

Innovative prevention in local communities

Conference on:
Activity- and health-enhancing
physical environments
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Bjarne Bruun Jensen (bjbj@steno.dk)
Professor and Head of
Steno Health Promotion Research

Innovative prevention in local communities

- A few main principles
 - Participation & co-creation
 - A positive & broad health concept
 - Setting & context
- A few examples
- A third way?

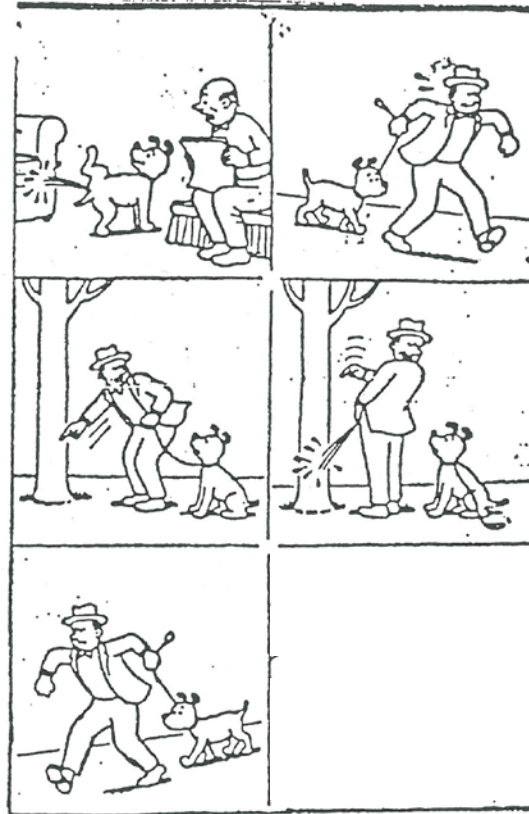
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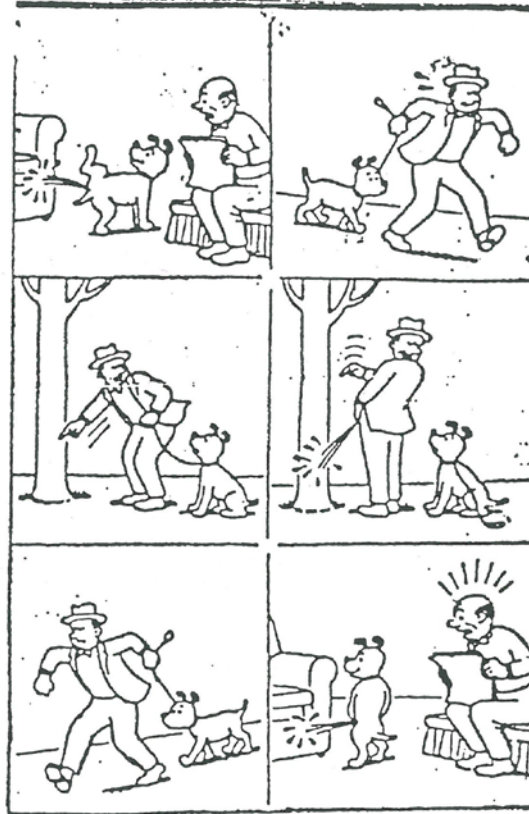
Participation and Co-creation – Why?

- Participation helps to create ownership, which
- ... is a process of internalisation, which ...
- ... is a precondition for sustainable change

'Teaching' is one thing.....



.... but 'learning' is quite another



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The phrasing of health is crucial - two examples!

Conference aims at motivating for physical activity

- Municipalities need to exchange ideas about physical activity among children and young people and share ideas about how they reach young people who are physical inactive with a message on physical activity

Give play back to the children

- A Nordic Conference putting focus on how play and movement can be brought back in children's everyday life

Concept of health is crucial

- A positive view on health facilitates inclusion and participation
- A medical-oriented health concept contributes to exclusion and might act as a barrier to participation and involvement

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The importance of context



An equation for promotion of health

Health Promotion = Education x Context x Coherence

A super-setting approach!!

