

Abstracts of oral presentations

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

Friday, 8 November 2019 – WICC Wageningen

Lette Hogeling

**Interpretations of promoting healthy lifestyles and perceived health among vulnerable families: participatory inventory among 46 projects**

Under the umbrella of the Healthy Futures Nearby (HFN) programme, 46 small scale projects have been funded to promote a change in health-related behaviours (smoking, alcohol, diet and exercise) and to improve perceived health among vulnerable families in the Netherlands. Evaluation of such health promotion programmes is often solely based on pre- and funder defined outcomes and requirements. However, health professionals and other (local) stakeholders including communities may have alternative ideas about improving the health of vulnerable families, based on their knowledge and experiences in that specific context. Knowing such interpretations of effective promotion of healthy lifestyles is crucial for policy, practical and scientific relevance in evaluation. This study aims to find out what projects' interpretations of effective promotion of healthy lifestyles and perceived health are and how they translate into relevant input for the overall evaluation of the programme. Based on qualitative analysis of 46 semi-structured group interviews with local project stakeholders, we distinguished five main interpretations of effectively promoting healthy lifestyles and improving perceived health. These interpretations serve as valuable input for the programme's evaluation. Moreover, using these interpretations to guide further study ensures practical relevance of the evaluation.