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| **Principled promotion of health: Implementing five guiding health promotion principles for research-based prevention and management of diabetes** |
| **Setting/problem:** “Health is created and lived by people within the settings of their everyday life; where they learn, work, play and love” is a frequently quoted item from the Ottawa Charter. Accordingly, researchers in health promotion point to the importance of positively involving different relevant settings and stakeholders in the intervention target group to promote competence-based, action-oriented, sustainable health and to prevent severe health inequalities . Promoting health across a multitude of settings, and thereby increasing the complexity of the approaches, also increases the demand for complexity-oriented means of understanding, interpreting and structuring the ways in which outcomes are processed, managed and implemented  **Intervention:** Steno Health Promotion Research (SHPR) was established in Denmark in 2010 as a research and development unit with a humanistic and social research approach. Its vision is to be a leader in research and development within the areas of prevention and management of diabetes. What sets us apart from other health promotion units is our use of a set of five health promotion principles that constitute the framework for a new intervention paradigm. Our aim is to develop a comprehensive and integrated approach consisting of innovative, effective and sustainable models for diabetes management and prevention, where the target population is at the center of all processes. The five principles are: (1) A broad and positive health concept; (2) Participation and involvement; (3) Action and action competence; (4) A settings perspective and (5) Equity in health.  **Outcomes:** After 8 years of working with these principles and this research approach within health promotion research and development, we have gathered a wealth of experience from a wide range of interventions in a multitude of health promotion settings. Most of the interventions have been thoroughly evaluated, which gives us ample data to perform the present overarching evaluation of how the principles have worked when implemented in healthcare and prevention practices, as well as in research and development processes.  **Implications:** Interventions and activities from the whole range of primary, secondary and tertiary prevention will benefit from the approach described by the five principles presented here.  **Preferred presentation format:** Oral |