

Poster – #EIE2021

Preferred characteristics of a health promotion program according to employees with a low and medium level of education: a mixed-methods study

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Research aim

This study aims to explore the preferred characteristics of a health promotion program according to employees with a low and medium level of education.

Methods

This study consists of a mixed-methods design. First, 255 employees with a low and medium level of education filled in an online questionnaire on participation in a health promotion program. Furthermore, 220 employees with a low and medium level of education filled in the questionnaire in a face-to-face panel. Second, the results of the questionnaires were discussed in five focus group interviews. They served to explore the preferred characteristics of a health promotion program in greater detail.

The data analysis involved both a quantitative and qualitative analysis of the data. First, the quantitative analysis involved descriptive statistics to describe the preferred characteristics of a health promotion program according to the employees. Further, the analysis checked for differences between demographic subgroups in terms of their preferred characteristics by means of a multinomial logistic regression analysis. Second, the qualitative analysis involved the verbatim transcription of focus group interviews and the usage of a modified grounded theory approach. Focus group interviews were coded independently by two researchers and a code tree was developed in consensus. Accordingly, the data were analyzed.

Key findings

Preliminary quantitative findings indicate that 36.8% of the 475 employees (n=175) in both panels wanted their employer to offer a health promotion program. Main conditions under which the program should be implemented were participation during working hours and coverage of costs by the employer. Preliminary qualitative findings showed divergent reasons for participation during working hours and showed confirmative findings regarding the coverage of costs by the employer.

Discussion

Can these results contribute to the implementation of health promoting activities in other real-life settings? How can the results of this study be implemented in a way that suits individual needs?