

Policy, Systems, and Environmental (PSE) Change Approaches to Health Promotion

Webinar by

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making healthy
communities happen

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DIRECTORS OF HEALTH PROMOTION AND EDUCATION



Who is on the call?



- Program staff
- From community agencies/organizations
- Selected by AHA, APA, or NWA
- To improve one or more of the following:
 - Access to nutritious foods and beverages
 - Access to physical activity opportunities
 - Access to tobacco free environments
 - Access to care for preventive services

Why PSE approaches

- Required by funder
- Considered best practice for maximizing the number of people affected
- PSE changes or improvements are likely to be sustained after funding ends
- Generally cost effective



Why PSE Approaches?

Traditional health education: Highly individualistic.
Affects small number of people

Public health involves affecting large numbers

Passive health promotion: Usually requires less
initiative by individuals

Tobacco

The tobacco industry doesn't bring 30 kids into a room to teach them how to smoke.

The Toronto Star Syndicate; ©King Features Syndicate, by Jim Borgman



What is a Policy?



- A written statement that is binding
- Can be at various levels – organizational, professional, governmental (local, state, federal)
- Include but are not limited to workplace rules, insurance provisions, limitations businesses accept, local ordinances, joint use agreements, school board decisions, agreed upon ways of doing business, standards, state guidance, state regulations, state laws, federal guidance, federal regulations, and federal laws.

Examples of Policies

Tobacco prevention: Smoke-free indoor air ordinances or business policies, taxes

Physical activity: health insurance discounts at fitness facilities, joint use agreements, flex time at work

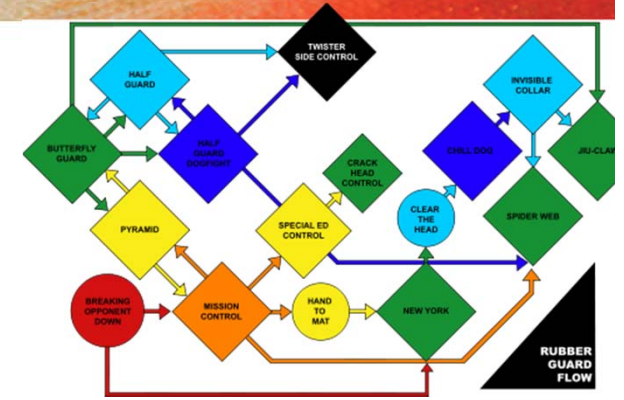
Nutrition: grocer partnerships, institutional food procurement policies, healthy meeting pledges, vending machine options, changes in food preparation requirements, land use zoning



Policy Is Not Lobbying

- It is important to distinguish these concepts
- Information on CDC's anti-lobbying guidelines is another session.

System



A group of interrelated and interacting objects or people (social systems)

- Organizational procedures – personnel, resource allocation, programs, processes
- Defining what is included is the beginning of understanding the relationships and how each affects the other

