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Abstract Submitted by the Health Promotion Affiliate, Canadian Health Network

TITLE: Applying a health promotion lens across the Canadian Health Network website

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ABSTRACT BODY:

It is a challenge to ensure a consistent health promotion message throughout a health website supported by 20+ diverse disease, risk reduction, and populations-focused health organizations. The Canadian Health Network (CHN) is a unique collaboration of health organizations (Affiliates), their networks and the Public Health Agency of Canada to provide a high quality bilingual website on consumer health information. In 2006 a cross-CHN participatory process adopted a comprehensive health promotion definition based on the Ottawa Charter and developed a 'Health Promotion Assessment Tool' (HPAT) to put it into practice. This presentation will examine how the tool acted as a lens to focus the CHN Affiliates core activities on health promotion.

Methodology:

Quantitative (self-administered survey) and qualitative (focus groups) methods were employed to determine the applicability of the HPAT to map health promotion concepts across the Affiliates work on collections, networking, promotion and content.

Results: All 21 Affiliates responded to the online survey, with descriptive statistical analysis revealing that: 85% supported continued use and adaptation of the tool; that it was used by all Affiliates for assessing their collections; 50% for networking; 30% for promotional activities; and 20% for creating articles. Content analysis from focus groups indicated Affiliates used innovative ways to integrate health promotion into daily practice.

Conclusions: Multiple health organizations were able to use and adapt the HPAT to evaluate the health promotion focus of their content and networks. Currently the Affiliates are applying their shared understanding of health promotion in using social marketing and e-health tools on the CHN website.