

Lifeworld orientation in health promotion: Setting and participatory approaches to reduce health inequalities

Prof.in Dr.in Anna Lena Rademaker

July 23rd 2023 | Cologne (Germany)

TODAY'S AGENDA

time	content
13.30 – 14.00	health promotion <ul style="list-style-type: none">• short refresher: health promotion and setting approaches• lifeworld orientation in health promotion• research example “co*gesund”
14.00 – 14.30	participatory health promotion <ul style="list-style-type: none">• target group orientation• levels of participation• methods in participatory health promotion
14.30	BREAK

TODAY'S AGENDA

time	content
14.40	exercises <ul style="list-style-type: none">• participatory health promotion with youth in precarious circumstances
15.30	END

health promotion

24.07.23

HEALTH

- „Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.“ (WHO 1946)
- completely = utopia
- well-being = subjective feeling
- not absence of disease or infirmity = health is more

HEALTH PROMOTION

■ „Health promotion is the process of enabling people to increase control over, and to improve, their health.“ (WHO 1986)



enable

■ health is a positive concept emphasizing social and personal resources, as well as physical capacities



mediate

■ health promotion is not just the responsibility of the health sector, but goes beyond healthy life-styles to well-being



advocate

Health: a Social Work Issue

“Health is an issue of human rights and social justice. These two central social work values frame IFSW’s understanding that all people have an equal right to enjoy the social conditions that underpin human health and to access services and other resources to promote health and deal with illness.” (IFSWS 2008)

LIFEWORLD ORIENTATION IN HEALTH PROMOTION

■ **Lifeworld Orientation in Social Work**

(Grunwald & Thiersch, 2009)

- understand individuals in their own self-concept
- these subjective concepts are formed in a process of exchange and interaction with others
- emphasize the value of the individual's autonomy and self-representation

LIFEWORLD ORIENTATION IN HEALTH PROMOTION

- addressees are determined by dealing with everyday living conditions
(Grunwald, Thiersch 2015, 934)
- an actor-oriented perspective that takes individual uniqueness seriously and a clearly focuses on the voice of the addressees (Thiersch 2013, 23)





Lifeworld Orientation in Social Work

agency & health

“the capacity of human beings to shape
the circumstances in which they live”

(Emirbayer & Mische 1998, 965)

How can we as social worker...

Lifeworld Orientation in Social Work



enable

agency & health

“the capacity of human beings to shape the circumstances in which they live” (Emirbayer & Mische 1998, 965)

