

IUMSP

Institut universitaire de médecine sociale et préventive

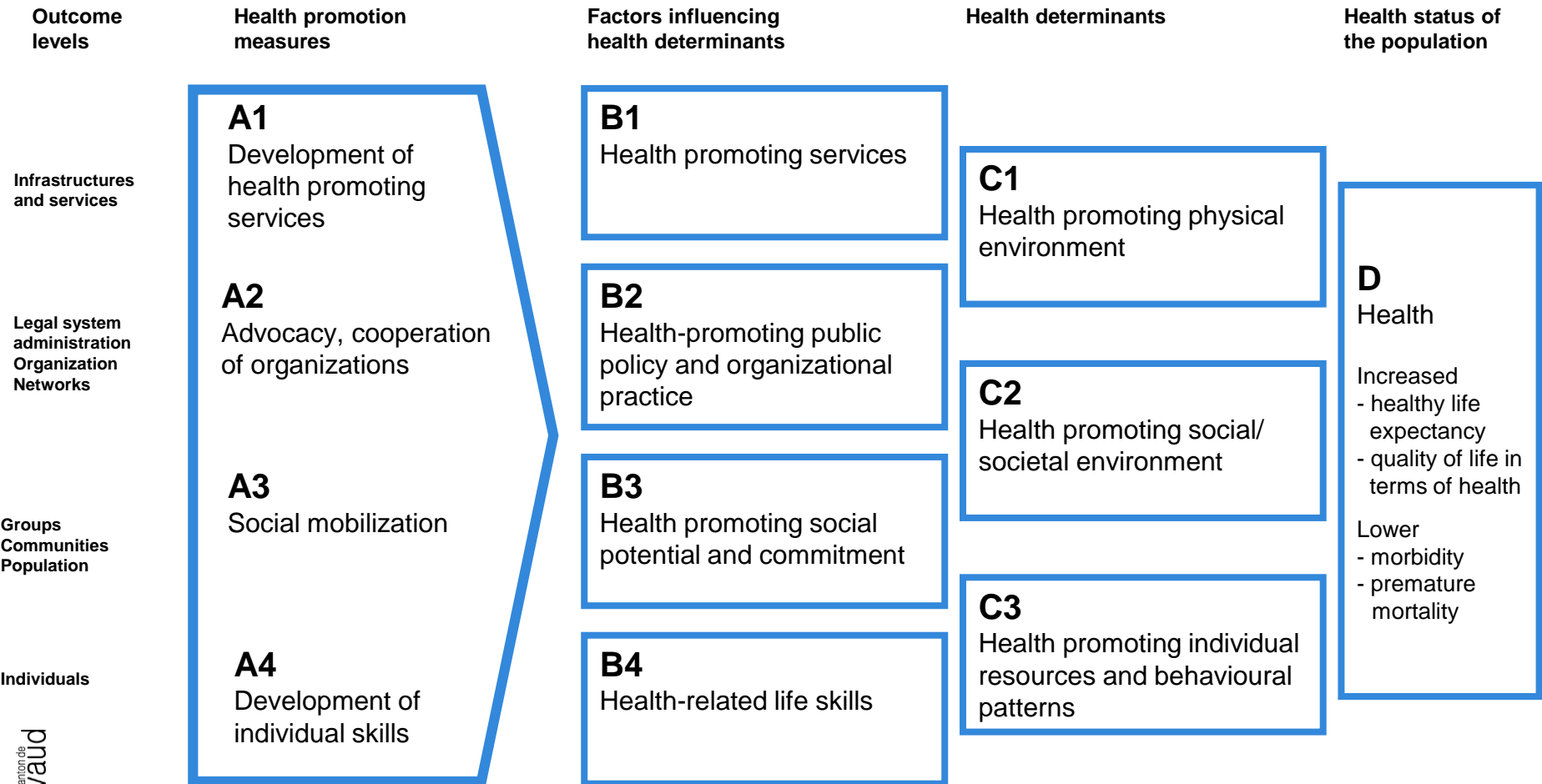
Use of the SMOC for situation analysis and research planning

