



Alzheimer *Society*
ONTARIO

Creating a Health Promotion Framework Through Participatory Engagement

Tania Solomos, MHS., BA., C.Dipl.
Health Promotion Specialist





Summary

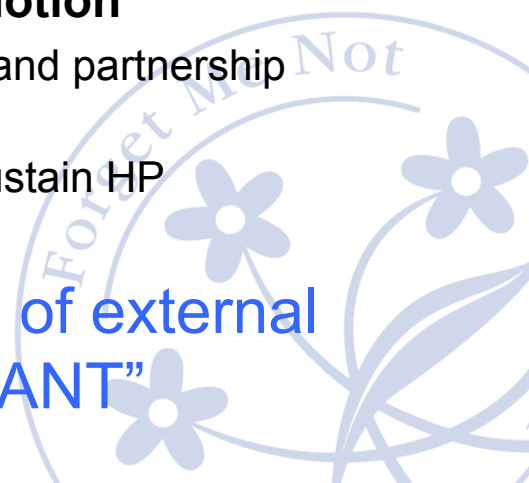
- **Consensus Building:**
Results of a survey with internal and external stakeholders
- **Resource Mobilization:**
Funding & human resources
- **Goal Setting & Scope of Work:**
Narrowing the focus
- **Action Plan & Participatory Engagement:**
Producing ownership, activating leaders & building capacity





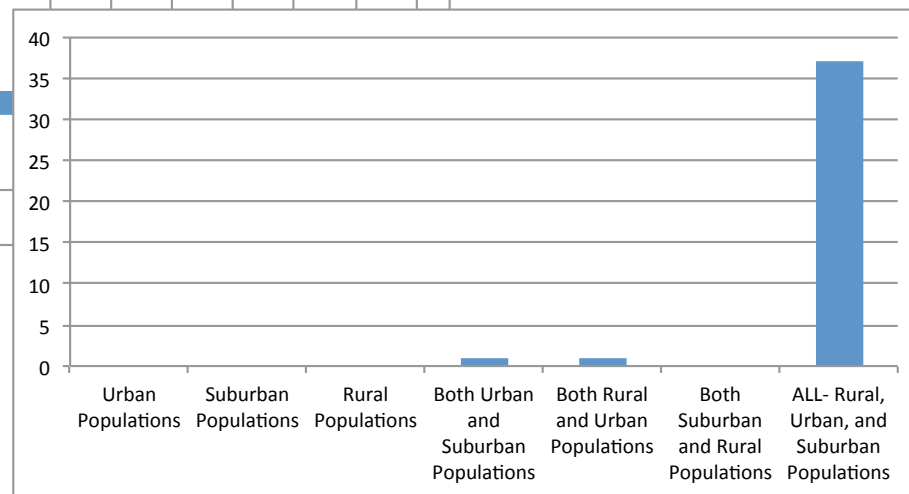
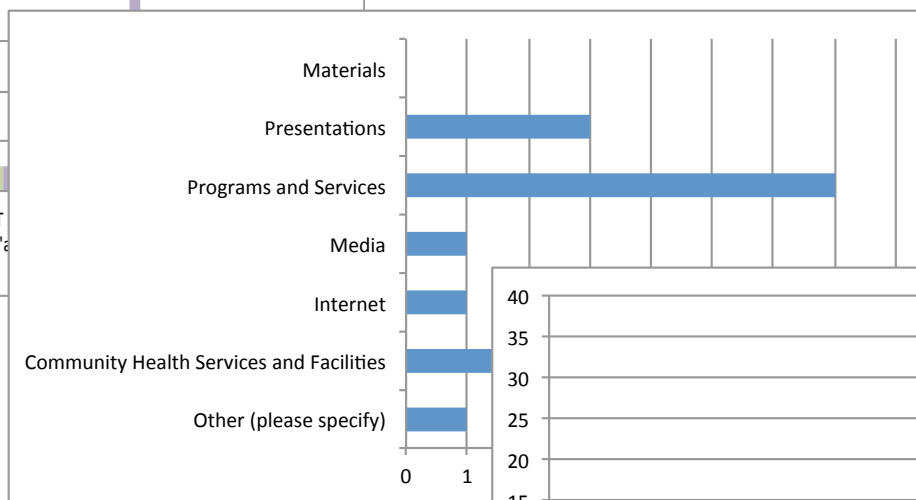
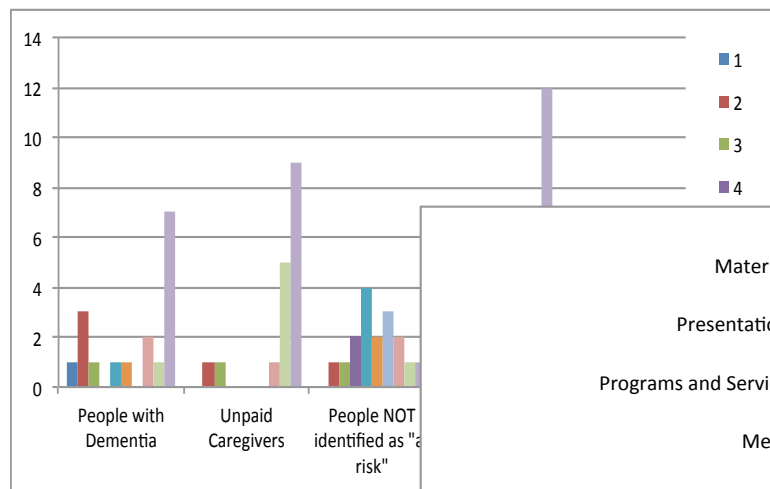
Consensus Building

