

## 1 Introduction

- In 2008, The (then) College of Occupational Therapists published: 'Health Promotion in Occupational Therapy'<sup>1</sup>
- Health promotion is a process of facilitation where an individual regains control over, and the knowledge to improve his/her health
- **HOWEVER**, the definition of health promotion is widely contested. Thus there is a need to explore the concept in relation to current policy and practice

- The purpose of this study is to critically explore the language of health promotion in a Scottish integrated community occupational therapy team as two well established cultures collide



- Ethical approval was obtained to carry out the study
- Data was collected from three health care policy documents and five semi-structured interviews with health and social care staff (n=5)

- Health and social care teams have, historically, had very different cultures and this has led to a disparity in the way that language is used and defined
- The formation of integrated Community Health and Social Care Partnerships in Scotland has radically changed the way that care in the community is provided<sup>2</sup>



## 2 Methodology

- Language is a form of social practice
- Language creates change and can be used to change behaviour

- A Critical Discourse Analysis (CDA) methodology was used to analyse texts and interview transcripts to explore the impact that health promotion language has on professional practice
- CDA explores how power and ideology are exercised through language
- Fairclough's three-dimensional model is based on the principle that texts cannot be understood or analysed in isolation – they can only be understood in relation to the wider social context
- Fairclough (1992)<sup>3</sup> views social reality as being dialectically related to the social structures and social events that created it

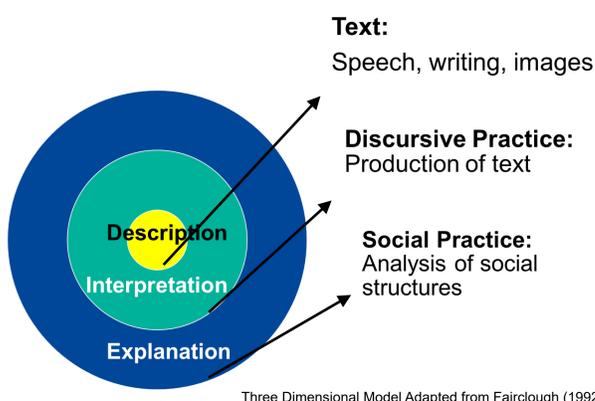
- CDA has no specific set method, but rather offers a set of guidelines

- Fairclough (1992)<sup>3</sup> offers a 'toolbox' from which analysts can create their own method of analysis



- Tools currently being used for analysis are:

- \* **Modality** - explores speaker/writer authority
- \* **Transitivity** - explores agency - 'who does what to whom'
- \* **Genre** - explores ways of acting and interacting during social events
- \* **Pragmatics** - explores meaning, interpretation, inferences and implications



## 3 Initial Findings

"Integration is a political thing- it doesn't happen in practice"  
"Health promotion is everyone's job"

- Clash of cultures between health and social care
- Health Promotion is no longer used in policy documents
- Power struggles exist between policy and practice
- Health promotion is **NOT** well understood

## 4 Analysis

- Example Modality analysis of Health Promotion in Occupational Therapy (2008)<sup>1</sup>
- Twelve modal and semi modal verbs were considered
- Epistemic\* verbs are predominantly used while deontic\*\* verbs are rarely used
- This is symbolic of the power struggle between the occupational therapy profession and the National Health Service (NHS)

Modal Verb	Total Modals	Epistemic Frequency	Deontic Frequency
Can	24		
Could	2	2	0
Dare	0	0	0
May	7	7	0
Might	1	1	0
Must	2	0	2
Need	11		
Ought	0	0	0
Shall	1	0	1
Should	8	1	7
Will	6	5	1
Would	4	3	1
<b>Total</b>	<b>66</b>	<b>19</b>	<b>12</b>

## 5 So What?

- How language is used in an integrated team affects the way that services are provided
- Health and social care professionals need to 'speak the same language'
- Further exploration of health promotion language in practice is ongoing



### References

- 1) College of Occupational Therapists, 2008. *Health Promotion in Occupational Therapy: Guidance Document* London: College of Occupational Therapists.
- 2) Audit Scotland, 2016. *Health and Social Care Series: Changing Models of Health and Social Care* [online]. Audit Scotland [viewed: 22/05/2019]. Available from: [https://www.audit-scotland.gov.uk/uploads/docs/report/2016/nr\\_160310\\_changing\\_models\\_care.pdf](https://www.audit-scotland.gov.uk/uploads/docs/report/2016/nr_160310_changing_models_care.pdf)
- 3) Fairclough, N., 1992. *Discourse and Social Change*. 7th Edition. Cambridge, Mass: Polity Press.

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