

Circle of Health

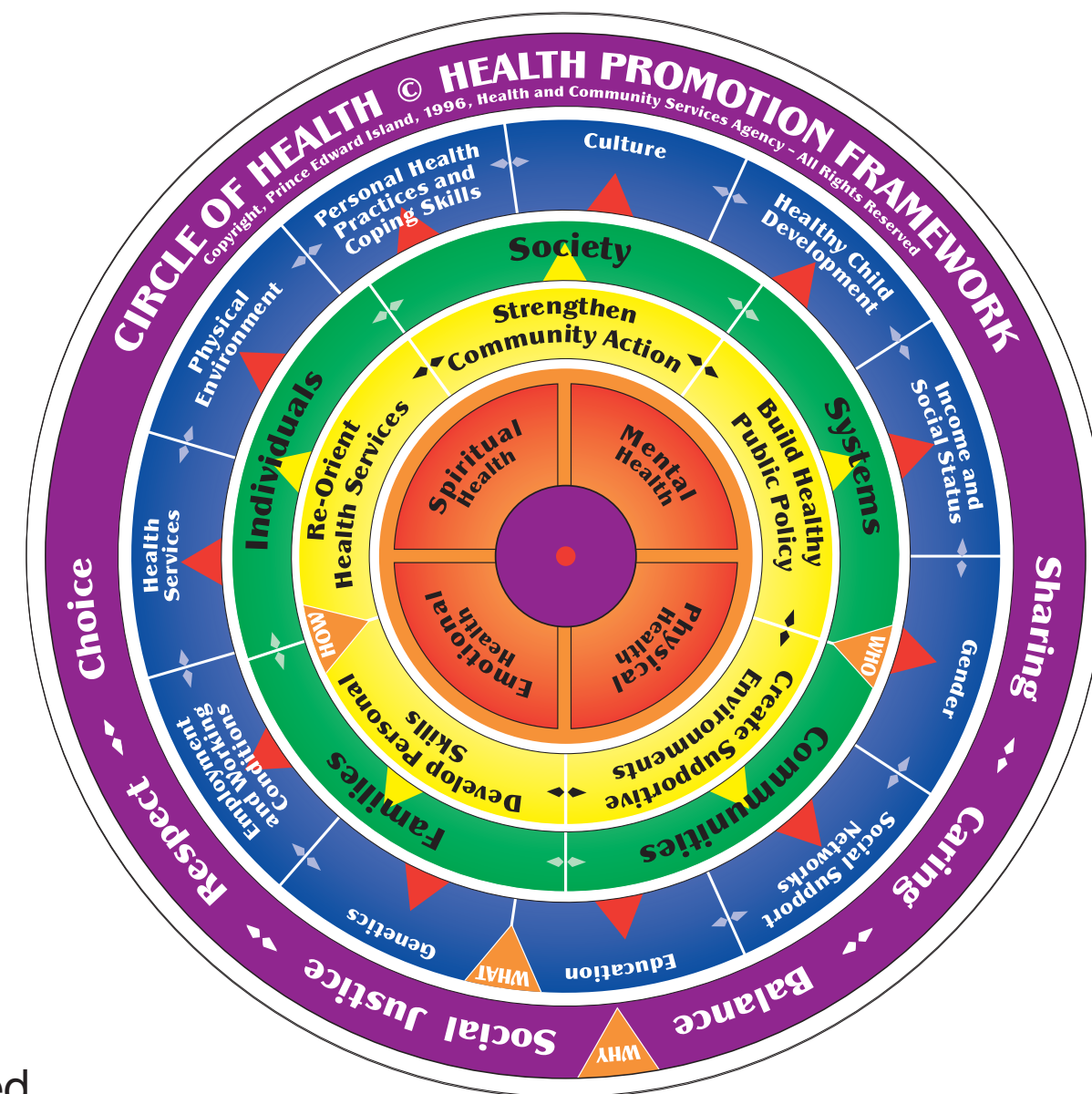
A Unique Knowledge Translation Tool with Global Potential

Patsy Beattie-Huggan – The Quaich Inc. – Charlottetown, Prince Edward Island, Canada

"An excellent piece of work that brings together population health concepts in an understandable and workable model" (Evaluation, 1997)

Evaluation Results:

- 1997: A 12 item questionnaire sent to 108 individuals in 10 Canadian provinces and 7 countries provided quantitative findings. Results: COH used in multiple settings (education, research, planning) in Canada and beyond; of 32 respondents 91% rated the concept and design of COH at 8 or above; 75% rated utility as 8 or above. Qualitative research followed in 1998 through a virtual conference - Sharing the Circle: Telling the Story. Thematic analysis of stories increased KT capacity.
- 2004: A Call for 25 reviewers in each country UK, USA, Australia and Canada, provided positive feedback re relevancy. A website, online workshops, facilitator manual and supplemental KT tools were developed.
- 2014: An evaluation of online workshop series with 16 participants was conducted through analysis of a focus group transcript and online survey. Results: 100% found they learned from the online workshops, 91% regard the COH as useful to engage others and 83% found it beneficial to address social justice and health equity.



*"Don't change the words
Teach us what they mean"*

(People First, 1996)

Lessons learned:

The Circle of Health (COH) is a translational tool for health promotion. Its international uptake and current relevancy teach us that tools based on values, validated with multiple stakeholders with attention to culture and literacy, can have universal application. COH meets the need for translational tools to implement WHO Declarations: it is relevant to practitioners, educators, researchers, policy makers, and the general public.

Refinement in knowledge translation (KT) methods, and evaluation of utility has been essential to its longevity.

Going Forward - As of 2018, over 10,000 copies of the Circle of Health have been distributed in English and 700 copies in 5 other languages. Workshops have been held, facilitators trained and stories gathered. As a model of best practice the Circle of Health has global potential as the "people's framework". It appeals to a wide range of learning styles, prompts innovative approaches, and can be used with any level of education

Problem: 1994-95 During broad health reform in Prince Edward Island, Canada: it was difficult to translate written health promotion documents into practice for new disciplines and sectors embraced by the health umbrella.

Developed: 1995-1996 in a unique consultative process designed to generate a shared understanding of health promotion amongst many sectors who were working together.

Process: Led by a progressive civil society-government collaboration. COH was developed, validated, and evaluated using principles of community development, adult education and qualitative research.

Validation and Redesign: Multiple stakeholders, inclusive of Aboriginal elders, self-help groups, people with intellectual disabilities validated the concept; recommended adding First Nations Medicine Wheel, determinants of gender and culture, plain language materials.

THE **Quaich** INC.

Consulting & Marketing of Health Innovations

Contact:
Patsy Beattie-Huggan
25 Bolger Dr, Charlottetown
PE C1A 7T2
(902) 894-3399
patsy@thequaich.pe.ca
www.circleofhealth.net