Goal definition

Long-term goals
Transform/identify new welfares’ model.

Develop new products and services

Establish a health promotional structure that functions as an innovative platform where the role of health promoters are central.

Strengthen processes that foster more equal health

Health promotion approach according to CBPR principles with measurable improvements in health

Analyses

Description of current activities on site
Describe/Explore:

- A space for citizens to express themselves and exercise their influence.
- The platform is built on the basis of trust which enhances the possibility to make quick decisions.
- Availability if manpower for moving around and mobilizing.
- Power structures: ethnicity, gender, class.
- Competition between activities and the actors. Knowledge of the local population’s need for improved health.

Facilitate

Sub-goals

Knowledge/ research on empowerment process

Knowledge or research on pentahelix process.

Identify role of health promoters:
- Recruiting
- Competence
- Form of employment
- Funding

Develop health promoting labs:
- Physical activity
- Self-care
- Sense of place and mobility

Develop forms of challenge-based learning.

CBPR – Community Based Participatory Research
is a research method developed in USA. The method is based on participant-driven research, which means that citizens and participating actors (academic partners, private companies, voluntary organizations or NGO:s, municipality, state and regional authorities) together identify opportunities and challenges for achieving social change.

Unequally distributed health structure in the society is one such an issue prompting need for change

The research project Health promoting innovation in collaboration applies the CBPR method for the first time in a penta-helix collaboration

Pentahelix:
A collaboration between five different sectors; public services; voluntary organizations, private sectors, academia and citizens.

Promotion:
The process of health promotion is to enable people to increase control over themselves, and to improve, their health

Prevention:
A preventive action that hinders the onset of disease, injuries, physical mental or social problems.