

Identifying the potentials of the Place Standard tool in municipal health promotion in Europe

Patricia Tollmann

P Tollmann¹, D Kaczmarczyk¹, M Kuchler¹, H Köckler², J Leimann¹, V Mielenbrink¹, M Rauscher¹, E Quilling¹

¹Department of Applied Health Sciences, University of Applied Sciences, Bochum, Germany

²Department of Community Health, University of Applied Sciences, Bochum, Germany

Contact: patricia.tollmann@hs-gesundheit.de

Background:

Municipal health promotion provides the opportunity to promote health equity and to design health-promoting living environments by developing individual strategies. The Place Standard tool is a participatory instrument to identify needs by asking citizens to evaluate their living environment. It is increasingly being implemented and recommended on an international level. The aim of the study was to identify the potential of the Place Standard tool for the development of strategies in a municipal context as well as to identify facilitators and barriers when designing these.

Methods:

Within a qualitative study design, nine guided interviews were conducted with international experts who have applied the tool at a municipal level in Europe. The interviews were recorded, subsequently transcribed and analysed using MAXQDA software. The analysis was based on a qualitative content analysis according to Mayring, using a deductively developed category system.

Results:

A total of 355 statements were analysed. Some refer to the fact that a comprehensive needs analysis is enabled by the Place Standard tool, empowerment can be promoted and that the development of strategies can only be carried out with follow-up work. Furthermore, some facilitating factors, e.g. participation and intersectoral cooperation, were described. Mentioned inhibiting factors are e.g. lack of support from political decision-makers and the Covid 19 pandemic.

Conclusions:

The results of the research indicate that the Place Standard tool can be used to identify priorities for action regarding the needs of the population at a municipal level. They show that a successful strategy development for municipal health promotion strongly relies on the application of the tool in an overall process.

Key messages:

- The Place Standard tool can be used to analyse needs at a municipal level.
- In order to develop sustainable strategies for municipal health promotion, it should be applied in an integrated process.