Dr Brenda Spencer

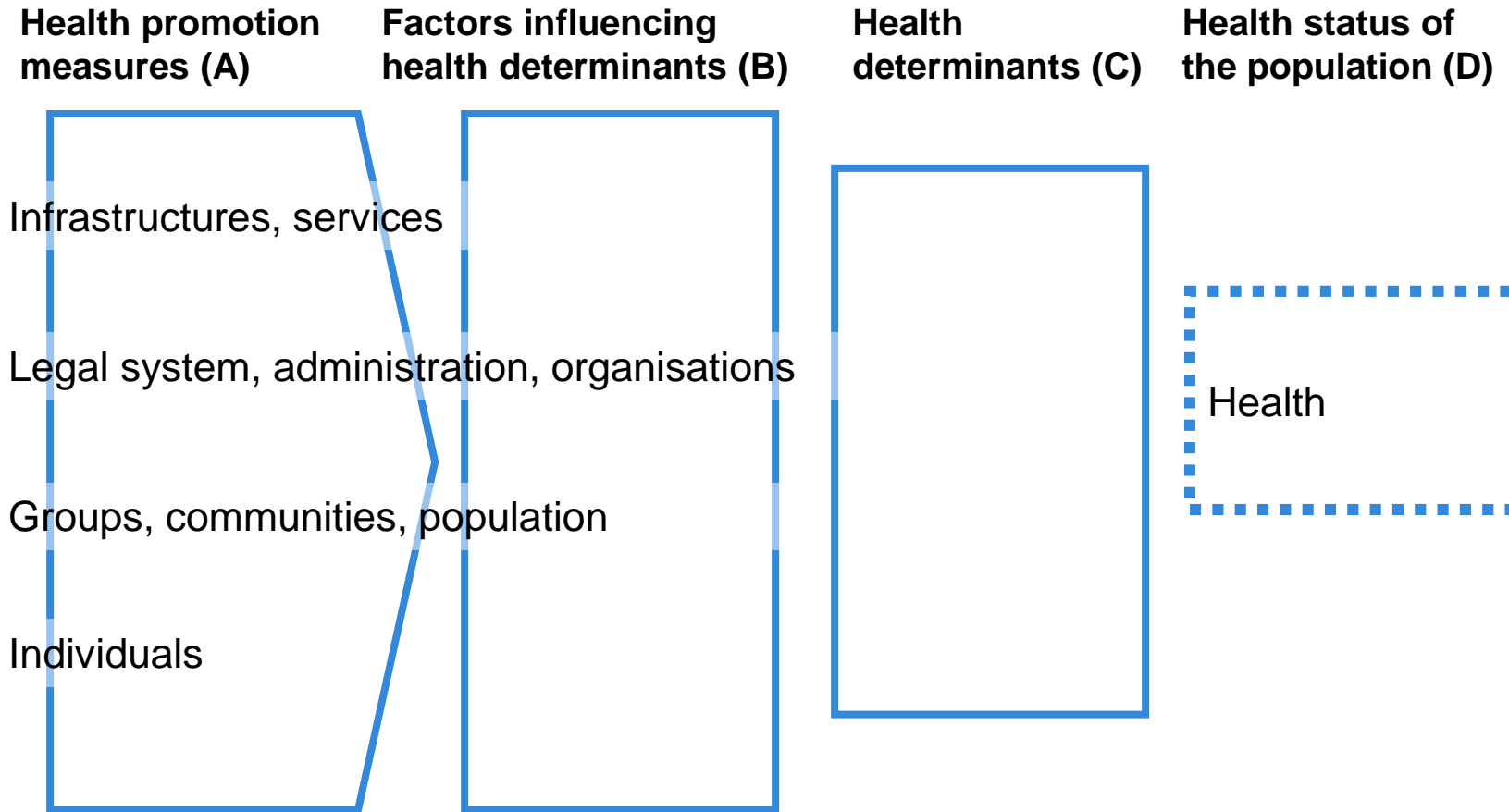
Health promotion in the workplace: what is the place of breastfeeding ?