- Spring 2011: Survey with Internal Stakeholders & External Subject Matter Experts (SMEs):
 - **41 staff members from chapters across the province:**
 - Current attitudes towards developing an HP strategy
 - Most 'seen' client, and most 'required' need
 - How should we address these needs?
 - **19 SMEs in dementia, research and health promotion**
 - Best practices in outreach activities, messaging and partnership development
 - Ideas for a multi-faceted approach to create & sustain HP activities.
- **95% of internal stakeholders and 77% of external SMEs: "EXTREMELY IMPORTANT"**





Consensus Building, cont'd





Resource Mobilization

- Funding & Human Resources
 - MSW Student Placement
- Literature review compiled from previous projects
 - Inventory of current HP activities





Goal Setting & Scope of Work: Narrowing the Focus

HP ACTIONS

- **Build Healthy Public Policy:** ensure policies and practices are health-enhancing
- **Create Supportive Environments:** address challenges in lifestyle, environment, work and leisure
- **Strengthen Community Action:** engage stakeholders and consumers in the planning, decision-making and execution of activities
- **Develop Personal Skills:** empower and enable individuals to care for themselves and take ownership of their health outcomes.
- **Re-Orient Health Services:** increase efforts towards advancing HP principles & work towards common goals.

HP TOOLS:

- **Advocacy**
 - **Education:**
 - **Mediation**
- Capacity Building**
Enabling
Social Marketing



