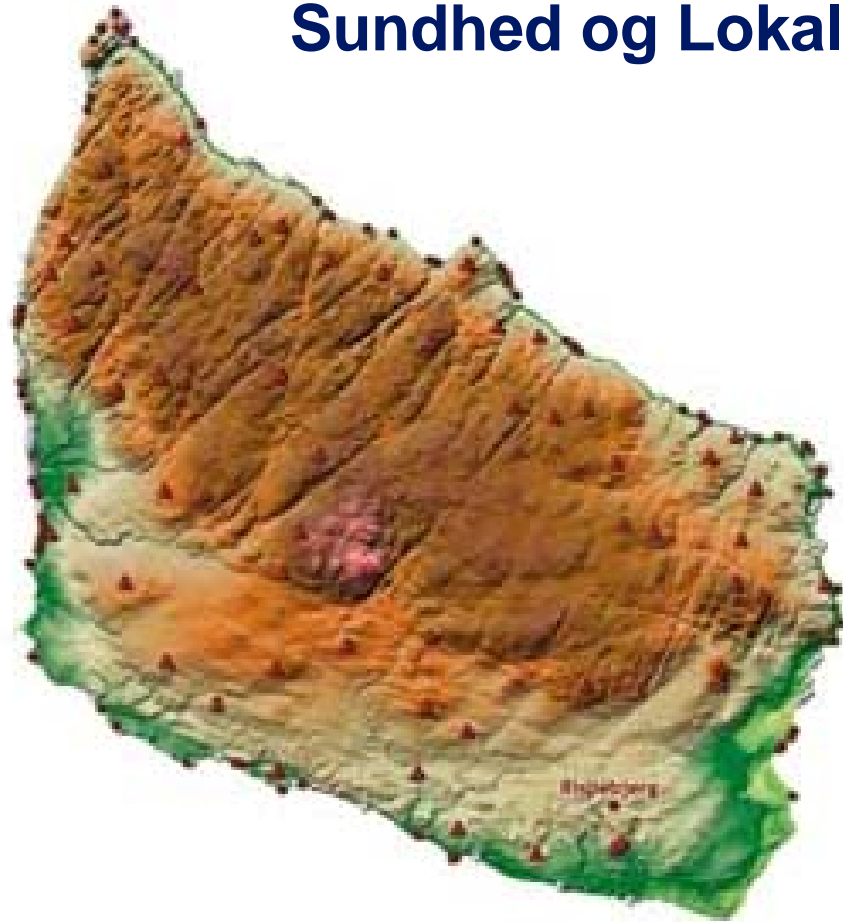
Vejle

Langeland



Partnership Health Promoting Bornholm

Sundhed og Lokalsamfund - SoL



Partnership Health Promoting Bornholm

Research institutions

- Center for Food and People, University of Aalborg
- Research Centre for Prevention and Health, Capital Region
- Steno Health Promotion Center, Steno Diabetes Center

"Development" institutions

- Bornholm Hospital
- **Local Action Group Bornholm (LAG-Bornholm)**, other CSOs
- Local trade associations and supermarkets
- Municipality of Odsherred and their institutions
- Regional Municipality of Bornholm and their institutions
- TV2 Bornholm



Partnership Health Promoting Bornholm

Objective

To promote health and wellbeing among families with children on Bornholm through a multi-intervention and multi-setting approach addressing **food choices and physical movement**

