

Establishing the effectiveness of complex health promotion interventions: shining light on alternatives

Pre-conference 17th European Public Health Conference

Tuesday 12 November, 9:00 – 17:00 Lisbon time (including network lunch)

Organisers: EUPHA Health promotion section, UNESCO Chair Global Health & Education

Background

A large share of the programmes and policies developed by field workers to cater to the specific needs of local populations are not amenable to the evaluation methods and designs which are typically ranked at the top of the evidence pyramid and usually seek to study only one factor at a time, all other things being equal. This is a major impediment to the development and improvement of local programmes that are accounting for the specific resources and barriers found locally and that adopt a participatory strategy. In this pre-conference, we will reflect on the challenges facing health promotion practitioners and researchers in establishing the effectiveness of their programmes and policies and will explore alternatives to the traditional epistemological and methodological perspectives. Through presentations on the epistemological and methodological perspectives driving new evaluative approaches, discussions on real-life experiences, and small-group activities, this interactive preconference will offer a wealth of ideas and knowledge to public health professionals, researchers and policy makers and provide them with opportunities to build collaborations and expand their networks. Materials presented during this pre-conference and the consensus built among the participants will feed into the writing of a statement to be disseminated through the channels and networks of the organisers. This event is building on the Global Handbook of Health Promotion Research initiated by the UNESCO Chair Global Health & Education.

Programme

Schedule	Topics/activities
9.00	Words of welcome by the organisers
9.10	Ice breaker session
9.30	Epistemological issues associated with the establishment of the effectiveness of health promotion programmes and policies: Part one Nicola Gray and Eric Breton
10.30	coffee/tea break
11.00	Epistemological issues associated with the establishment of the effectiveness of health promotion programmes and policies: Part two Nicola Gray and Eric Breton
11.45	Networking activity: Identifying challenges and answers to the evidence dilemma
12.30	buffet lunch break
13.30	The good, bad and ugly: Harnessing evidence for health promotion effectiveness (illustrations) <ul style="list-style-type: none"> • Michelle Baybutt on Prison-based health promotion • Elisabeth Nöhammer on Workplace Health Promotion • Karina Leksy on Health Promoting Schools

15.00	coffee/tea break
15.30	Work session on a roadmap on the evidence for health promotion programmes
16.30	Synthesis of the discussions. Identifying the next phases of this joint venture
16.55	Conclusion

Presenters and moderators

- Michelle Baybutt, School of Health, Social Work and Sport, United Kingdom
- Eric Breton, President of the HP Section, EHESP School of Public Health, France
- Goof Buijs, manager UNESCO Chair Global Health & Education, The Netherlands
- Silvia de Ruiters, UNESCO Chair Global Health & Education, The Netherlands
- Nicola Gray, UNESCO Chair Global Health & Education, UK
- Didier Jourdan, Chair Holder of the UNESCO chair “Global Health and Education”, Head of the WHO Collaborating Centre for “Research in Education and Health”, France
- Karina Leksy, Institute of Pedagogy, University of Silesia, Poland
- Elisabeth Nöhammer, UMIT – Private University for Health Sciences, Medical Informatics and Technology, Austria