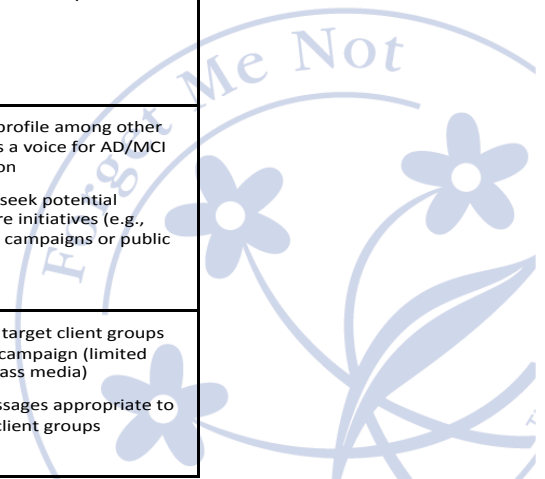


Alzheimer Society

ONTARIO

Goal Setting & Scope of Work: Narrowing the Focus, cont'd

Goals	Objectives	Goals	Objectives
1. Identify evidence-based modes of intervention and practice for health promotion in the treatment of AD and MCI	<ul style="list-style-type: none"> a. Conduct a literature review of risk conditions, lifestyle, protective factors and best practices b. Capture best-practices at the national and international level 	6. Respond to needs of clients with MCI and AD in ways that are responsive, positive, and enhance their ability to control their outcomes; enhance quality of life for persons with AD and MCI.	<ul style="list-style-type: none"> a. Conduct a needs assessment on the kinds of help that clients require / ask for b. Identify current practices offered that may be subsumed under a health promotion lens c. Determine gaps in current services offered vs. those required. d. Help staff identify resources and methods required to meet outstanding needs.
2. Engage ASiO staff in the creation of health promotion tools and methodologies	<ul style="list-style-type: none"> a. Create survey and disseminate to ASiO members b. Reach consensus on target groups and interventions to be offered through poll c. Determine readiness for a health promotion framework among staff 	7. Create a toolkit for staff to use with clients with AD / MCI	<ul style="list-style-type: none"> a. Identify current best practices in dementia health promotion b. Identify the journey of AD / MCI clients through the healthcare system and the trajectory of disease c. Create a visual representation that captures best practices and responds to the client journey, in alignment with ASO's Strategic Plan
3. Engage Subject Matter Experts in the field of Health Promotion, Gerontology, Psychiatry and Public Health to inform the creation of health promotion methods	<ul style="list-style-type: none"> a. Create survey and disseminate to SMEs b. Garner expertise to reach consensus on target groups and health promotion methods c. Compare results with survey conducted with ASiO staff 	8. Build capacity among ASiO staff for health promotion activities	<ul style="list-style-type: none"> a. Increase awareness, infuse a reflective process for integrating health promotion actions into everyday practice, and increase health promotion literacy levels among staff
4. Identify health promotion activities conducted by ASiO and other provinces; help staff 'see' health promotion in what they do.	<ul style="list-style-type: none"> a. Conduct an inventory of 'health promotion' type activities currently offered by ASiO b. Infiltrate the language of health promotion within these activities c. Integrate these activities under an overarching health promotion framework 	9. Develop key partnerships towards common health promotion goals	<ul style="list-style-type: none"> a. Raise ASO's profile among other organizations as a voice for AD/MCI health promotion b. Identify and seek potential partners to share initiatives (e.g., communication campaigns or public outreach)
5. Create a conceptual model that identifies ASO's health promotion policy and actions, in alignment with the Strategic Plan	<ul style="list-style-type: none"> a. Identify current best practices in dementia health promotion b. Create a visual representation embodying health promotion principles and ASO's goals c. Circulate to ASiO staff 	10. Develop health promotion communication campaign for ASO	<ul style="list-style-type: none"> a. Reach 2 to 3 target client groups through media campaign (limited reach and/or mass media) b. Develop messages appropriate to defined target client groups