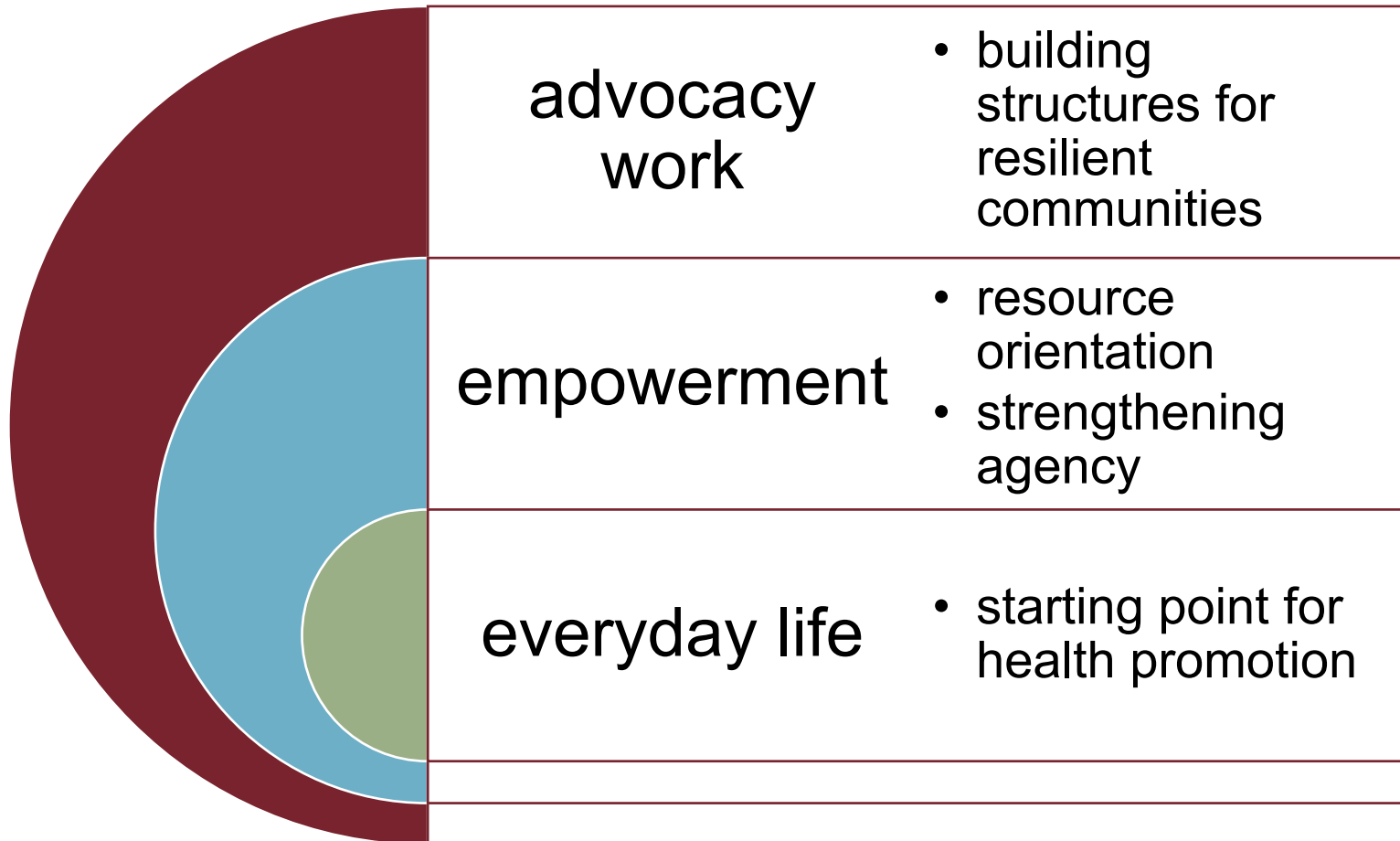


mediate



advocate

... for health equity?



LIFEWORLD ORIENTATION IN HEALTH PROMOTION

I Recommended Reading

- Grunwald, K., & Thiersch, H. (2009). The concept of the “lifeworld orientation” for social work and social care. *Journal of Social Work Practice*.
<https://doi.org/10.1080/02650530902923643>
- Rademaker, A. L., & Holland, L. R. (2020). Subjective experience of health, personal health resources and beliefs: supporting a lifeworld approach to social work in youth health. *European Journal of Social Work*, 1–14.
<https://doi.org/10.1080/13691457.2020.1760794>

co*gesund

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YOUTH, TRANSITIONS AND HEALTH

- transitioning from youth to young adulthood is accompanied by normative expectations and tasks (Hurrelmann & Quenzel, 2018)
- mastering these challenges successfully is closely related to lifelong mental health, wellbeing and societal integration (Richter & Hurrelmann, 2016)
- especially disadvantaged youth's have fewer environmental resources as well as chances to develop personal resources (Macdonald & Shildrick, 2013)

The challenges and burdens of disadvantaged children and young people have increased during the covid-19 pandemic (e.g. Kuchler et al., 2022)



CO*GESUND | OVERVIEW & OBJECTIVES

- to explore professionals' and young peoples' perspective on the situation of vulnerable youth during the covid-19 pandemic
 - mental health
 - potential resources
 - facilitating and hindering measures in the settings of school and vocational training
- development of initial recommendations for actions and implications for following projects