- FNS Division I : 1 September 2015 – 28 February 2018
- Principal applicant:
Brenda Spencer
- Co-applicants:
Lucia Floris (HESAV)
Brigitta Danuser (IURST)
Marianne Modak (HETS)
- Researchers:
Daria Koutaissoff
Lena Bernard
Michela Canevascini
Isabelle Zinn

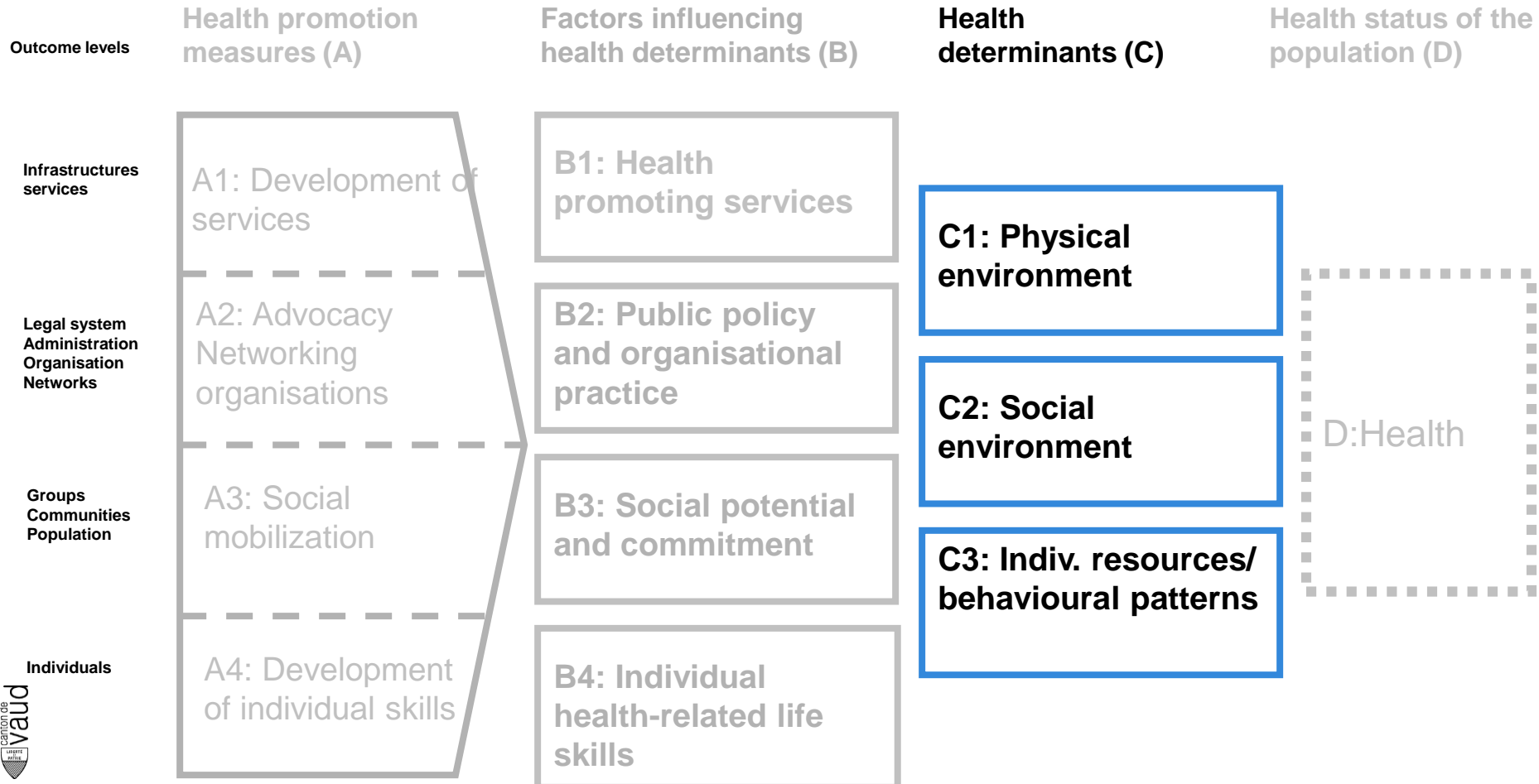
Overview of the Swiss Model for Outcome Classification in Health Promotion and Prevention (SMOC)



