

Improving participation of hard-to-reach older people in diet interventions: the INVITE strategy

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CONCLUSION

- The INVITE strategy was designed to improve participation of hard-to-reach individuals to existing health prevention programs on diet and physical activity made of collective workshops dedicated to older people.
- The formative evaluation showed that the INVITE strategy was positively perceived by older people and social workers, but that adjustments need to be made to improve home visits acceptance rate.
- The attendance rate to the collective workshops will now be evaluated.

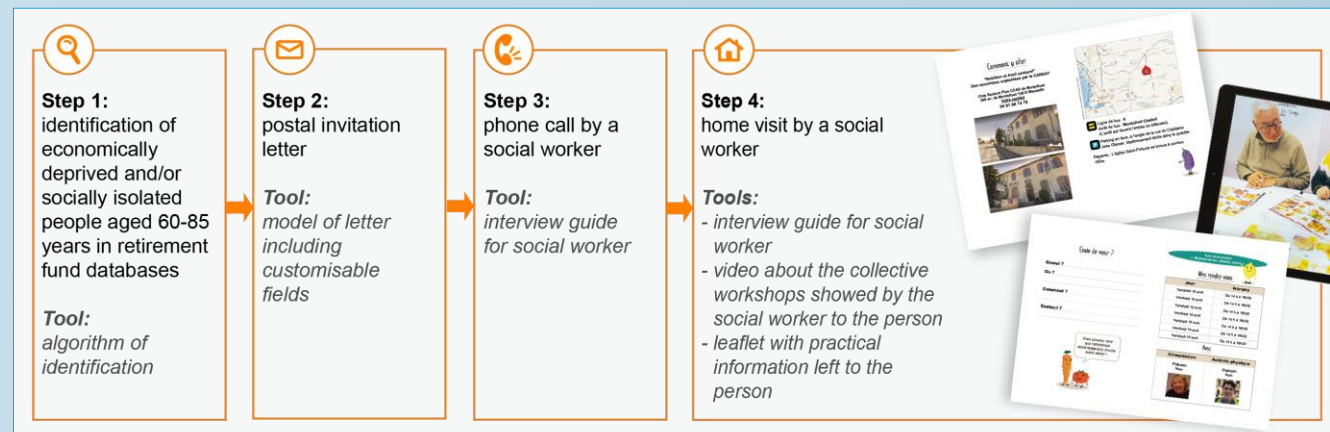
BACKGROUND

- A lot of health prevention programs promoting healthy eating and physical activity target older people.
- In France, they often take the form of free collective workshops combining diet and physical activities.
- But older people with low socioeconomic status (SES) and/or experiencing social isolation do not participate to these workshops.
- This worsens social inequalities in healthy aging.

METHODS

- Based on results from a literature review, and qualitative interviews with older people and social workers, we developed the INVITE strategy and its tools using the Behaviour Change Wheel framework [1] as a guide.
- The strategy includes 4 steps (Fig. 1).
- The formative evaluation used questionnaires (closed and open-ended questions) completed by two social workers between April and June 2019 in Southeastern France.

Fig. 1. The INVITE strategy: steps and tools



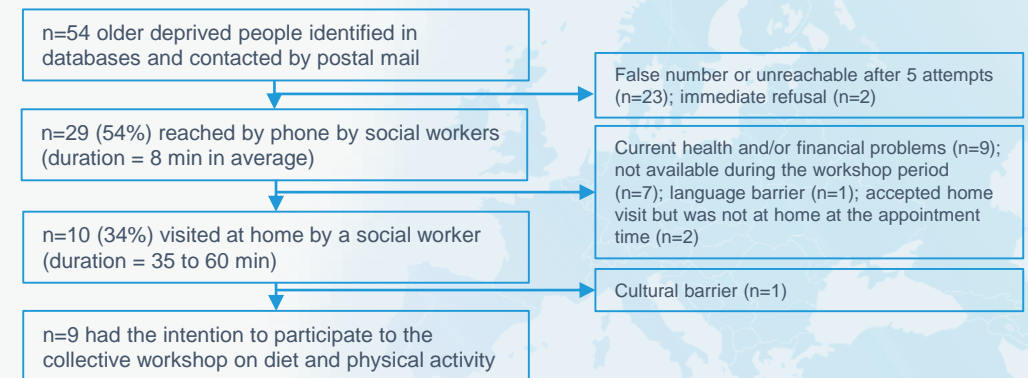
OBJECTIVES

- The objective of the present study was to design, pilot and perform a formative evaluation of an active recruitment strategy called 'INVITE'.
- The INVITE strategy aims at increasing the participation of hard-to-reach people in existing health prevention programs on diet and physical activity made of collective workshops dedicated to older people.

RESULTS

- Of the 29 persons reached by phone, 25 reported being interested by the collective workshops.
- Among the 9 persons who had the intention to participate to a diet and physical activity workshop, the main motivating factors were that: workshops were free, perceived as friendly, as an opportunity to "go out" and to receive dietary counselling to improve diet quality with no additional cost.

Fig. 2. Results from the formative evaluation of the INVITE strategy (Southeastern France, 2019)



References

[1] Michie S, van Stralen MM, West R. The behaviour change wheel: A new method for characterising and designing behaviour change interventions. *Implement Sci.* 2011;6(1).

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