Scaling up health promotion innovations focused on equity: the relevance of the concept of "frame"

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1- Context

- Public health preoccupied with successfully scaling up innovations
- Evolution of innovations has to be understood to ensure scaling up success

Objective

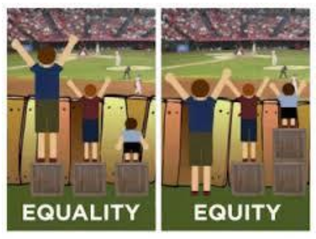
➡ To demonstrate the « frame » concept's relevance for the scaling up of health promotion innovations focused on equity (HPIE)

2- Scaling up

Organizational process of expansion of promising innovations [1-3]

- ➢ increasing impact and sustainability
- ➢ from sparse innovations to programs

- ↑ the number of actors ⇨ **evolution**
- May impact the way it successfully addresses the social determinants of health inequalities



3- « Frame » concept

- Sociology, symbolic interactionism perspective, and Goffman's seminal work *Frame analysis* (1974) [4]
- Interpretation schemes linked to disciplinary perspectives, ideologies, political and historical contexts, individual subjectivities[4,5]
- Giving rise to certain conceptualizations of issues

Entman's 4 dimensions of frames [6]
1- Particular problem definition
2- Specific causal interpretation
3 -Judgement on problem sources
4- Solutions proposed

- Notably used for health care delivery, preventive messages, health disparities/stigmatization [7-11]
- A gap in its use regarding scaling up

4- Scaling up and frames

- Importance of issues' conceptualization for public action and programs: inertia or catalytic effects towards social change [12]

- Scaling up process:

New contexts: heterogeneous actors from multiple sectors

Expansion and consolidation of action netwoks

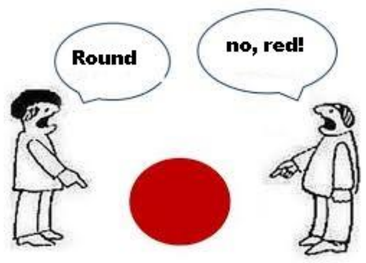
Public health leads the process

Ongoing process of learning

Integration into the routines of health organizations

Precision / ''crystallization'' of actions around specific roles

- Negociations regarding conceptualizations pertaining to HPIE



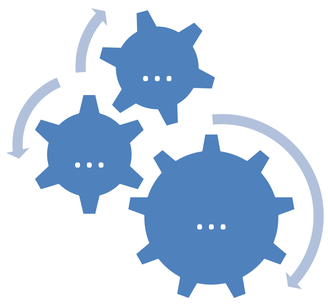
Necessity to understand:

- What are the differences in frames at key moments of the scaling up process

... in written documents guiding HPIE

... in what is being said

- How public health leading actors influence this evolution in their actions



5- Conclusion

The frame concept allows to:

- ➢ consider scaling up starting from relations between actors
- ➢ follow HPIE evolution in terms of differences in conceptualizations of issues
- ➢ foster knowledge development on public health's role regarding this evolution

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