SMOC: Levels of outcome (columns) and focal points

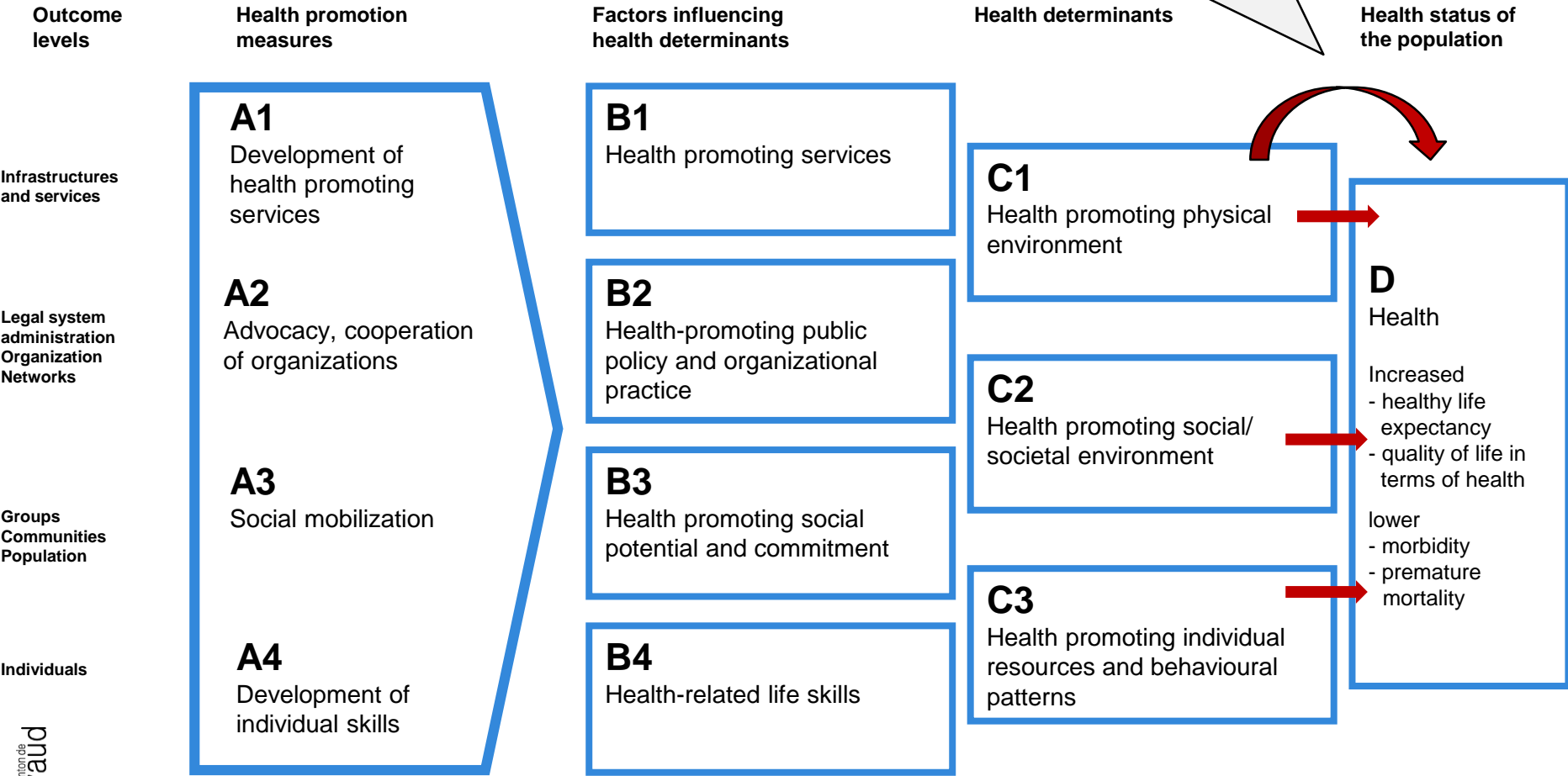


Health Determinants (C)



An individual project does not need to provide evidence of progress from C to D

Epidemiological Data



Sub-categories to guide categorisation

A1

Development of health promoting services

A2

Advocacy, cooperation of organizations

A3

Social mobilization

A4

Development of individual skills

B1 Health promoting services

1. Awareness of the service
2. Accessibility of the service and reaching of target groups
3. Use of the service and satisfaction with it
4. Sustainability of the service
5. Improved professionalism in health promotion

B2 Health-promoting public policy and organizational practice

1. Binding engagement of decision-makers and/or key persons
2. Action-relevant, binding documents
3. Successful organizational changes
4. Successful exchange and cooperation

B3 HP social potential and commitment

1. Existence of active groups focusing on health-promoting concerns or themes
2. Enlisting of new players
3. Awareness of the concern by population groups
4. Acceptance of a concern by population groups

B4 Health-related life skills

1. Factual health-relevant knowledge and capacity to act on knowledge
2. Positive attitudes and intentions towards a health-relevant topic
3. New personal and/or social skills
4. Strengthened self-confidence regarding a health-relevant topic or an activity

