Revitalising the setting approach
Supersettings for sustainable impact in health promotion

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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

"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

Supersetting

Worksite

Hospital

Nursing home

Primary school

Private home

Day care
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
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Factors that influence our health

The supersetting approach

Bronfenbrenner’s Ecological Systems Theory

![Diagram of Bronfenbrenner’s Ecological Systems Theory](image-url)
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

Source: World Health Organization, 2009
The supersetting approach

- Inclusiveness
- Partnership
- Empowerment
- Action research
- Integration
- Context

The private sector
- The public sector
- Politicians
- Academia
- People/civil society
- The media

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
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
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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
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Bornholm/Denmark
- Public authorities
- Mass medias
- Industry

Local community
- Laws and regulations
- State policy
- Accessibility
- Work places

Schools and daycare
- Sports clubs
- Leisure time
- Norms
- After-school centres
- Supermarkets
- Transport
- Costs

Family
- Action competence
- Motivation
- Preferences
- Knowledge
- Habits

Day care centres
Primary schools
Costs
Partnership Health Promoting Bornholm

Public authorities

Local medias

Researchers

Civil society organisations

Local community

Primary school

Day care centre

Supermarket

After-school centre

Clubs and associations

Private home
Examples of eligible supersettings in the project

- Allinge/Sandvig
- Aakirkeby
- Nexø
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**Local trade associations**
- Supermarkets

**Local mass medias**
- TV2-Bornholm
- Newspapers?

**Project Coordination Group**
- Public authorities
- Private companies
- Civil society organisations
- Research institutions

**Families with young children**
- Parents
- Children

**Civil society organisations**
- Local development associations
- Sports and recreational clubs
- Health associations

**Municipal authorities**
- Day care centers
- Primary schools
- After-school centres

Effect on families’ knowledge, attitudes and behaviour regarding food choices and physical movement
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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
Interventions

... are development 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, fantasying, 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