Evaluation of Circle of Health Online Workshops:

Contribution to a Pan Canadian plan for health promotion and scaling up Circle of Health in Brazil

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Overview

- Background
  - Circle of Health
  - Brazil-Canada Partnership
  - “Pan-Canadian Collaborative Health Promotion Plan”
    National Health Promotion Policy in Brazil

- Objective
- Methodology
- Findings
- Recommendations / Next Steps
- Lessons Learned
- References
Brazil-Canada Partnership: Background

- 1999-2010: A decade of Canadian and Brazilian Collaboration in Public Health financed by Canadian International Development Agency-CIDA and the Brazilian Agency for Cooperation-ABC.
- 2006-2010: Worked with ABRASCO and several Canadian universities (CPHA) in 6 Brazilian municipalities to strengthen local capacities to implement and evaluate intersectoral interventions for promoting health and equity at the local level.

Brazil
Mar 1986: 8th Health National Conference Report

Context Similarities
- Universal health system in a continental country
- Federalist government system (power is divided between a central authority and constituent political units)
- Contributions to the social determinants of health concept
- Papers and tools about how to address major health inequity challenges

(GADELHA 2012; HILSON 2010; ROCHA 2001)
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Brazilian Initiatives: Opportunities for Exchange

Abrasco: Review of National Health Promotion Policy - NHPP

Pictures: Regional Workshops, September 2013-March 2014

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National Seminar May 2014

PNPS

Consultation On Line FORMSUS 1800 people

DELPHI Intersetorial Intrasetorial e Universidades

Consensus Workshop Intrasetorial & intersectoral

National Health Council Workshop

05 Regional Workshops Workers Managers Representatives Users/Movements

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Leadership of British Columbia Public Health Association
“Pan-Canadian Collaborative Health Promotion”

Report on a Workshop at the 2013 Canadian Public Health Association Conference
Ottawa, June 10, 2013

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Pan-Canadian Collaborative for Health Promotion and Well-Being

“To assure a consolidation in common working values in addition to facilitating access to a health promotion forum and wide diffusion of promising practices throughout the country.”

(Rootman et al 2013, p. 4)
To provide evidence that using a shared framework such as the Circle of Health via distance learning increases knowledge and skill in intersectoral action on determinants of health.

What is the potential of online workshops using a shared framework amongst a community of dispersed learners across large geographic areas as a means of implementing a national strategy?

**Objective**

**Methodology**

- **Nature of Study**
  - Mixed Methods: Qualitative and Quantitative (Creswell, Clark 2007, p. 63)

- **Data Collection Process**
  - Delivery of 5 online Workshops with process evaluation throughout
  - On line Focus Group after the final workshop (Orngderff 2004)
    - Duration: 40 minutes
  - Online Survey one week after the final workshop
    - Response Rate 75% (12/16)

- **Analysis**
  - Focus Groups recording was transcribed and transcript was checked for accuracy.
  - Chat notes included from on line conference platform.
  - Thematic Analysis of the Transcription (Strauss, Corbin 1998)
  - Categorization
  - Quantitative analysis through Fluid Surveys software
**Evaluation of Circle of Health Online Workshops**

**Circle of Health On-line Workshop Series**

*A 5-week online workshop* series to learn how the Circle of Health can expand knowledge about health promotion, including facilitation, teaching, planning and partnership development.

#1 - Understanding the Circle of Health: Components and Theories
#2 - Facilitating with the Circle of Health: Self-assessment
#3 - Using the Circle of Health as an Educational Tool
#4 - Using the Circle of Health to Develop Partnerships
#5 - Using the Circle of Health for Comprehensive Planning

_workshops ran from 1:00pm - 2:30pm Atlantic from October 24 - November 28, 2013. Participants could register for individual workshops or receive a reduced rate for the whole series. Group rates were also available._

Facilitated by Patsy Beattie-Huggan, The Quaich Inc.

**Participant Characteristics**

**Online Workshop Participants**

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>3</td>
</tr>
<tr>
<td>Female</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td>16</td>
</tr>
</tbody>
</table>

Tab 1. Gender distribution participants.

<table>
<thead>
<tr>
<th>Province</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Columbia</td>
<td>8</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>3</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>2</td>
</tr>
<tr>
<td>Ontario</td>
<td>2</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>16</td>
</tr>
</tbody>
</table>

Tab 2. Participants distribution by Province, Canada

<table>
<thead>
<tr>
<th>Type of Organization</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>11</td>
</tr>
<tr>
<td>University</td>
<td>2</td>
</tr>
<tr>
<td>Private Sector</td>
<td>2</td>
</tr>
<tr>
<td>Charitable Organization</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>16</td>
</tr>
</tbody>
</table>

Tab 3. Participants distribution related with organization/filiation.

**Position**

<table>
<thead>
<tr>
<th>Position</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management/Administration</td>
<td>5</td>
</tr>
<tr>
<td>Community Developer/Nurse</td>
<td>6</td>
</tr>
<tr>
<td>Epidemiologist</td>
<td>1</td>
</tr>
<tr>
<td>Student</td>
<td>2</td>
</tr>
<tr>
<td>Program planner</td>
<td>1</td>
</tr>
<tr>
<td>Consultant</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>16</td>
</tr>
</tbody>
</table>

Tab 4. Participant roles.
Findings: Survey Analysis

- I now have increased confidence in introducing the Circle of Health to others. (100%)
- The Circle of Health be a useful tool to address social justice and health equity (83%)
- I could use the Circle of Health to engage others in intersectoral action (91%)
- I see value in having a shared framework (COH) to create synergy for intersectoral action on determinants of health (91%)
- The technology provided effective ways to interact with others (90%)

Quotes:
- “I like being in a room with people - I admit it. That being said, this was a learning process that I felt was respectful of my way of being with people”
- “I was actually very impressed with the slides and the quality of the program used. It was fun connecting with people from all over the country!”

