

Participatory methods in Rigolet: Evaluation of Inuit health programs and collaborative development of a whiteboard video for health promotion

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Background

Indigenous populations face great health disparities within all countries which can be attributed to differences in social, cultural, political and economic factors^{1,4}. Public health interventions that are culturally and locally relevant often lead to greater success than ones that are not^{5,9}. Inuit culture is heavily oral and visual, and this is important for effective programs and interventions⁸. Using both these cultural aspects and community participation can generate culturally relevant interventions and tools such as digital storytelling or whiteboard animation videos^{2,3,7}.

Community: Rigolet, Nunatsiavut

Rigolet is a small, remote community located in Nunatsiavut, Labrador. It has a population of about 305 people and 85% of the population identify as Inuit¹⁰. Incidence rates of acute gastrointestinal illness (AGI) in Rigolet are some of the highest reported in the global literature⁶.

Research Objectives

- I. Co-develop a whiteboard video with Inuit youth and community members to share public health information
- II. Co-develop an evaluation framework for Inuit health programs using participatory methods
- III. Assess the development and use of the video using the evaluation framework

Methods

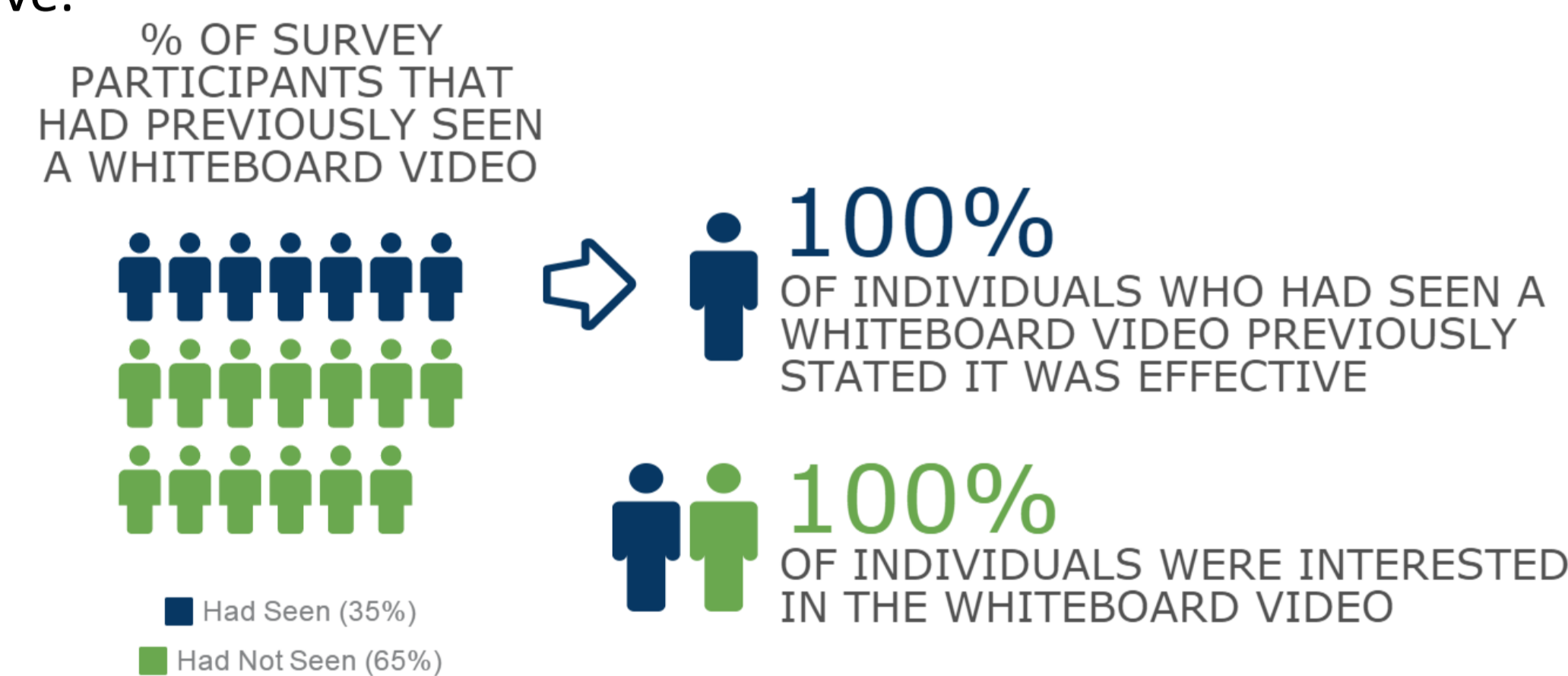
This project involves qualitative research and participatory methods to (i) explore perspectives on community participation in public health program evaluation and (ii) receive feedback and input on the whiteboard video about AGI.



