

Abstracts of oral presentations

Conference 'Nutrition Disparity and Equity: From differences to Potential'

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Responsive evaluation of a stakeholder dialogue to promote health among employees with a lower socioeconomic position

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Background:

The objective of this project is to develop and evaluate a stakeholder dialogue as a worksite health promotion intervention to reduce health inequalities at work (i.e. to improve employees' health in general, and lower SEP employees in particular). The intervention consists of moral case deliberation, a specific form of organized stakeholder dialogue. In dialogue sessions, stakeholders are invited to bring forward a health-related case to discuss, based on their own experience. Participants are challenged to explore their own thinking, and the perspective of others. By confronting different perspectives, this form of stakeholder dialogue creates a learning process.

Methods:

The stakeholder dialogue is evaluated through responsive evaluation: a form of interactive, participatory research, making use of mixed methods. These methods comprise interviews, survey data, recordings of the dialogue sessions, HRM-data, and participatory observations. Qualitative data will be analysed using thematic content analysis.

Expected results:

Effects of the intervention are evaluated on health-related outcomes on an individual level (such as self-regulation), on a team level (such as social support) and on organisational level (such as health registrations). Furthermore, an economic evaluation is performed on both monetary outcomes (budget) from an organisational perspective, and on non-monetary value from a stakeholder perspective (social return on investment).

During the conference, preliminary results will be presented.

Discussion:

This project provides insight in a novel health promotion approach that embraces the complexity of the worksite, by dealing with different stakeholder perspectives, ethical issues, and diversity among employees.