Qualitative

Focus Group Questions

Working across sectors

1. Reflecting on your experience prior to the online workshops, are you more or less likely to engage in partnerships with different sectors and disciplines?

2. Has your knowledge and skill about intersectoral action increased during the online workshops?
   - If answer yes: how? If answer not: why?

3. How have these online workshops helped you to open conversation with other sectors?
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Focus Group Questions continued

• Values Based Planning
  1. Compared with your experience prior to the online workshops, are you more or less likely to consider/social justice in your planning?
  2. How did the workshops contribute to your capacity to plan for action on determinants of health in your context?

• Overall
  1. How would you describe these workshops to others?

Findings: Focus Group Analysis

Working across sectors

• Increased motivation to engage in partnerships with different sectors and disciplines

  “I am more likely to engage in partnerships with people in different sectors. The circle gives us an opportunity to share our different roles in the community and how we all contribute in a different way.” (Chat)
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Findings: Focus Group Analysis

Working across sectors

• Gained knowledge and skill about intersectoral action increased during the online workshops

1. Knowledge of different learning styles

   “Expanding my knowledge of what ‘speaks’ to different learning styles and how I could incorporate different exercises for different learning exercises”.

2. Skills and tools for knowledge exchange

   “COH really helps me have something concrete or visual to (...) bring to different sectors or disciplines, and have something that may speak to them more about sort of showing them how will all play a role if somebody is not at board in the beginning”.

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Working across sectors

• Online workshops helped to open a conversation with other sectors

“I see the CH as a great way to develop some kind of community discussion(...)”

How?

“(...)gave me something concrete to bring forward to the table”.

“I think I would be more likely to ensure that I look to see if anyone is missing and look to see how I could engage them” (Chat)

“I think the visual stimulus of the circle is very appealing for a lot of people, because a lot of people are visual in it... just being able to kind of see where each partnership fits in to (...) is really helpful”.

“The circle is a really great tool to explain all that or if you are dealing with a group that have different backgrounds and different levels of experience to bring everyone on to sort of common way of speaking about it fairly quickly, (...)”

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Values Based Planning

- More likely to consider / include social justice in planning
  “I really like the idea of starting out with values because generally that is the beginning of a shared ground and I think that it sometimes gets missed.”
  “Circle of health provides a framework for inclusion”. (Chat)
  “Provides the “naming” of values” (Chat)
  “Gives guidance of the breadth of inclusion” (Chat)

Values Based Planning

- Contribute to plan for action on determinants of health in the context
  “In terms of making a plan it is a good reminder to look at the big picture and then focus in on an area that is manageable”. (Chat)
  “(...)we do a lot of asset mapping and I think that the COH template could be a really nice compliment to or next step to asset mapping”. (Chat)
Overall: How would you describe these workshops to others?

“I would describe [Workshop] as an introduction to a tool to work with intersectoral, or people in different disciplines, different sectors in a community to address certain needs or issues... and that is what is in the top of my hand”

“Overall, it has been a very good reminder and stimulant on how to create the atmosphere when (...) the message needs to be passed on in a way that folks can relate to (...) How does it get met in the best, most effective way for everybody” (Chat)

“(…) I would describe the workshops as getting informed about how to approach health from different perspectives” (Chat)

“I think that the workshops are a great introduction to the COH - leaves me wanting to learn more and use it in my work”. (Chat)

“This has been a very positive and useful learning experience [On line]”. (Chat)

Next Steps

- **Personal Action**
  “Network with others to gather stories and experiences that I can use to appeal to various learning styles”. (Chat)

- **Course – Strengthen technology platform for distance learning**
  “Technology allowed me to access a valuable workshop that I may not have otherwise been able to access; there seemed to be lots of technical difficulties which sometimes cut into the already short amount of time we had for each session.” (Online Survey)

- **Future Resources - Record experiences in ‘real time’ so people can experience them**
  “I would like to see a community presentation using the Circle, as an example, i.e., on You tube or placed on your site to see/hear examples of Circle in action” (Chat)

- **Future Research – Continue evaluation over time to assess impacts**
  “It would be interesting to check back in... you know like in 6 months or a year and do like a self-reflection and see how much I’ve used and what is done...” [Impact]
Conclusion: While the sample is small, results show that the objective was met, and that the approach has potential for implementing a national strategy.

Objective: To provide evidence that using a shared framework such as the Circle of Health via distance learning increases knowledge and skill in intersectoral action on determinants of health.

Question: What is the potential of online workshops using a shared framework amongst a community of dispersed learners across large geographic areas as a means of implementing a national strategy?

Lessons Learned

1. Online workshops overcome geographic, financial and “seasonal” barriers
2. It is a challenge but it is possible to promote a positive learning environment (belong to the group; interaction)
3. Evaluation of on-line workshops contributes to the body of knowledge and dissemination of the Circle of Health (Mitchell, Beattie-Huggan 2006)
4. Dialogue with Pan-Canadian Network could promote dialogue regarding Health Promoter Competencies
5. Partnership of Brazil-Canada could engage in further testing of this approach to implementing a national strategy
References


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Thank you

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• For more information on the Circle of Health please visit www.circleofhealth.net

• Or contact The Quaich at www.thequaich.pe.ca or 902-894-3399