 Duration
1/22-8/23



challenges between school and work



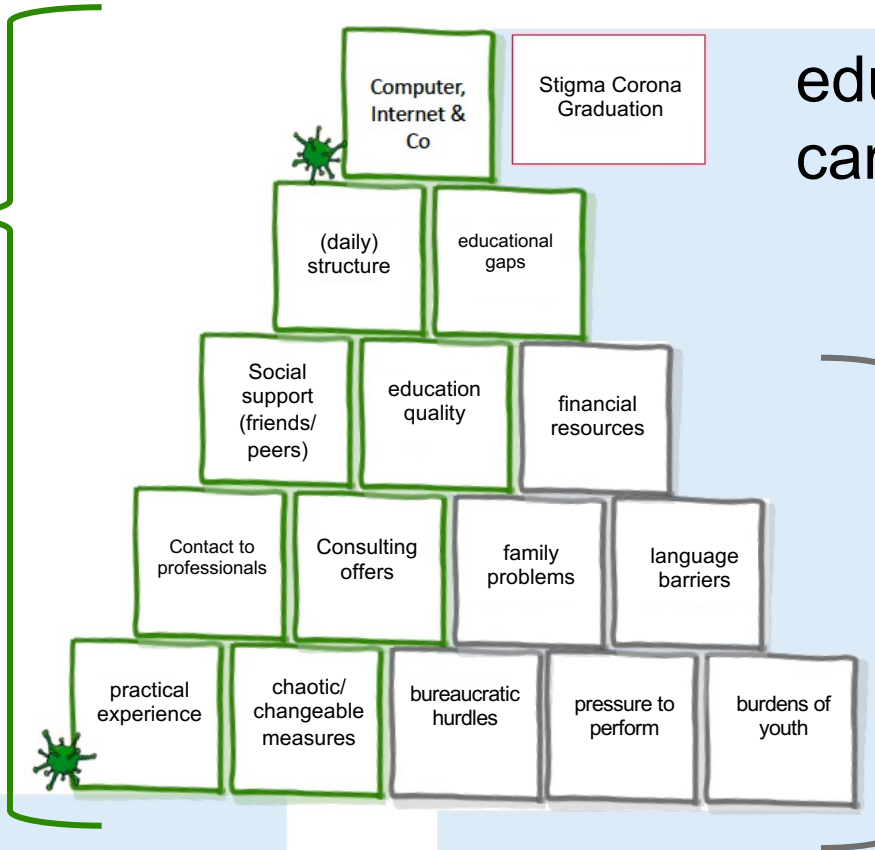
further aspects
of the pandemic

education and
career entry

already
numerous
hurdles



school

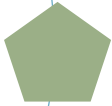


CO*GESUND | MAIN RESULTS



participation

- few real opportunities to speak up, be heard and participate
- interests and issues of (disadvantaged) youths are not considered by politicians and political communication



strengthen youth

- missing spaces to experience own strengths, interests and competencies
- difficulty to develop positive perspective on personal, professional and societal future

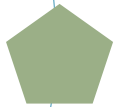


CO*GESUND | MAIN RESULTS



support systems

- ▮ trusting, social contacts with peers and professionals
- ▮ difficulty in meeting day-to-day and developmental tasks
- ▮ gap between institutions and support systems
- ▮ institutional and individual lack of material resources



pandemic

- ▮ measures against the pandemic exacerbated existing problems
- ▮ measures to access and address effects are inadequate



THERE IS A GREAT NEED FOR RESILIENT AND SOCIALLY EFFECTIVE HEALTH PROMOTION!