Target groups

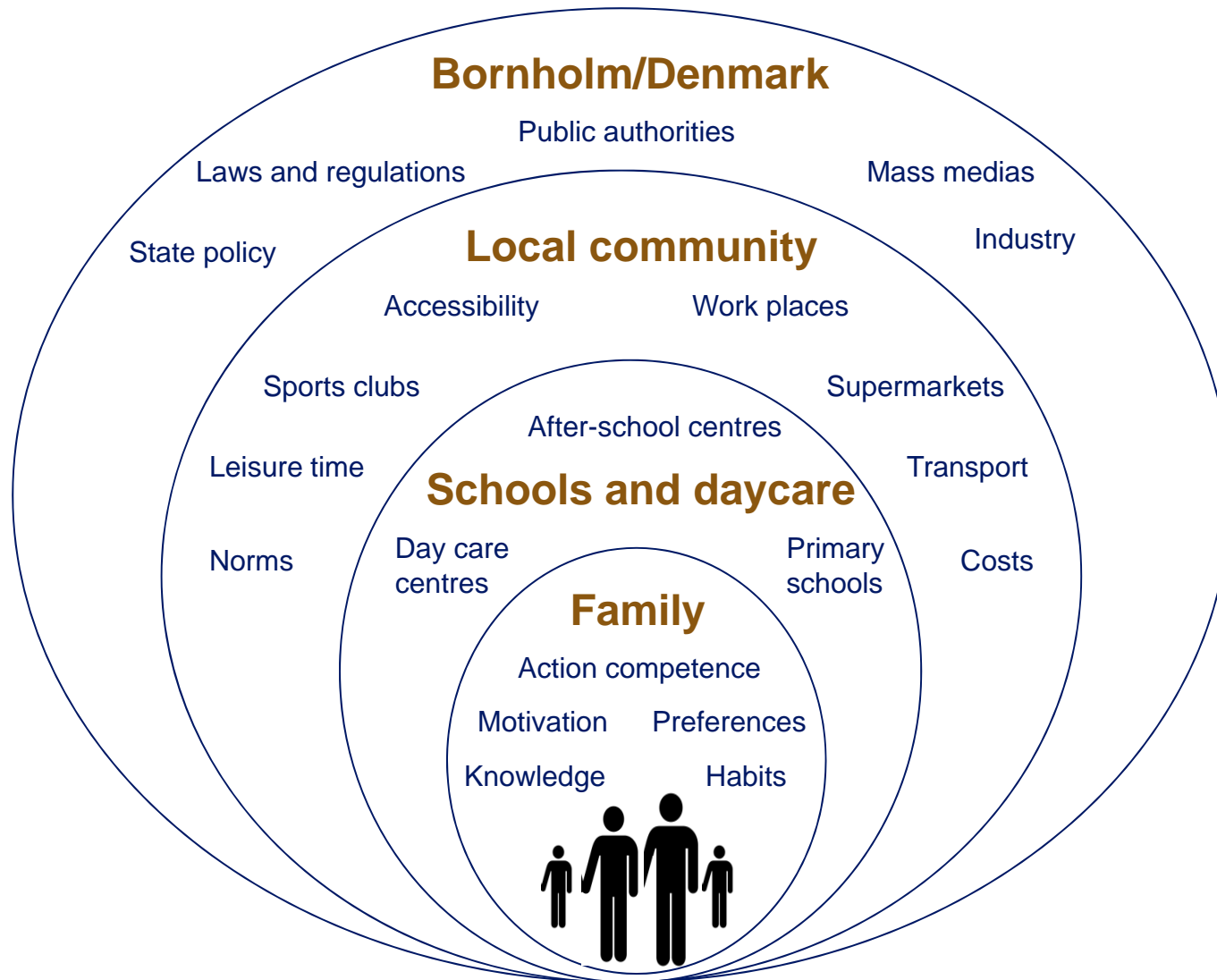
- Primary: **Families with children aged 3-8 years**
- Secondary: Staff/employees in schools, day care centres, after-school centres and supermarkets

