

DISSERTATION SUMMARY

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## Participatory methods for Inuit public health promotion and programme evaluation in Nunatsiavut, Canada

Manpreet Saini

Department of Population Medicine, University of Guelph, Guelph, Canada

### ABSTRACT

Engaging stakeholders is crucial for health promotion and programme evaluations; understanding how to best engage stakeholders is less clear, especially within Indigenous communities. The objectives of this thesis research were to use participatory methods to: (1) co-develop and evaluate a whiteboard video for use as a public health promotion tool in Rigolet, Nunatsiavut, and (2) develop and validate a framework for participatory evaluation of Inuit public health initiatives in Nunatsiavut, Labrador. Data collection tools included interactive workshops, community events, interviews, focus-group discussions and surveys. Results indicated the whiteboard video was an engaging and suitable medium for sharing public health messaging due to its contextually relevant elements. Participants identified 4 foundational evaluation framework components necessary to conduct appropriate evaluations, including: (1) community engagement, (2) collaborative evaluation development, (3) tailored evaluation data collection and (4) evaluation scope. This research illustrates stakeholder participation is critical to develop and evaluate contextually relevant public health initiatives in Nunatsiavut, Labrador and should be considered in other Indigenous communities.

### ARTICLE HISTORY

Received 29 May 2017  
Accepted 10 June 2017

### KEYWORDS

Participatory methods; Inuit; Nunatsiavut; whiteboard video; evaluations

### Funding

This work was supported by the Nasivvik Centre, CIHR/NSERC/SSHRC and IDRC Tri-Council Initiative on Adaptation to Climate Change, Indigenous Health Adaptation to Climate Change (IHACC) [IDRC File nos. 106372-003, 004, 005], the Arthur D. Latornell Scholarship and the Queen Elizabeth II Graduate Scholarship in Science and Technology (QEII-GSST) Program.



**CONTACT** Manpreet Saini  [msaini01@uoguelph.ca](mailto:msaini01@uoguelph.ca)

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