Goal Setting & Scope of Work: Narrowing the Focus, cont'd

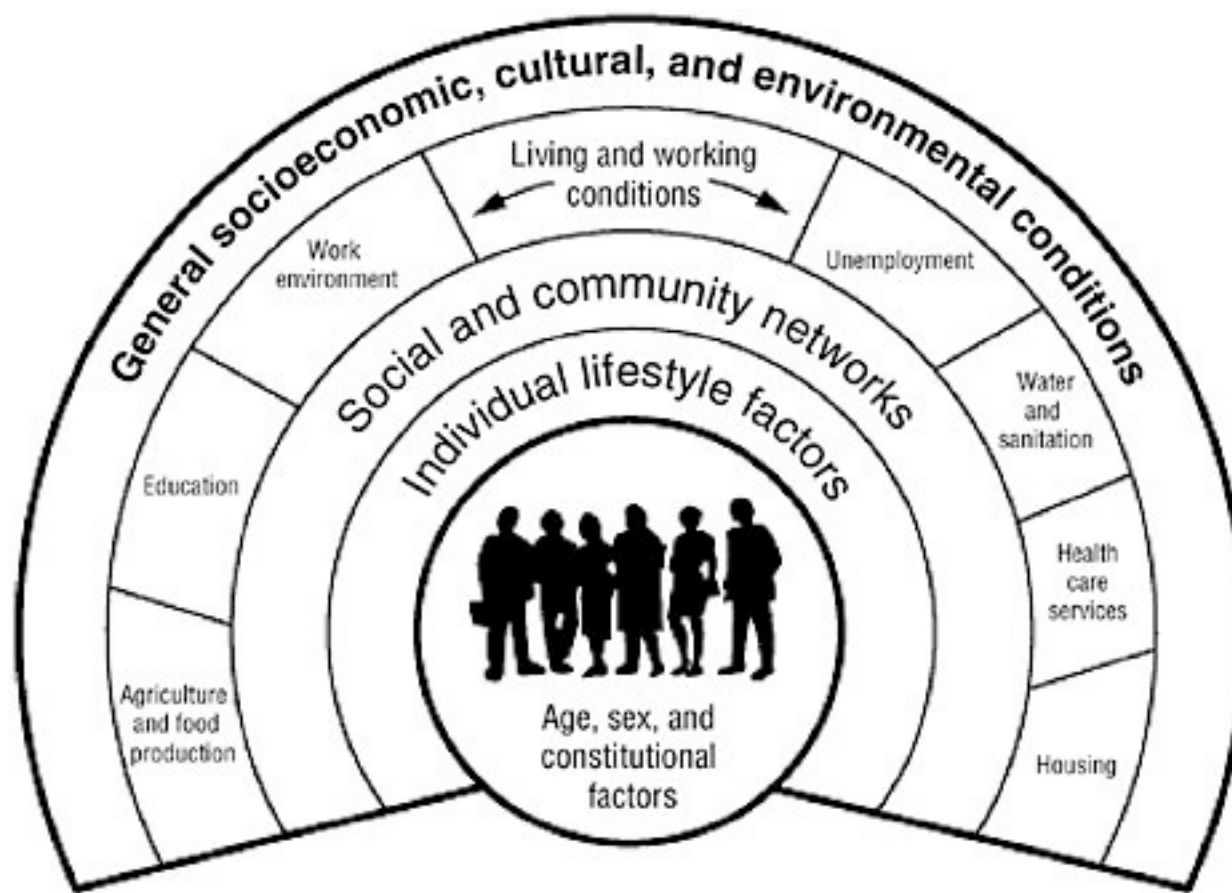
- 1. Toolkit for Clients with Mild Cognitive Impairment**
- 2. ASO's Health Promotion Framework: Conceptual Model for ADRD**