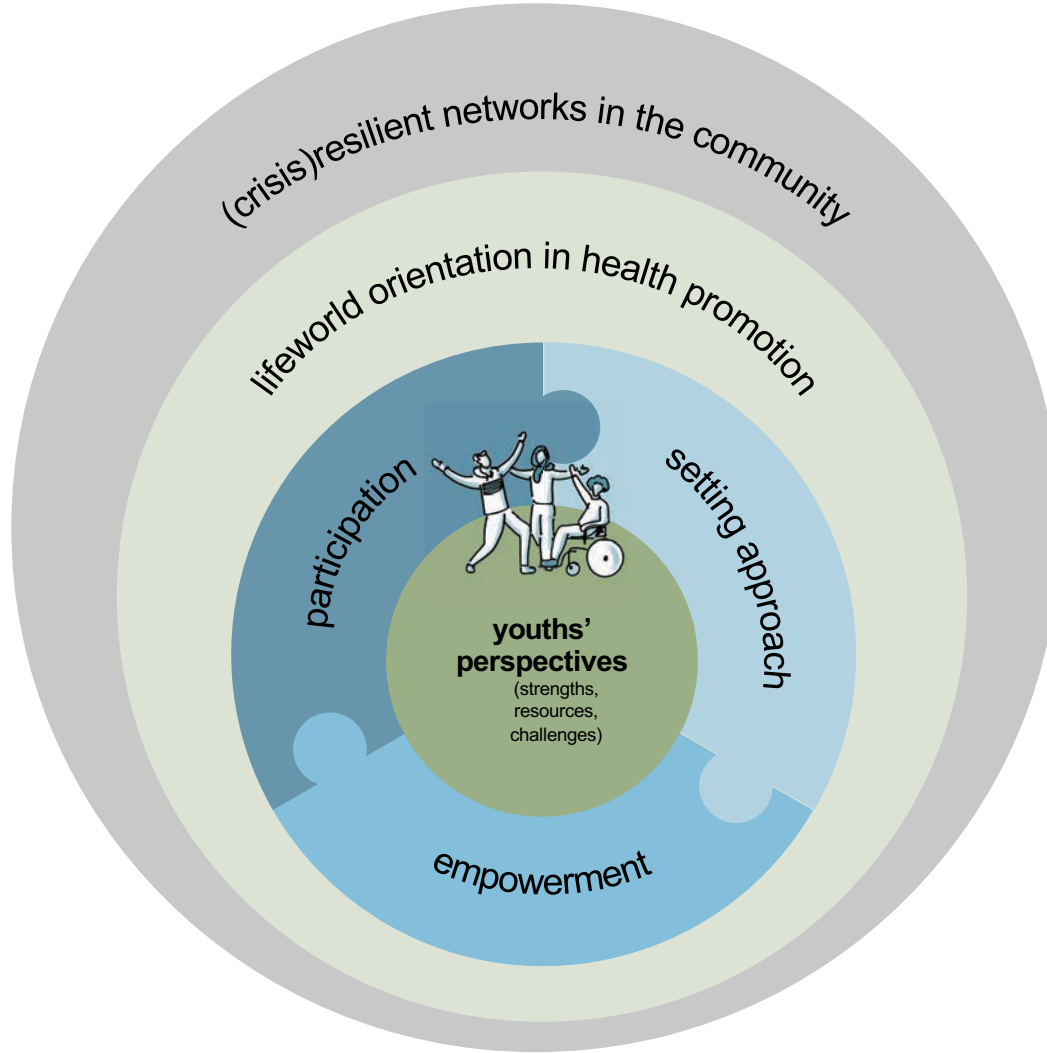


picture: New York Times, 2021



picture: New York Times, 2021

RESILIENT AND SOCIALLY EFFECTIVE HEALTH PROMOTION



participatory health promotion

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PARTICIPATORY HEALTH PROMOTION

participation

- the conscious involvement to promote people in their individual and social development
- support people in their striving for integration
- help people to overcome stress and crises in order to avoid their disintegration and declassification

■ Gintzel 2017

PARTICIPATORY HEALTH PROMOTION

participation

■ every day orientation

- taking into account interests & needs of the target group
- (help) shape solution processes from their every day

■ aims of participation

- creating scope for action
- increasing the quality of services
- make services more flexible