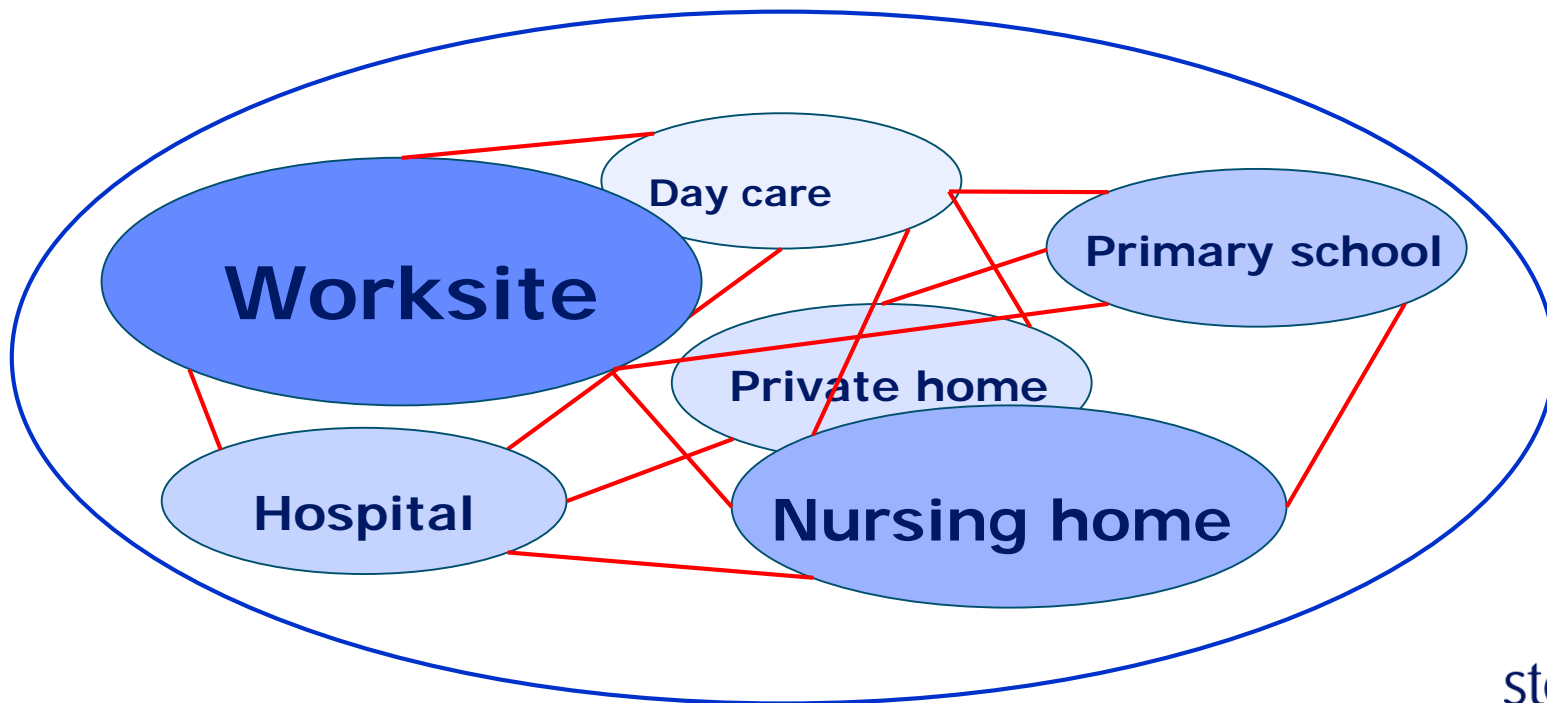
Three Simple Key Principles:

- Participation & co-creation
- Positive & broad concept of health
- Setting & context
- '*Simple*' is not the same as '*easy*'

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Supersetting approach

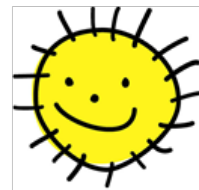
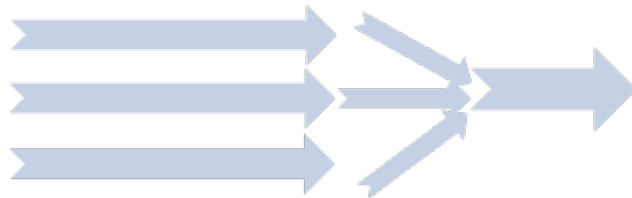