- 3. Partnership Development: Partners in Brain Health Promotion**





Action Plan: Frameworks to Shape Our Work

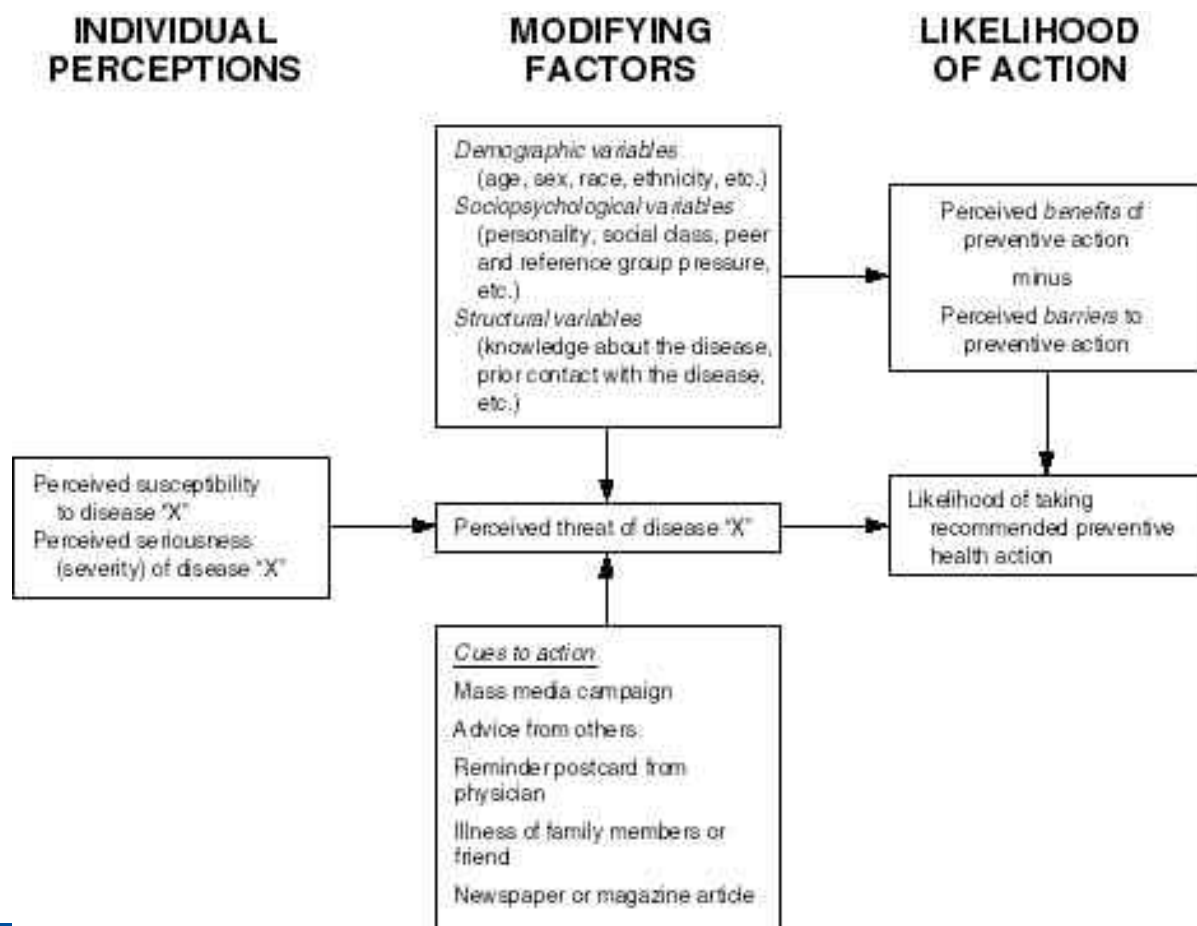
Layers of Influence on Health (Dahlgren & Whitehead)





