



School of Public Health and Community Medicine

Research Project

Project title: Health promotion and social business : an exploratory study

Background / rationale: To effectively address inequities in health it is widely recognised that the social determinants of health (SODH) should be a key focus of health promotion research, learning and action (Carey and Crammond 2015; Marmot 2005; Marmot et al. 2010). Burgeoning research indicates that social business presents a pioneering model to address the economic, social and political factors that drive health inequities (Mason et al. 2015; Roy et al. 2014). Evidence indicates that most effective health promotion social enterprise can reduce health inequities by targeting multiple levels of social and economic change, by improving access for disadvantage groups to employment and employment opportunities (Barraket and Archer 2010; Ferguson and Xie 2007), facilitating access to and utilisation of health and other wellbeing services (Barraket 2013), increasing networks between diverse groups of people (Cheng 2015; Munoz et al. 2015) and stimulating local economies of low socio-economic areas to promote community wellbeing (Berkes and Adhikari 2006; Eversole et al. 2013). Whilst there is evidence of the potential of social business to improve health status and living conditions for disadvantage groups, there is not yet research focussing on specifically using a social business approach within health promotion. The student will work directly with the Yunus Social Business for Health Hub during this project. See <https://sphcm.med.unsw.edu.au/yunus-social-business-health-hub>

Aim: The overall aim is to systematically identify and review health promotion and social business literature to explore the extent to which the two approaches are, or could be linked; source examples of programs wherein the two approaches are merged, or prepare a position paper which would make a case for developing more purposeful social business approaches to health promotion.

Objective: The purpose of this task 1) to perform a systematic review of social business programs operating in health promoting initiatives and/or health promotion initiatives which may lend themselves to a social business approach. 2) identify and critically review the nexus of social business and health promotion programs, establishing a framework for consideration for future initiatives.

Methods: conducted a comprehensive literature search of peer-reviewed and grey literature. Develop a system to assess the potential of social business to support a sustainable approach to health promotion initiatives.

Anticipated outcomes / significance (point form): Develop a manuscript for publication with recommendations for future research or potential program initiatives

If you are interested in undertaking this special research project please contact Anne Bunde-Birouste, ab.birouste@unsw.edu.au