

## **Research based abstract**

**Title:** Community engagement in a settings-based health intervention in Aalborg – the successes and challenges of engaging with the social diversity of the target-group.

**Type of presentation:** Oral presentation

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**Keywords:** community engagement, social diversity, settings-based health promotion.

### **Background:**

Community engagement is a central aspect of health promotion in disadvantaged communities (Warr, Mann, Kelaheer 2013; Carlisle 2010). This is also the case in a complex settings-based health intervention across four disadvantaged residential areas in Aalborg. However, community engagement can be challenging in relation to engaging the wider community; potential partners and particularly the most disadvantaged residents or individuals from minority ethnic groups (Warr, Mann, Kelaheer 2013; Carlisle 2010). The aim of this study is to explore how health workers across four disadvantaged neighborhoods in Aalborg are working with health promotion via community engagement in relation to engaging with the social diversity of the target group and trying to reach the most disadvantaged.

### **Theoretical and methodological framework:**

Theory of community engagement and sociological theory of difference will be used to support the analysis. The study is taking a pragmatic approach, designed as a theory-based program evaluation. The first stage is to describe the health intervention and the second stage is to explore and evaluate what elements of the intervention works, why and who it works for. Data is collected using qualitative methods including analysis of policy and intervention documents, interviews with policy-makers, health workers and residents from the four local areas. Interviews will be supplemented by field observations in the local areas and focus group interviews with the health workers.

**Key results and conclusions:**

Preliminary results show that community engagement is valuable in obtaining participation in health activities from residents in the local areas. However, studies and initial field work also indicate that successful participation is not community-wide and is not equally successful in relation to all activities. Also, partnership collaboration is not equally accessible in all four areas which affect the success of engaging with residents.

**Implications for further research, policy or practice:**

This study will contribute with knowledge about challenges and success in community health promotion using a community engagement approach, with a particular focus on engaging with social diversity. The results can be used to inform practice and policy making with what works and for whom and contribute to inform further research in the area.

This abstract relates to the abstract of Mads Borgstrøm-Hansen with the title: "Proaktiv tilgang til rekruttering og samarbejde med foreninger i lokale sundhedsfremmeindsatser" and to the abstract of Rikke Larsen Rasmussen with the title: "The role of community engagement in a health promoting initiative in a deprived neighborhood in Aalborg".

**References:**

Warr, Deborah J.; Mann, Rosemary; Kelaher, Margaret (2013): 'A lot of the things we do...people wouldn't recognize as health promotion': Addressing health inequalities in settings of neighborhood disadvantage. *Critical Public Health*. Vol. 23(1): 95-109.

Carlisle, Sandra (2010): Tackling Health inequalities and social exclusion through partnership and community engagement? A reality Check for policy and practice aspirations from Social Inclusion partnership in Scotland. *Critical Public Health*, vol. 20 (1): 117-127.