Supersetting at Bornholm: Health and local communities (SoL)

Aim: To improve health and quality of life for families with small children

The intervention aims at facilitating synergy between:

- Schools and daycare institutions
- Media: Local TV (TV2 Bornholm)
- Supermarkets



Action research and co-creation

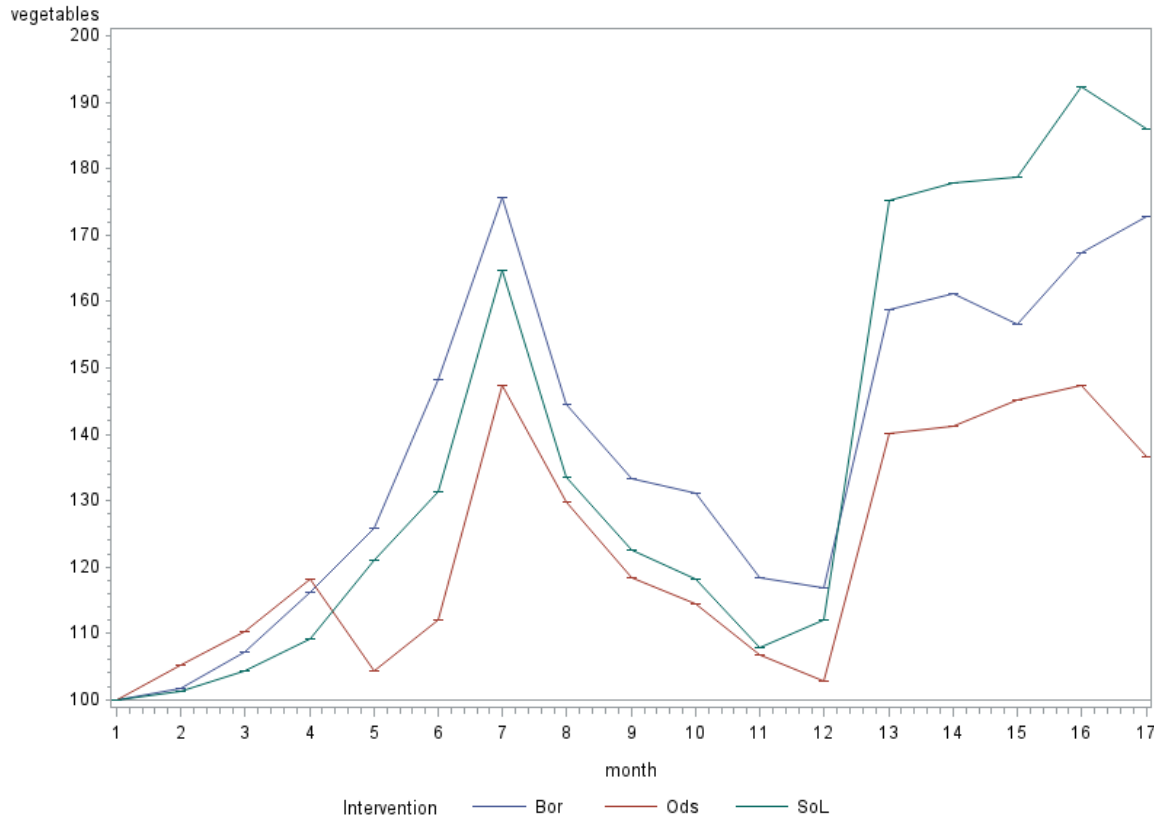
Outcomes: local ownership, TV-watching, selling of healthy products, knowledge and attitudes etc.