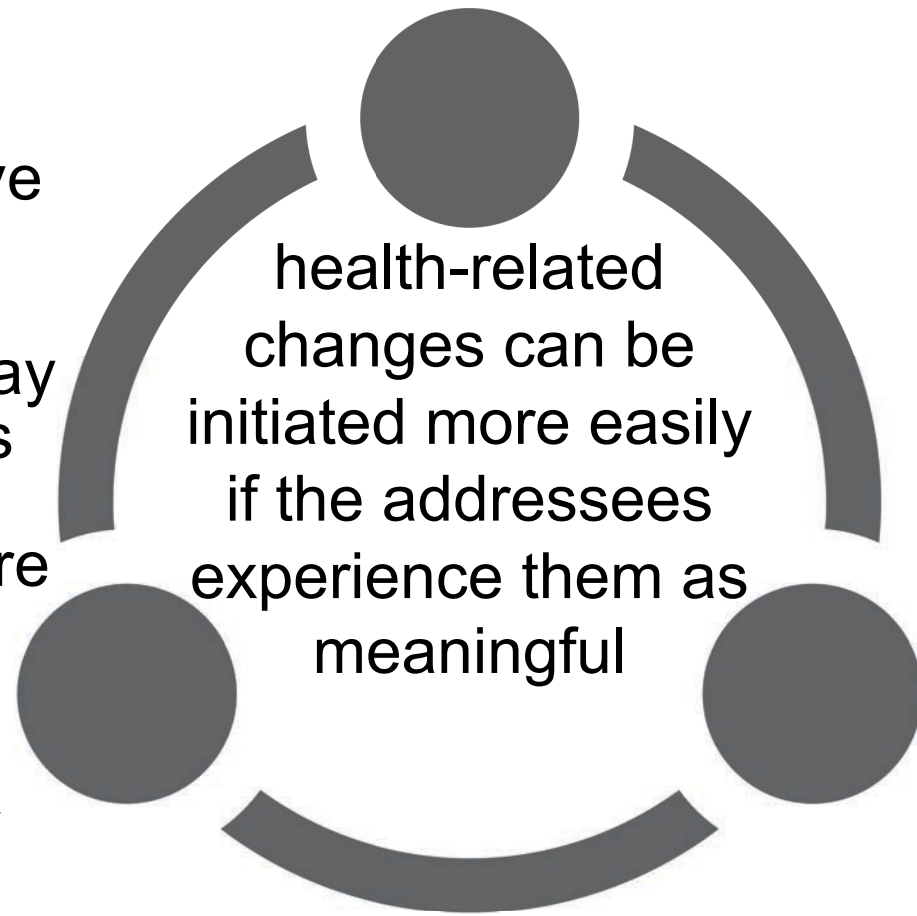
■ Gintzel 2017

PARTICIPATORY HEALTH PROMOTION

■ participation and health

■ participation in decision-making can have a positive impact on health in two ways

- about the process or way of perceiving oneself as self-effective
- about the results that are achieved through the participation of those affected and are more closely oriented to their every day



■ Hartung 2012

PARTICIPATORY HEALTH PROMOTION

- partnership approach to practice between the individual client and social worker (Grunwald & Thiersch, 2009)
 - engaging people in meaningful ways
 - creating opportunities to make decisions
 - take on responsibilities
 - improving outcomes for themselves and others
- engagement requires to grant power people did not have before

empowerment

- Dotterweich 2015

PARTICIPATORY HEALTH PROMOTION



Figure: levels of participation (Wright et al. 2010b, 42)

