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Stakeholder engagement in intervention design in a community-based nutrition and physical activity promotion intervention targeting disadvantaged mothers in Australia

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Objectives: Community-based public health interventions are often criticised because they do not reach those most in need of the intervention. Target group and stakeholder engagement in intervention design and resource allocation decision making is a central theme in community development approaches to public health. This sharing of decision making regarding interventions serves to increase target group participation and ownership of interventions and empower communities to help themselves. This study trialled a process of stakeholder and target group engagement conducted as part of intervention design in a community-based nutrition and physical activity promotion project targeting young and disadvantaged women and infants in the Gold Coast community, Queensland , Australia..

Methods: Stakeholder engagement was facilitated by a modified nominal group series, that encouraged discussion and assessment by stakeholders about a portfolio of intervention options against a range of assessment criteria reflecting feasibility and effectiveness. The portfolio of interventions were developed based on determinant analysis facilitated by earlier community consultations with stakeholders and the target group, intervention research and service review. Discussions and ratings from each of the nominal group sessions was then analysed qualitatively and quantitatively to assist intervention modification and prioritisation.

Results: Participants in the stakeholder consultation and feasibility testing process qualitatively identified a broad range of strengths and weaknesses associated with each intervention concept that has supported quantitative ratings of intervention feasibility. This data has assisted prioritisation of intervention planning and implementation. **Implications &**

Conclusions: The utility and importance of this shared decision making and stakeholder feasibility testing appears to have contributed to capacity building at a local community.