C1 Health promoting physical environment

1. Reduction of pollution caused by physical-chemical influences
2. Conservation and improvement of natural resources
3. Health-promoting installations and products

C2 Health promoting social environment

1. Social support, social networks, social integration
2. Social climate
3. Equal access to general social resources

C3 Health promoting individual resources and behavioural patterns

1. Health-promoting individual skills
2. Improved health-relevant behaviour and patterns of behaviour

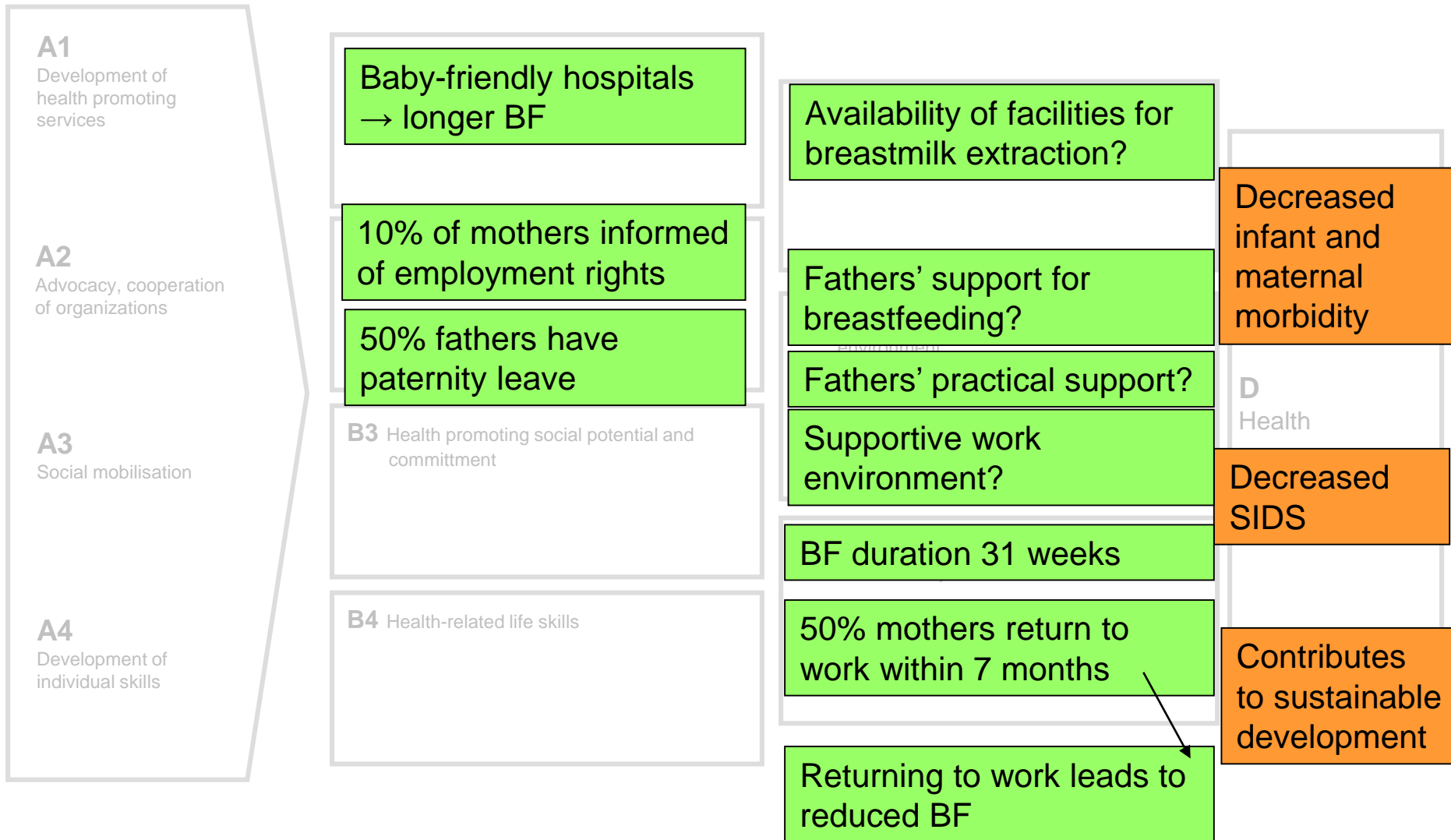
D

Health

Increased
- healthy life expectancy
- quality of life in terms of health

Lower
- morbidity
- premature mortality

Situation analysis: Data from SWIFS



Protocol design: literature and documentation analysis

A1

Development of health promoting services

Baby-friendly hospitals → longer BF but insufficient adherence coverage

Key role ongoing support

Medicalisation of childbirth

Demonstrated impact of organisational factors on BF

BF=reduced absenteeism

A2

Advocacy, cooperation of organizations

Swiss Employment law: Protection of pregnant and breastfeeding women / Time and provision for BF

