

Abstracts of oral presentations

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Effective elements of care-physical activity initiatives for citizens with a low socioeconomic status

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BACKGROUND In care-physical activity (care-PA) initiatives, primary care and sports collaborate to stimulate PA among adults at risk of lifestyle related diseases. Preliminary results of Dutch care-PA initiatives for low socioeconomic status (SES) adults indicate lower participants' body weight and improved quality of life. However, we lack insight into elements that make these initiatives work. This research aimed to unravel the effective elements of care-PA initiatives for low SES adults.

METHODS Nineteen Dutch health promotion experts participated in our Concept Mapping process to identify and cluster the effective elements. We used CS Global MAX software for multidimensional scaling and hierarchical cluster analysis, and discussed the results in a group meeting with 11 of the experts.

RESULTS The experts came up with 113 effective elements of care-PA initiatives for low SES adults, grouped into 11 clusters, focusing on: 1) how to approach the participants within the programme, 2) barriers participants experience throughout the programme, 3) ensuring long-term implementation, 4) customising the programme to the target population, 5) social support, 6) structure and guidance, 7) professionals within the programme, 8) accessibility of the programme, 9) targeted behaviour and progression, 10) recruitment and administration, 11) intersectoral collaboration.

CONCLUSIONS We created a valuable overview of effective elements of care-PA initiatives for low SES adults. The results can be used to improve existing care-PA initiatives and to develop new ones targeted at low SES adults at risk of lifestyle related diseases. This may eventually help to reduce health inequalities between low and high SES adults.

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