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| **Title of Research Presentation** (Sentence case) Community organizations have a role to play in prevention - but what do they think it is? Insights from ‘Prevention Tracker’ |
| **Maximum 2500 characters (including spaces but excluding title)****Background/Objectives** Engaging communities in efforts to improve health is key to preventing chronic disease. However questions regarding what activities constitute “prevention” and who is responsible for them are pervasive, contested and unresolved. This presentation explores how local community organizations perceive their role in contributing to prevention. Data were collected as part of ‘Prevention Tracker’ a project that aimed to describe local prevention systems.**Methods** Four Australian communities participated - one regional, one remote, and two urban. In each community, an advisory group nominated local organizations that play a key role in prevention to participate in qualitative interviews yielding a cross-sectoral sample (n=90). We adopted the Ottawa Charter as an organizing framework to categorize how organizations described their role in prevention. Further inductive thematic analysis generated deeper insights into organizations’ orientation to prevention.**Results** Prevention activities were most frequently categorized as building healthy policy (24%) and developing personal skills (19%). However, almost half of respondents (49%) described their work in terms of the activities they deliver, often without making explicit how this work related to preventing ill health. While some respondents clearly articulated linkages between their organization’s activities and prevention, sometimes drawing from health promotion principles and concepts to do so, many did not. A proportion resisted identifying explicitly with prevention although further probes evidenced their important contributions to addressing social determinants. The interview itself sparked participants to explore what constitutes prevention, and whether their work is linked.**Discussion** Although many organizations in our sample are making important contributions to health more broadly, many respondents did not recognize or articulate links between their organizations’ activities and preventing chronic disease. Community organizations have an important role to play in preventing illness and promoting health, however, many of these organisations are carrying out this work even though prevention is not their core business. We consider the potential implications for advancing prevention if many key community stakeholders who make important contributions to preventive health do not identify their work in this way**.****Keywords** Systems thinking, community, prevention, health promotion |