Youth developing the character and storyboard for the video. Photo Credit: Inez Shiwak

Preliminary Results

Based on the surveys, whiteboard videos were considered interesting & effective.



Interview and focus group participants expressed positive responses (e.g. “like”, “interesting”, “good”) to the whiteboard video. Larger text indicates word was used more often.



Interview and focus group response to community participation in evaluation:



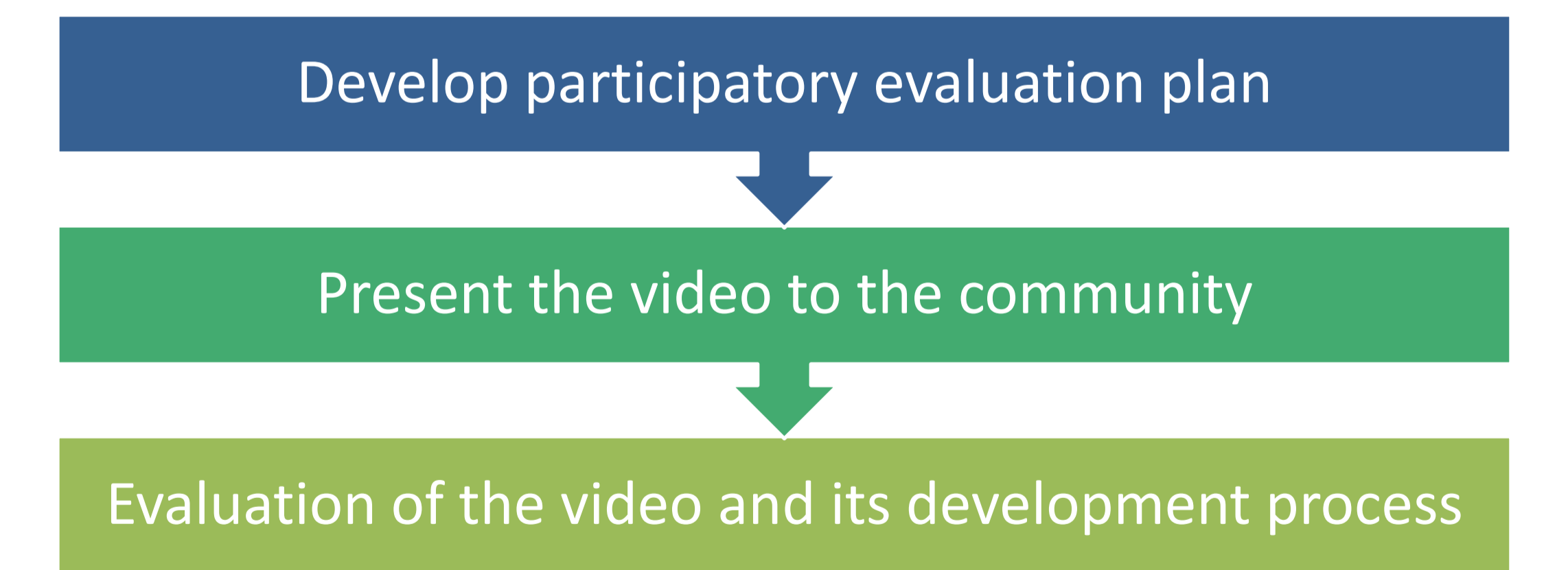
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Discussion & Implications

Preliminary results indicate the whiteboard video is an interesting and potentially useful medium to share health information. The whiteboard video has been found useful in disseminating research results when developed with community participation². Evaluation of the video, once it is produced, will indicate (i) its effectiveness in sharing health information and (ii) key factors that make it effective or ineffective. Discussion with community members and government employees has indicated evaluation and the ability for community members to provide feedback on health programs is essential. Continued analysis of the data will provide insight into the extent of community participation in the evaluation framework.

Overall, the whiteboard video evaluation can inform the use of community focused public health interventions and the use of novel tools to share public health information. Additionally, it can demonstrate the potential use of whiteboard videos in other Northern Inuit communities to address health disparities. The evaluation framework could help governments demonstrate impact of these interventions and refine future policy and practice initiatives.

Next Steps



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