WHO/UNICEF/ILO leadership

Influence of commercial interests

Gender inequality in the workplace

Acceptability of BF in the public space

Decreased infant and maternal morbidity

A3

Social mobilisation

B3 Health promoting social potential and

Availability of peer support (La Leche, Social networks)

Unquestioned incompatibility BF and professional activity

Neglect of fathers' role

Decreased SIDS

A4

Development of individual skills

Confidence in ability to BF
Familiarity of BF within family and friends

C3 Health promoting individual resources and

Geographical and social inequalities in prevalence

Returning to work leads to reduced BF

Contributes to sustainable development

D
Health

Stakeholder mapping and interviews

Stakeholders	Interviews conducted (n)
i. Families	Mothers (15), couples (9), fathers (1 Focus Group and 3 individual interviews)
ii. Companies	Private and public companies (16)
iii. Interest groups	Labour union and employers' association (2)
iv. Public Policy	Policy decision-makers (4)
v. Professionals with breastfeeding expertise	Including: Lactation specialists, early childhood nurse, etc. (1 Focus Group)

Protocol design: Interview themes

A1

Development of health promoting services

A2

Advocacy, cooperation of organizations

A3

Social mobilisation

A4

Development of individual skills

B1 Health promoting services

B2 Health promoting public policy and organizational practice

Access to peer support

Knowledge /confidence

Awareness of and access to BF facilities

Autonomy in working day

Perception of: cultural and social norms; attitudes of employer and colleagues

Fathers' opinions and support

Experience of breastfeeding

Experience of breastfeeding at work: experience & strategies

D
Health

Protocol design: Interview themes

A1

Development of health promoting services

A2

Advocacy, cooperation of organizations

A3

Social mobilisation

A4

Development of individual skills

B1 Health promoting services

B2 Health promoting public policy and organizational practice

Access to peer support

Knowledge /confidence

Awareness of and access to BF facilities

Autonomy in working day

Perception of: cultural and social norms; attitudes of employer and colleagues

Vision of men's role; inclusion/exclusion by professionals

Fathers' opinions and support

Experience of breastfeeding

Experience of breastfeeding at work: experience & strategies

D
Health

Protocol design: Interview themes

A1

Development of health promoting services

A2

Advocacy, cooperation of organizations

A3

Social mobilisation

A4

Development of individual skills

B1 Health promoting services

Awareness of/ attributed importance to law

HR policy

Access to peer support

Knowledge /confidence

Awareness of and access to BF facilities

Autonomy in working day

Implementation of law

Perception of corporate responsibility

Perception of: cultural and social norms; attitudes of employer and colleagues

Vision of men's role; inclusion/exclusion by professionals

Fathers' opinions and support

Experience of breastfeeding

Experience of breastfeeding at work: experience & strategies

D
Health

Protocol design: Interview themes

A1

Development of health promoting services

A2

Advocacy, cooperation of organizations

A3

Social mobilisation

A4

Development of individual skills

B1 Health promoting services

Awareness of/ attributed importance to law

HR policy

Access to peer support

Knowledge /confidence

Awareness of and access to BF facilities

Autonomy in working day

Implementation of law

Perception of corporate responsibility

Perception of: cultural and social norms; attitudes of employer and colleagues

Vision of men's role; inclusion/exclusion by professionals

Fathers' opinions and support

Experience of breastfeeding

Experience of breastfeeding at work: experience & strategies

D
Health

Outcome model of the project

(Base: Swiss Model for Outcome Classification (SMOC) – Health Promotion Switzerland)



Measure 1

Objective 1

Vision 1

Measure 2

Objective 2

Vision 2

Information:
- You can displace, copy, enlarge the boxes as you like.
- Flashes can be added by using Powerpoint Toolbars.