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| **Title of Workshop** Narrative approaches to health promotion: Some sparkling new conceptual directions for the field |
| **Objectives**   * To introduce participants to a range of innovative approaches to health promotion, drawing on ideas from narrative community practice and post-structuralist thought. Many of these ideas have not been used in health promotion projects before, and have not been published in the field. * To invite participants to explore the implications for these ideas for health promotion generally, as well as the possibilities in their own work and practice.   **Format**  The workshop will begin with a presentation that introduces new conceptual ideas for health promotion practice, demonstrated through practical examples drawn from an award-winning, three-year, in-place health promotion project in a remote Australian community.  Participants will then be invited to form small groups to discuss one of the key concepts they were drawn to, the implications for health promotion generally, and the possibilities it raises for new directions in their work.  Finally, participants will be able to share with the larger group some of their ideas for new directions in their own work, as a result of the workshop.  **Learning goals**  1. Participants will be introduced to a suite of ideas that are challenging to current dominant health promotion thought, yet provide many opportunities for new directions in practice. These include:   * Locating our work in contexts of power, meaning, and efficacy: the ‘decentred, yet influential’ matrix applied to health promotion practice * Behaviour and its determinants or action and its sense: Implications for health promotion * Moving from dominant health promotion discourses to diversity of discourses in health promotion ‘messaging’ * Moving away from ‘social determinants’ of health to people’s *responses* to health contexts * Research and evaluation as meaning-making, not meaning-depleting: Applying notions of ‘rich description’ to program evaluation * Health promotion events as public performance and outsider-witnessing * Health expos as sites of cultural challenge * Health promotion practice as an opportunity for intergenerational honouring * Centring practice-based evidence, not evidence-based practice.   2. Participants will have had the opportunity to apply these ideas to their own thinking and work, and hopefully leave the workshop with both new ideas for practice to explore, as well as a renewed enthusiasm to centre the lives of the people with whom they work. |