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## **Same same but different: A comparison of cross-sectorial and area-based health promotion approaches in Finland and the UK**

Innovative approaches for health governance such as 'Health in all Policies' (HiAP) often suffer from an implementation deficit. The reasons for this relate, on the one hand, to a rather technical understanding of HiAP key aspects such as capacity building and intersectoral action. On the other hand, the HiAP approach ambitiously assumes to systematically take into account the health implications of decisions as a precondition for policymaking. This presentation will not challenge the HiAP approach in general; however, it will be argued that a deep understanding of local particularities (e.g. involved stakeholders and available resources) and context factors (e.g. administrative and cultural systems) is required to turn unhealthy into health-promoting environments. Moreover, rather than being a linear activity, the improvement of public health seems to be the result of a bundle of measurements for urban renewal and community building. The latter will be demonstrated by comparing and contrasting findings from two case studies of area-based health promotion: the anti-obesity program in Seinäjoki (Finland) and the Children's Community Approach in Collyhurst, a deprived district of Manchester (UK). Drawing from 32 semi-structured interviews (in total) with school governors, local administrators, teachers, social workers, health practitioners and parents in Seinäjoki and Manchester two research questions will be investigated: i) What kind of local health promotion networks emerge? and ii) How are public health issues and challenges shaped by local contexts? Findings reveal barriers and facilitators for interdisciplinary cooperation at the interface between social environments (e.g. local communities and neighbourhoods) and welfare arrangements. Moreover, crucial elements for the design of area-based and cross-sectorial health promotion programs will be identified.

### **Short bio**

Dr. Benjamin Ewert is employed as a senior researcher at Heidelberg School of Education (a joint venture of Heidelberg University and Heidelberg University of Education). There he is part of the research cluster Society & Health. Benjamin's main research interests are health promotion and health politics, social innovations, (local) welfare systems, service users and user organizations.