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| **Healthy Towns, Happy People Process Evaluation** |
| **Background/Objectives**  Local health promotion that builds on community assets and strengthens connections between people and the environment improve community health and wellbeing. The *Healthy Towns Happy People* (HT) pilot project commenced in 2015 and is based in the Sunshine Coast region, Australia. HT provides opportunity for community groups to be recognised for their contribution to the health and happiness of their community via an award process whereby recipients receive recognition and/or financial reward to build on their good work. HT prioritises projects that support populations of greatest need and build on existing strengths and resources. It is facilitated by a collaboration of local organisations that have developed the pilot phase. The objective of this paper is to report on key HT pilot process evaluation findings.  **Methods**  A process evaluation of the three HT strategies (Working Group, Awards, and Communication and Marketing) in 2017 focused on exposure, participant delivery, satisfaction, quality and context elements. Data collection methods included a desktop analysis of project documents and resources, and an on-line satisfaction survey of working group members and award applicants.  **Results**  Over 2016/17 80 HT award applications were received from community groups across the four award categories – connections between people, connections with place, connections with greenspace, and overall health and happiness. Collectively applications supported many of the priority population groups, applicants have been satisfied with various aspects of HT events, and provided useful feedback for improving application and communication processes. The HT Working Group includes seven regional organisations that represent tertiary education, health, local government, and community sectors. Working group activity has focused on conceptualisation, development and resourcing of the HT pilot phase. E-mails and social media have been the most successful in promoting HT in the community.  **Discussion**  Process evaluation findings indicate HT has successfully engaged several community groups and success factors include investment in planning, strength of the working group collaboration and ongoing resource commitment of participating organisations. However, sustainability of HT and future expansion is dependent on enhanced resourcing and further evidence of contribution to health and wellbeing at the community level.  **Keywords**  Health promotion, process evaluation, community health and wellbeing |