Partnership Health Promoting Bornholm

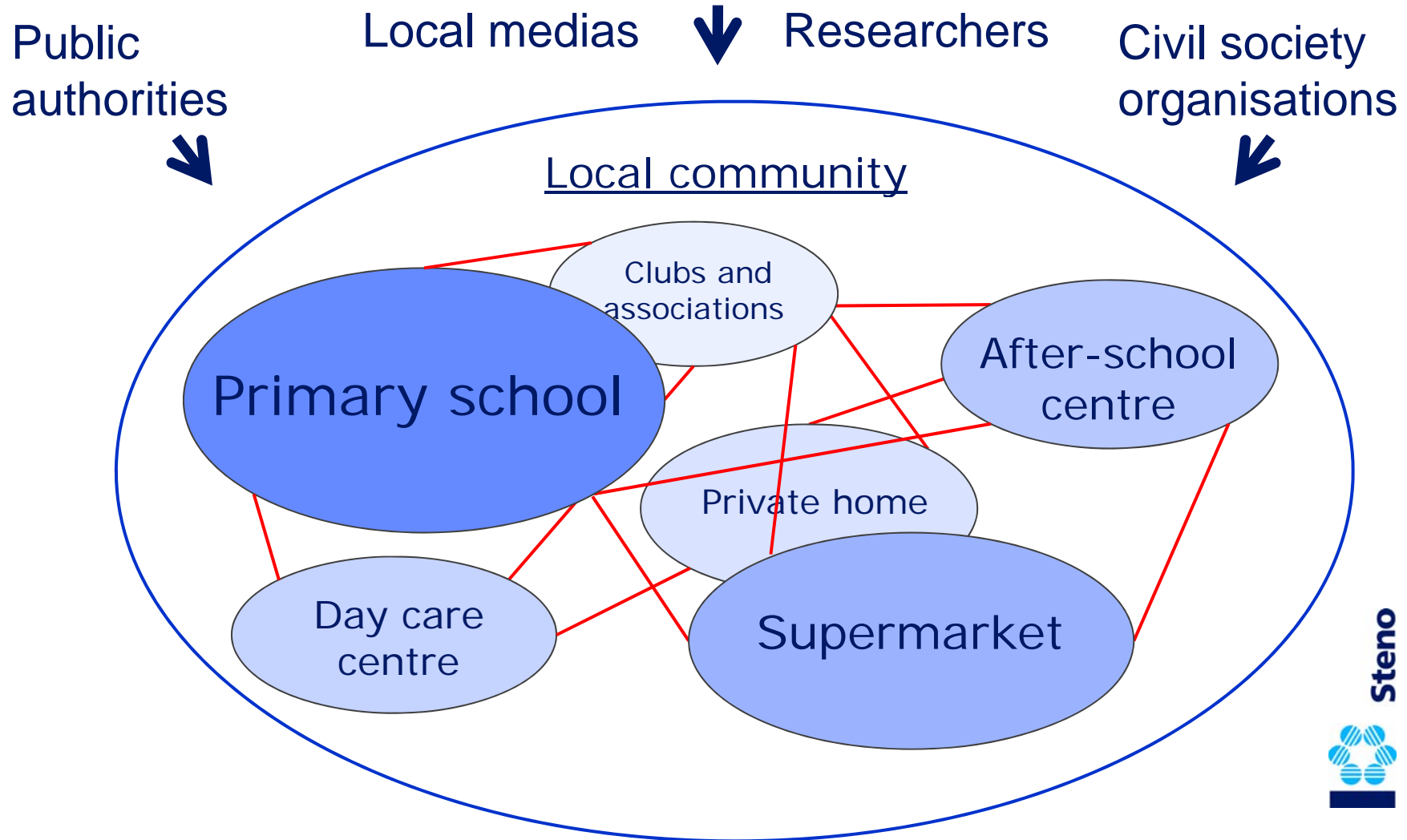
Project design

- A **controlled multi-intervention project** carried out in local communities on Bornholm (intervention) and Odsherred (control)
- Includes a **pre-post design** (comparing baseline and follow-up) and **action research** strategy