PARTICIPATORY HEALTH PROMOTION

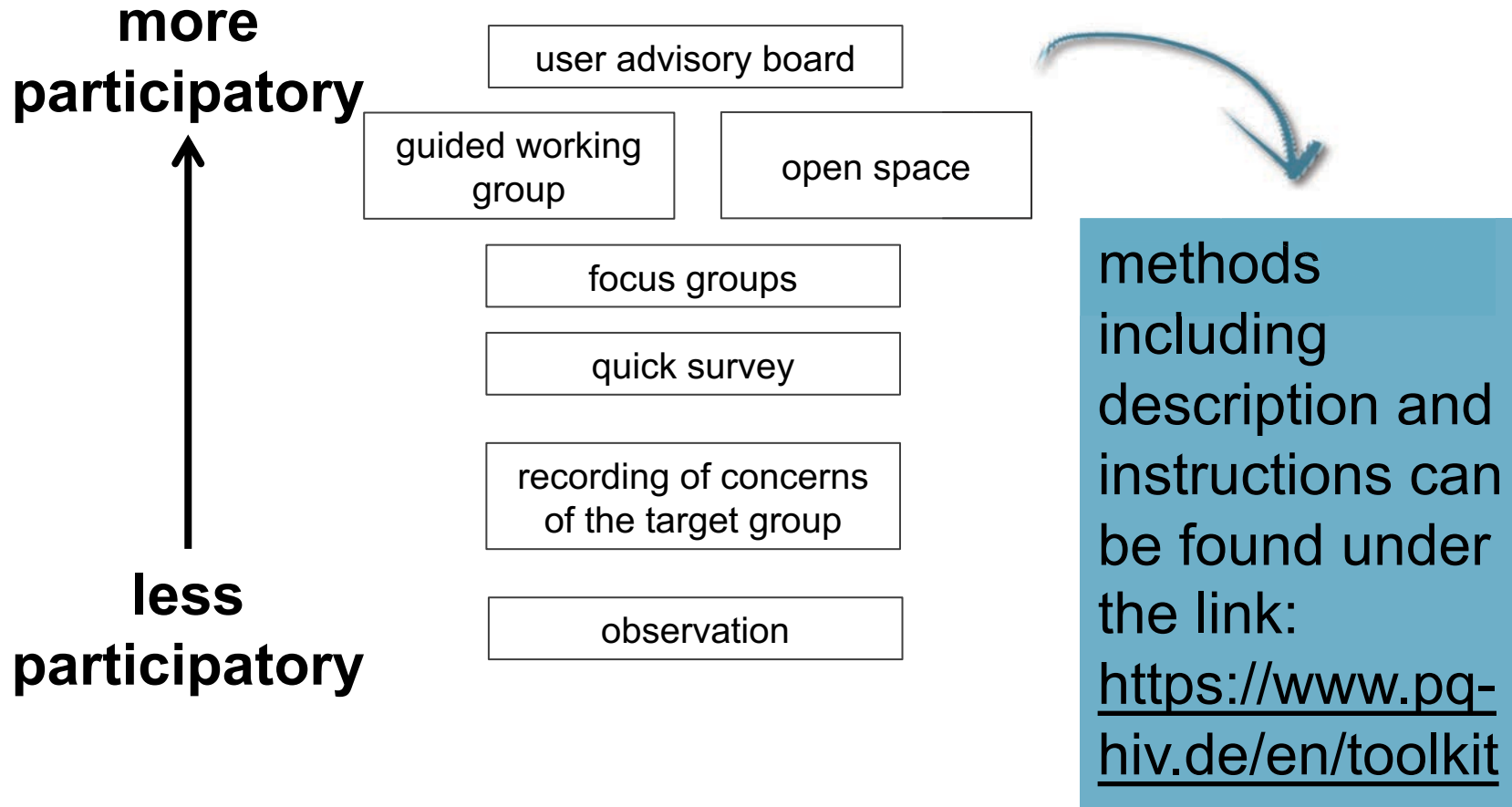


Figure: Methods of participatory quality development according to degree of participation (Wright et al. 2010b, 46)

GERMAN COLLABORATIVE NETWORK FOR EQUITY IN HEALTH

- 12 criteria
- offer a specialised framework for planning and implementing health promotion interventions
- actively contribute to improving equity in health

■ CNEH 2021, Mielck et al. 2018



GERMAN COLLABORATIVE NETWORK FOR EQUITY IN HEALTH

I CNEH 2021, Mielck et al. 2018

05 PARTICIPATION



DEFINITION

Participation of the groups involved in and addressed by the intervention (→ **Target group orientation**) means creating opportunities for participation which are as comprehensive as possible and thus ensuring that the processes for participation are designed to match (i.e. are tailored to) the target groups' experiences and the opportunities available to them.

Target groups should be able to articulate their individual and collective needs as well as contribute their wishes and ideas to the planning, implementation and practice of health promotion activities. To this end, they must be enabled (→ **Empowerment**) and provided with opportunities for action. Participation is a development process whereby everyone involved continues to gain competencies and expands the scope of their actions in order to increasingly influence decisions.

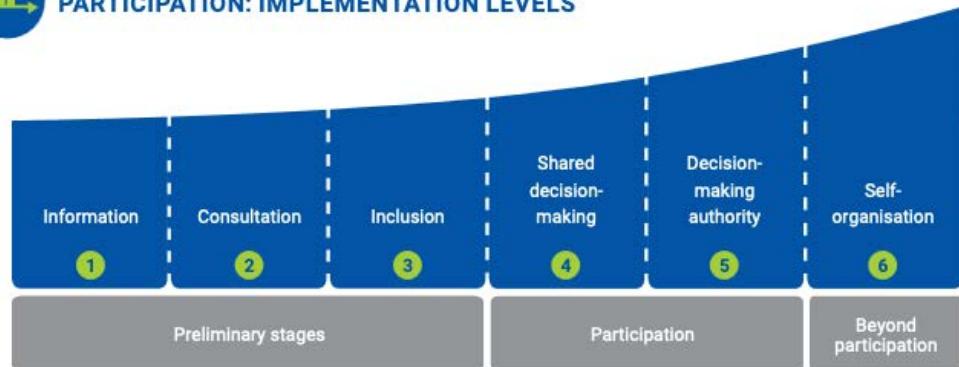
Participation can be demanded and fought for by those affected, but it must also be enabled and promoted as part of → **Conception**. This requires a detailed understanding of living conditions, a joint analysis of needs and an empathetic, respectful attitude.

CONCEPT AND BACKGROUND

In health promotion, participation is a normative, i.e. an always positive and desirable value. It was already emphasised and detailed in the Ottawa Charter where it refers to people as experts in their own, everyday lived experience. This leaves us with an obligation to make participation as comprehensive as possible, pedagogically (through practising participation) as well as ethically (through self-determination). However, participation is also a functional requirement, because it causes interventions to



PARTICIPATION: IMPLEMENTATION LEVELS



- 02 Conception
- 03 Setting Approach
- 04 Empowerment
- 05 Participation
- 06 Low-Threshold Approach
- 07 Integrating Intermediaries
- 08 Sustainability
- 09 Integrated Action
- 10 Quality Management
- 11 Documentation and Evaluation
- 12 Evidence for Costs and Effects

Thank You!

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- ! research and teaching
 - ! health promotion especially in youth
 - ! social work in health care
 - ! social diagnosis

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BILDVERZEICHNIS

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