

## Title

*Salutogenic window of opportunity in nutrition promotion*

## Co-presenters

Laura Bouwman, PhD, RD and Emily Swan, MSc, RD

## Summary

In spite of a seemingly limitless food supply, not all people have developed poor eating habits and subsequently overweight. These so-called “positive deviants” have also been identified in people of lower socioeconomic status with heightened risk for developing obesity. Why is it that in the face of constant challenges of an ‘obesogenic’ society, there are resilient people who are able to beat the odds and combat the obesogenic environment around them? The Salutogenic framework can help answer this question as it is a solution oriented approach which searches to answer the question ‘what creates health’ rather than ‘what causes disease’. In this breakout session, we will discuss Antonovsky’s Salutogenic Framework and how it offers a window of opportunity for enabling healthy lifestyle practices and nutrition promotion. During this interactive session, participants will have the opportunity to practice Salutogenic thinking through discussion, group exercises, and case studies.

## Brief outline of the session

1. Introduction
  - a. Introduction of presenters: who we are and what we do
  - b. Objectives of session
2. Overview of Salutogenic framework
  - a. Origins of the framework
  - b. Antonovsky: the father of Salutogenesis
  - c. Comparison of Salutogenic framework with pathogenic approaches
3. Salutogenic Evidence
  - a. Present evidence base of Salutogenesis in health research
  - b. Implications for research, policy, and society on taking Salutogenic approaches in supporting people in making healthy choices
4. Group exercise
  - a. Group work on case studies
  - b. Participants present case studies
5. Closing and questions

## Learning objectives for participants

At the end of the session, participants will be able to...

1. Illustrate an overview of the Salutogenic framework and how this approach fundamentally differs from pathogenic approaches in nutrition and health research.
2. Describe how the Salutogenic framework can be utilized in studying, understanding, and supporting food choice and eating for health.
3. Apply Salutogenic thinking in research, interventions, or health promotion practice.

## Presenter biographies

*Laura Bouwman, PhD, RD*

Dr. Bouwman is assistant professor at Wageningen University in the Netherlands and holds an MSc in Human Nutrition. After working as a communication manager, she returned to Wageningen University and received her PhD in Communication Science. She joined the Health and Society chair group at Wageningen University in 2010 to do research on innovative approaches to nutrition promotion. The theoretical framework of salutogenesis is the starting point for her research on new strategies to combat obesity and other issues resulting from contemporary food choice.

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*Emily Swan, MSc, RD*

Emily Swan is a PhD candidate at the Health and Society chair group at Wageningen University in the Netherlands. She holds an MSc in Nutrition and Health from Wageningen University (graduated 2011) and is a registered dietitian. Emily has extensive international experience in the United States and United Kingdom where she worked as a dietitian in obesity interventions and family nutrition promotion. Her PhD research focuses on the patterns and mechanisms that stimulate healthy eating, lifestyle behaviors, and obesity resilience within people's social and physical contexts.

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