Partnership Health Promoting Bornholm



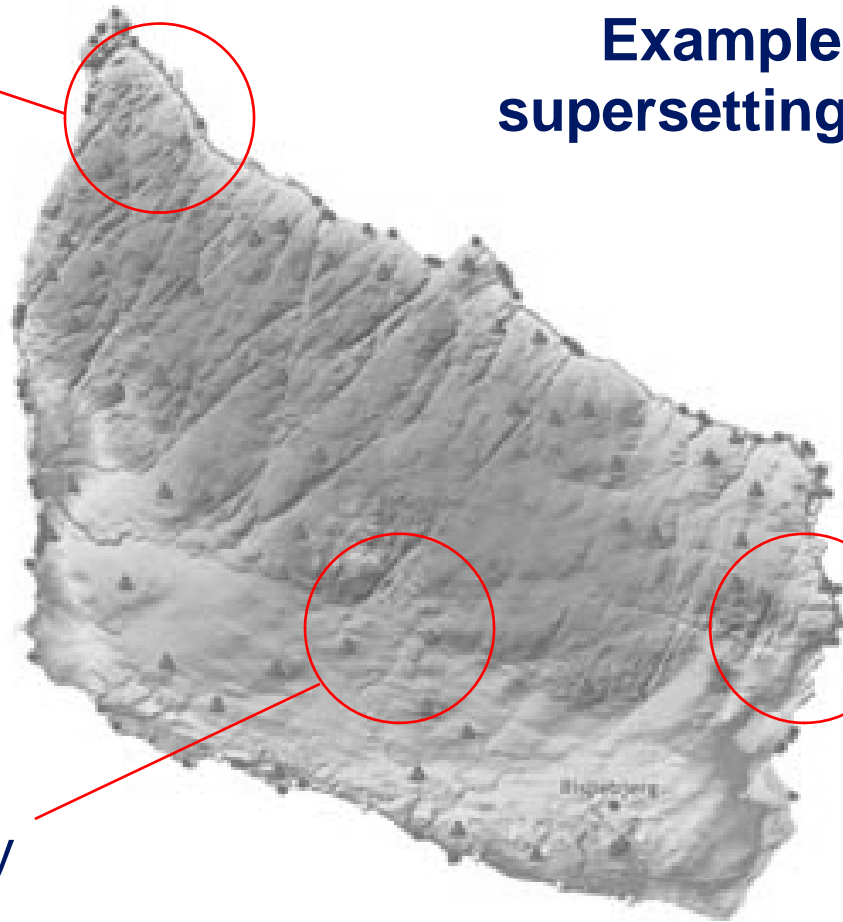
Partnership Health Promoting Bornholm



Partnership Health Promoting Bornholm

Allinge/Sandvig

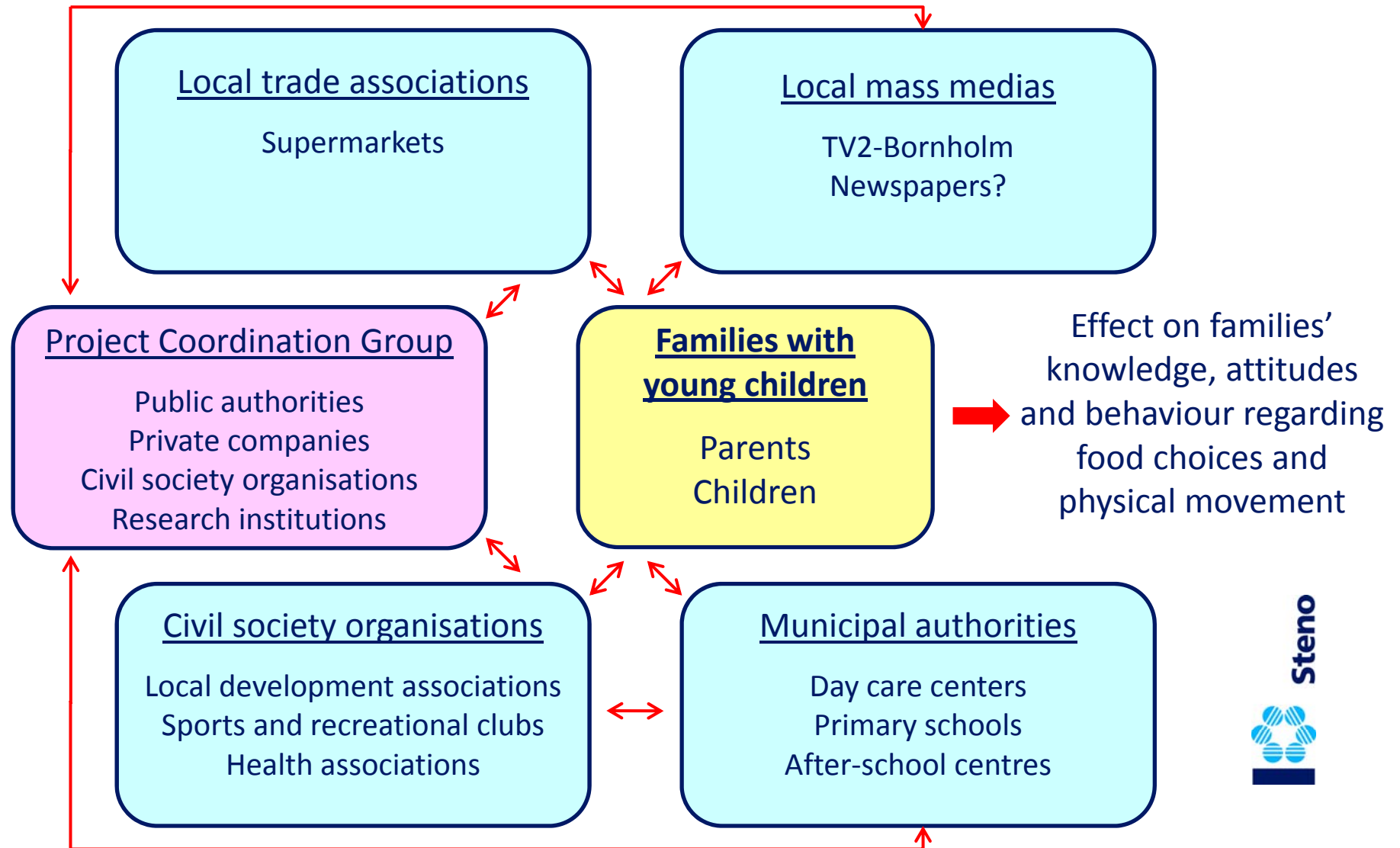
**Examples of eligible
supersettings in the project**



Nexø

Aakirkeby

Partnership Health Promoting Bornholm



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The pedagogical rationale

1. Dialogue, involvement and participation
... to promote ...
2. Ownership, trust and motivation
... to strengthen ...
3. Action competence and integration
... to support ...
4. Sustainable change

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Interventions

... are **developed and implemented in equal partnership** between public institutions, private companies, civil society organisations, mass medias, families with children, and researchers

Categories of interventions:

- **Social/pedagogical** interventions
- **Structural** interventions
- **Population-based** interventions (facilitated by medias)

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Interventions in the different settings

Day care centres, primary schools and after-school centres

- Social/pedagogical:
e.g. playing, gaming, sensing, fantasizing, creating
- Structural:
e.g. physical and spatial arrangements, organisation
- Population-based:
e.g. inter-institutional games, assignments, competitions

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Interventions in the different settings

Supermarkets

- Social/pedagogical:
e.g. learning, interacting, testing, tasting, requesting
- Structural:
e.g. accessibility, commodity placement, prices
- Population-based:
e.g. inter-retailer games, assignments, competitions

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Interventions in the different settings

Private homes of families with children

- Uncertain

Clubs and associations

- Uncertain

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Outcome measures (qualitative and quantitative)

- **Perceptions, attitudes and motivation** regarding healthy lifestyle
- **Behaviour and practice** related to physical movement, sedentary behaviour and intake of healthy and unhealthy food
- **Procurement and sales** of healthy and unhealthy products
- **Body Mass Index (BMI)** for overweight and obesity

The supersetting approach

The challenges

- Building **trust** between partners
- Reaching **consensus** on topic, scope and approach
- Securing local **momentum** and coordinated action
- Avoiding local **power struggles** and opposed political agendas
- Manoeuvring in diverse **scientific paradigms**

The supersetting approach

... all we have to do now ...

... is to show that the model works