Control: Odsherred Municipality



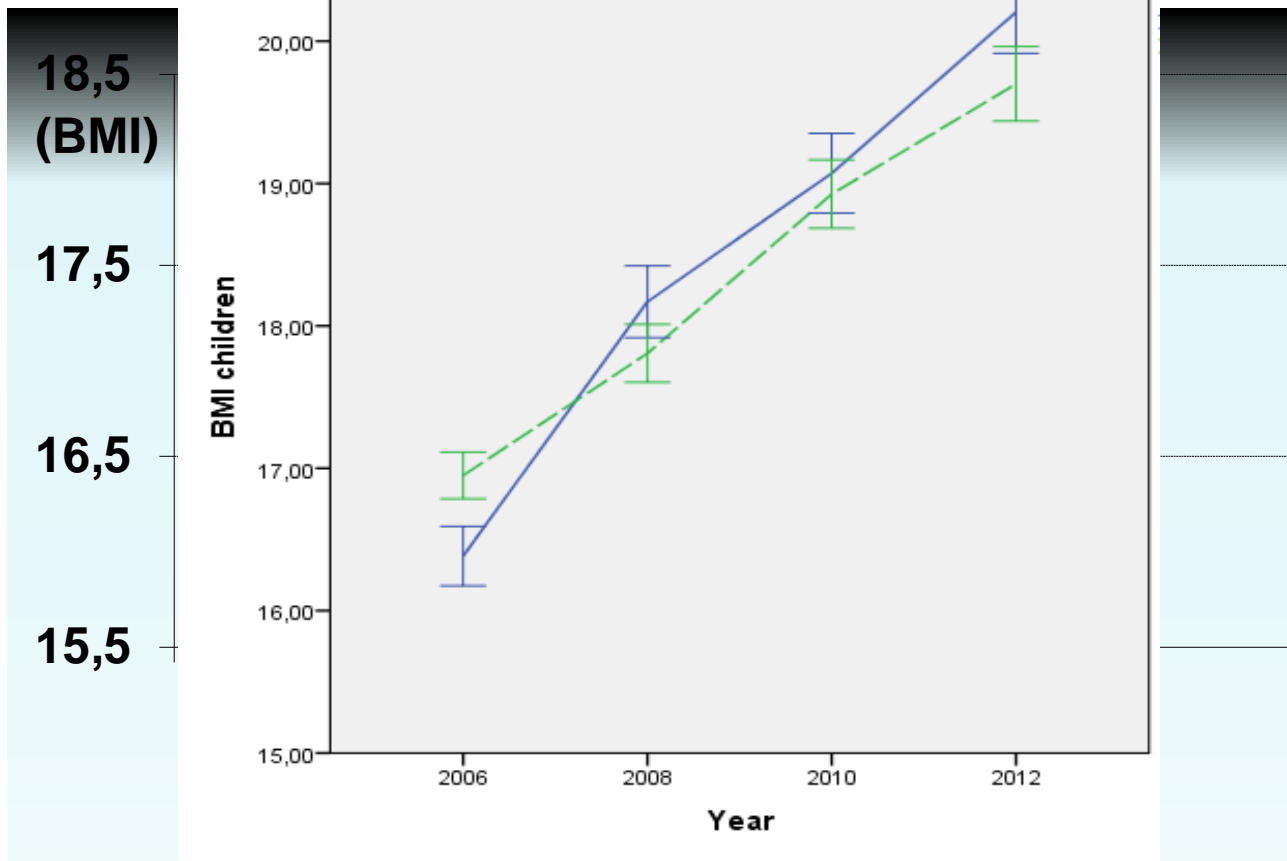
SUPERSETTING: Effects?

Sale of vegetables as one example



The 'AVALL' project: Granollers (Spain)

- Aim: Improve children's health
- Children (and their families): Co-creators)
- RCT design
- 16 schools (8 intervention and 8 control)
- N=500 children (6 years old)



Llargués, Recasens, Manresa, Jensen, Franco, Nadal, Vila, Recasens, Pérez, Castell (EJPH)

A “Third Way” to promote health among children and young people

Traditional Prevention

- “Expert driven”
- Individualistic
- Quantitative evaluation
- “RCT”
- Health outcomes
- Not transferable to “real life”

Health Promotion Version 2.0

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Traditional Health Promotion

- “User driven”
- Structural
- Qualitative evaluation
- Case studies
- Social outcomes
- Transferable to “real life”

Complexity in real-life interventions

- the rule, not the exception!!