Action Plan: Frameworks to Shape Our Work, cont'd

Health Belief Model (Becker)

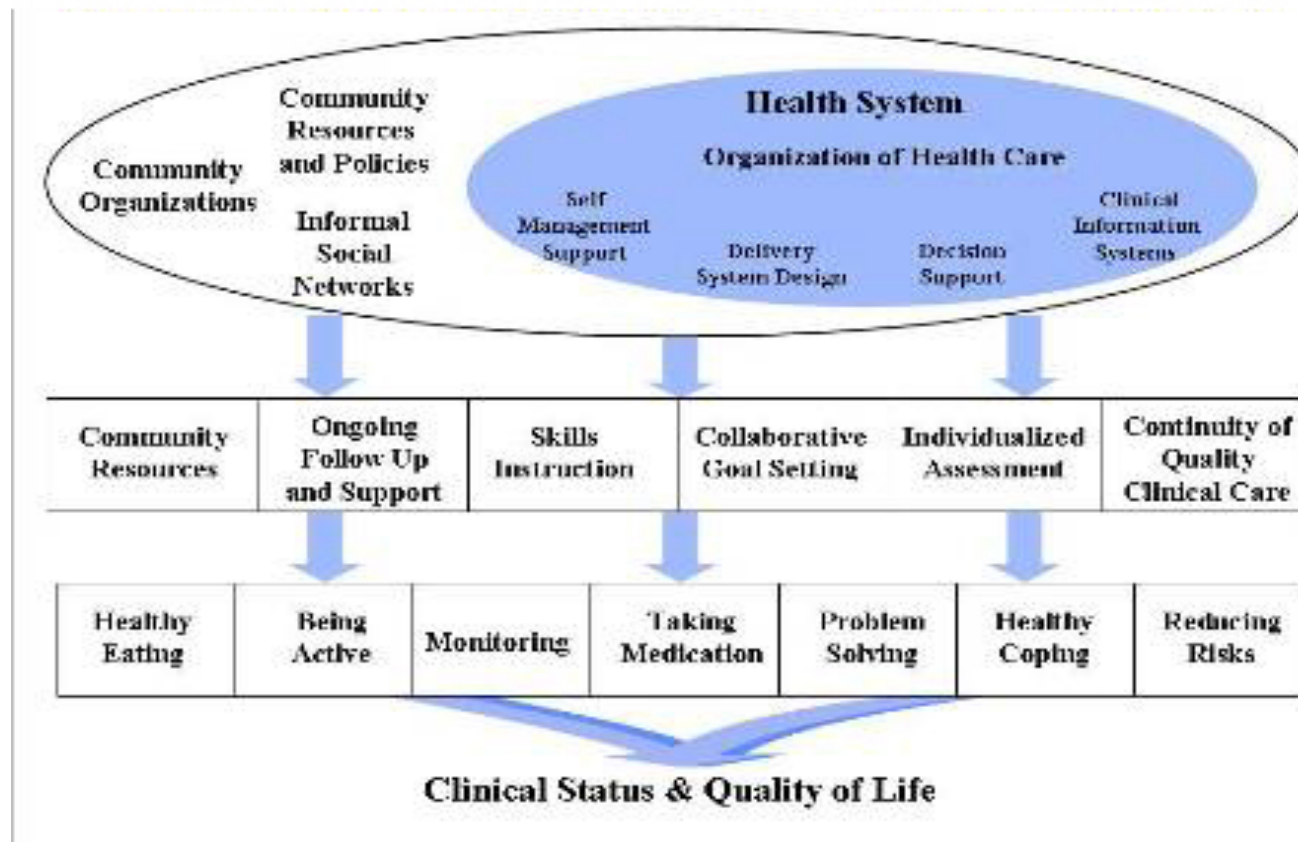




Action Plan: Frameworks to Shape Our Work, cont'd

Tri-Level Model of Self-Management and Chronic Care

-Dr. Ed Fisher, Washington University-





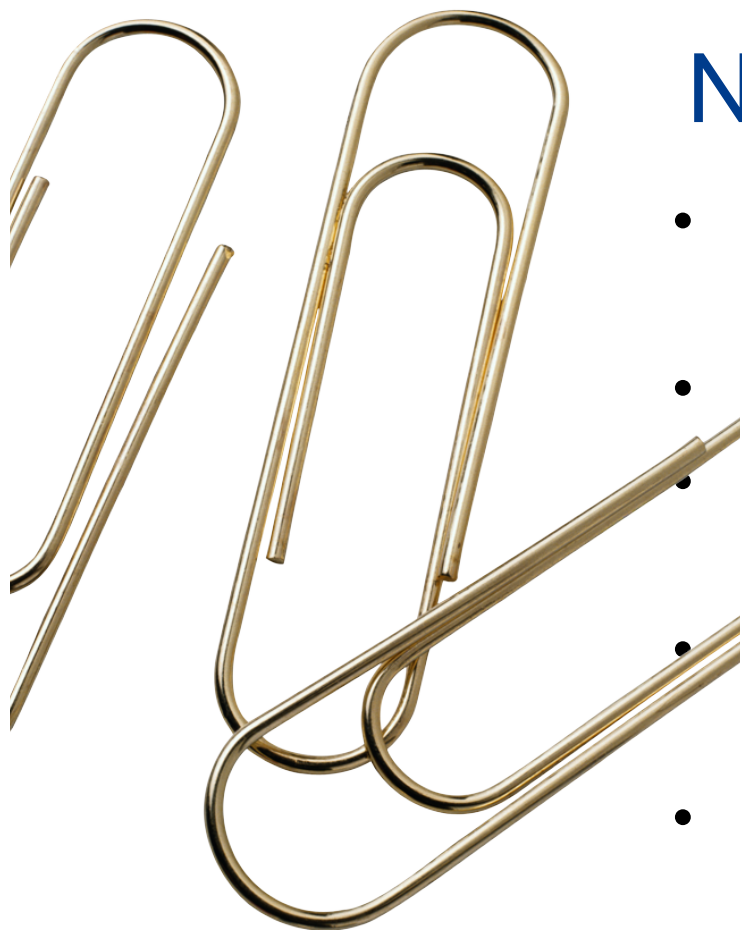
Action Plan: Participatory Engagement

- Producing Ownership, Activating Leadership & Building Capacity

Internal reviewers and external SMEs

Time-limited Community of Practice





Next Steps

- Continue with inventory taking
- Determine the route: MCI
- Capacity building approach
- Continued partnership development
- Development of overarching framework





Alzheimer *Society*
ONTARIO

For Questions

or

the kind of **discussion-that-leads-
to-unknown-innovative-places,**
please get in touch!

tsolomos@alzheimeront.org