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| **Interests and Strategies of Stakeholders in the Deliberative Processes of Public Health Intervention Planning: A Case Study** |
| **Background/Objectives**  Several studies have explored the dynamics between stakeholders in decision-making processes of health promotion intervention planning. These studies recommended that the interests of the various stakeholders need to be clearly identified and considered in order to facilitate the decision-making process. Little is known about the stakeholders’ strategies. This research mainly focuses on stakeholders’ strategies. Based on the deliberative process of an intersectoral intervention in Montreal “The Montreal Initiative”, we aimed to reconstruct the interests and strategies of the involved stakeholders using critical events that occurred during the process. This presentation describes how stakeholders make strategic choices in deliberative processes.  **Methods**  We first conducted an Initiative’s document analysis followed by two focus groups with key stakeholders to identify the critical events that occurred during the deliberative process and the stakeholders who were involved in all the process. We then carried out 16 semi-structured interviews with these stakeholders (30 minutes to 2 hours). We used the "Critical Event Card" tool as a framework to analyze stakeholders’ interests and the strategies they used to influence deliberative processes during critical events  **Results**  Results indicated that organizational and collective interests as well as strategies evolved when actors were open to searching for solutions to resolve conflicts. The stakeholders modified their interests and strategies according to the risks associated with the conflicts. The higher the risk for their affiliated organisation, the less the stakeholders were willing to compromise and the more they tended to modify their strategy in the interest of their affiliated organisation. Thereby, strategies differed from one organisation to another  **Discussion**  This study sheds new light on the dynamics between stakeholders in deliberative processes of health promotion intervention planning. It highlights the influence of conflicts and organisational affiliation on the strategies developed by stakeholders during collective decision-making. This knowledge could help inform deliberative processes to better manage diverging interests during deliberative processes.  **Keywords**  Deliberative process; organizational and collective interests, stakeholders’ strategies, organisational affiliation |