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| **Title of Research Presentation**  Women unveiling their health potential: A way forward for empowering health promotion interventions |
| **Background/Objectives:** Health promotion adopts a positive, holistic, participatory and empowerment focused approach to health. Yet many women’s health programmes set weight-loss as the primary goal for success, which has not only proven to be largely ineffectivebut also damaging to women’s health. This study introduces a health programme that aligns to the values of health promotion and with prospects to create sustainable change conducive to women’s health. The programme, Next Level Health (NLH), applies participatory methods for women to determine their own goals across six key health areas: physical activity, sleep, nutrition, eating behaviour, stress management and self-care, with the core aim of gaining more control over their health.  **Methods:** Sixty women participated in NLH, which ran over a six-month period and included a twelve-month follow-up. Women identified goals across the six health domains and worked towards these throughout the programme. Each month women had a meeting to reflect on the goals and set new ones, with the aim to progress up 6 levels (self-defined goals, a total of 36 levels) by the end of the programme. Data were collected via a series of questionnaires at baseline (0 months), post-intervention (6 months) and follow up (6 months post-intervention).  **Results:** Women progressed across an average of 29 levels (of 36) and significantly gained greater control over their health. The programme enabled women to contextualise the programme to meet their needs by creating health routines in their everyday lives; broaden their health perspective to consider physical, mental and social dimensions as relevant to their health; improve their functional, interactional and critical health literacy; and more fully realise their potential for health in a process of self-actualisation.  **Discussion:** NLH is the first programme designed to empower a group of healthy New Zealand women over their health via the promotion of self-determined lifestyle changes across six key health areas. Specifically, women defined achievable goals across physical activity, sleep, eating behaviour, self-care and stress management to enhance their holistic wellbeing. These findings suggest a holistic approach to health may be more effective for sustainable behaviour change focused on a balance of positive health behaviours rather than a weight-loss focused approach.  **Keywords**  Holistic health, empowerment, women’s health, sustainable behaviour change |