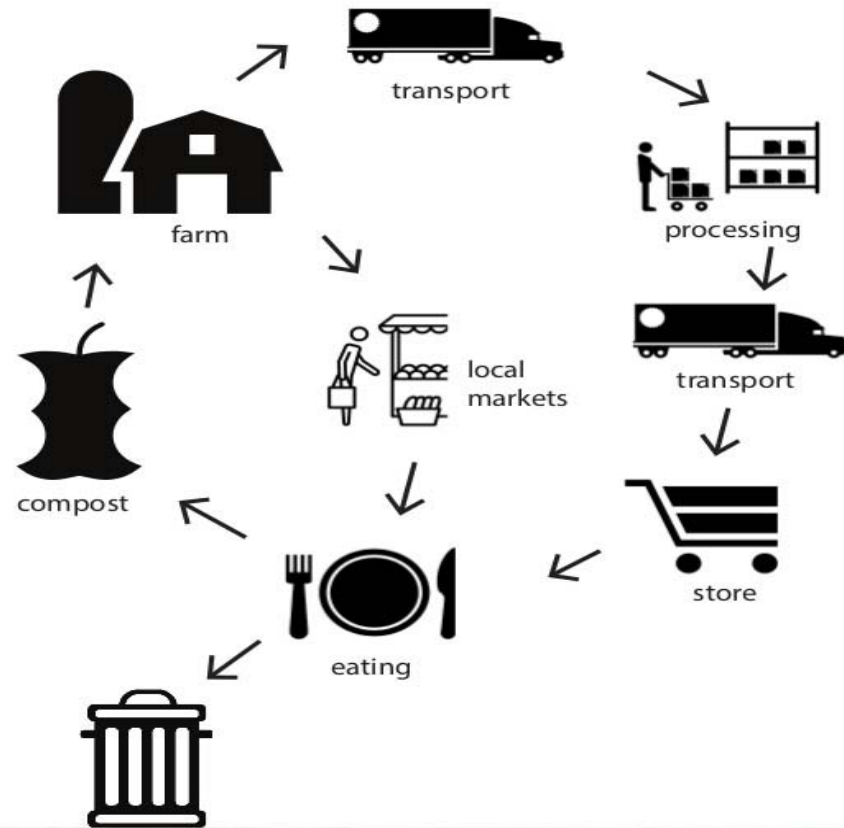
Systems Approach

- Requires defining the interrelated and interacting parts
- Requires defining boundaries – what is part of the system and what is outside the system
- Requires looking at how a change in one part of a system affects the other parts.
- Helps identify partners needed





FOOD SYSTEM DIAGRAM



APPENDIX 1B

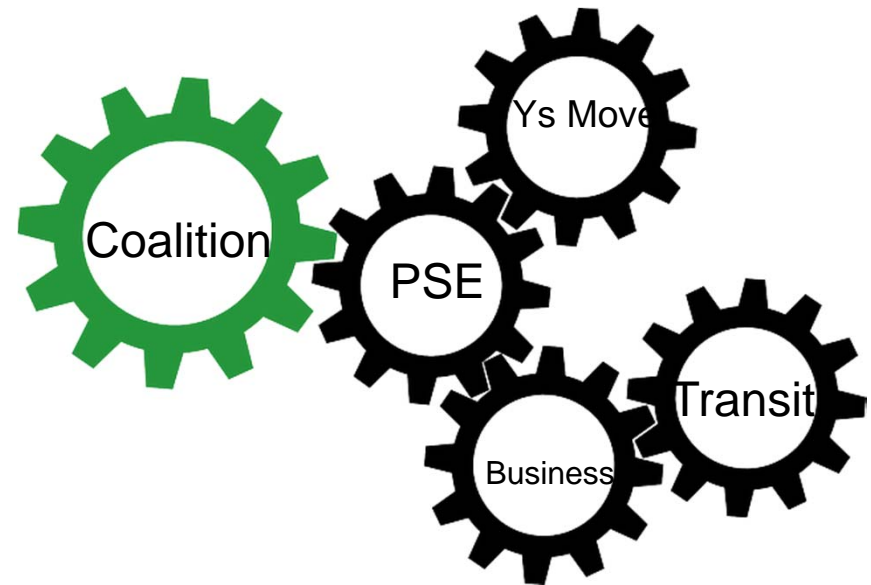
www.campuskitchens.org



Systems Approach Example

- In Columbus Ohio, APA's funded organization is the city health agency.
- It chose to use an existing coalition and apply a systems approach to identifying the interrelationships of a variety of exiting programs in the city – finding ways to integrate them.

Columbus' PSE approach



Built Environment

- The physical makeup of where people live, learn, work, and play
- Examples include homes, schools, businesses, streets and sidewalks, open spaces, and transportation options



Historical example of environmental change approach

John Snow couldn't persuade others that
contaminated water caused cholera

Epidemic killed 616 people; 500 fatal attacks in 10
days near the Broad Street Pump

September 7, 1854: Took research to town
officials, who took the handle off the pump

Outbreak stopped almost immediately



Environmental Change

Not necessary to pass a policy

- Beautifying a stairwell
- Blazing a walking trail
- Temporarily, just putting up a sign (some people have been known to do this stealthily: no smoking stickers, out of order elevator signs)

CDC Stairwell Project

Before



After





Stairwell Project



- Paint
- Carpet
- Artwork
- Music
- Rubber treads
- Numbers



BikeWalk.org





CDC has a Built Environment Assessment Tool

Measures the core features and qualities of the built environment that affect health

www.cdc.gov/nccdphp/dch/built-environment-assessment/index.htm

- Built environment infrastructure
- Walkability and bikeability
- Recreational sites and structures.
- Food environment

Change Lab Solutions' Elements of a Strong Prevention Strategy

- Data-driven & grounded in community
- Ambitious yet politically feasible
- Financially feasible
- Implementation & enforcement are clear & feasible
- Legally feasible
- Addresses health disparities
- Changes people's expectations
- Is one piece in a larger puzzle.

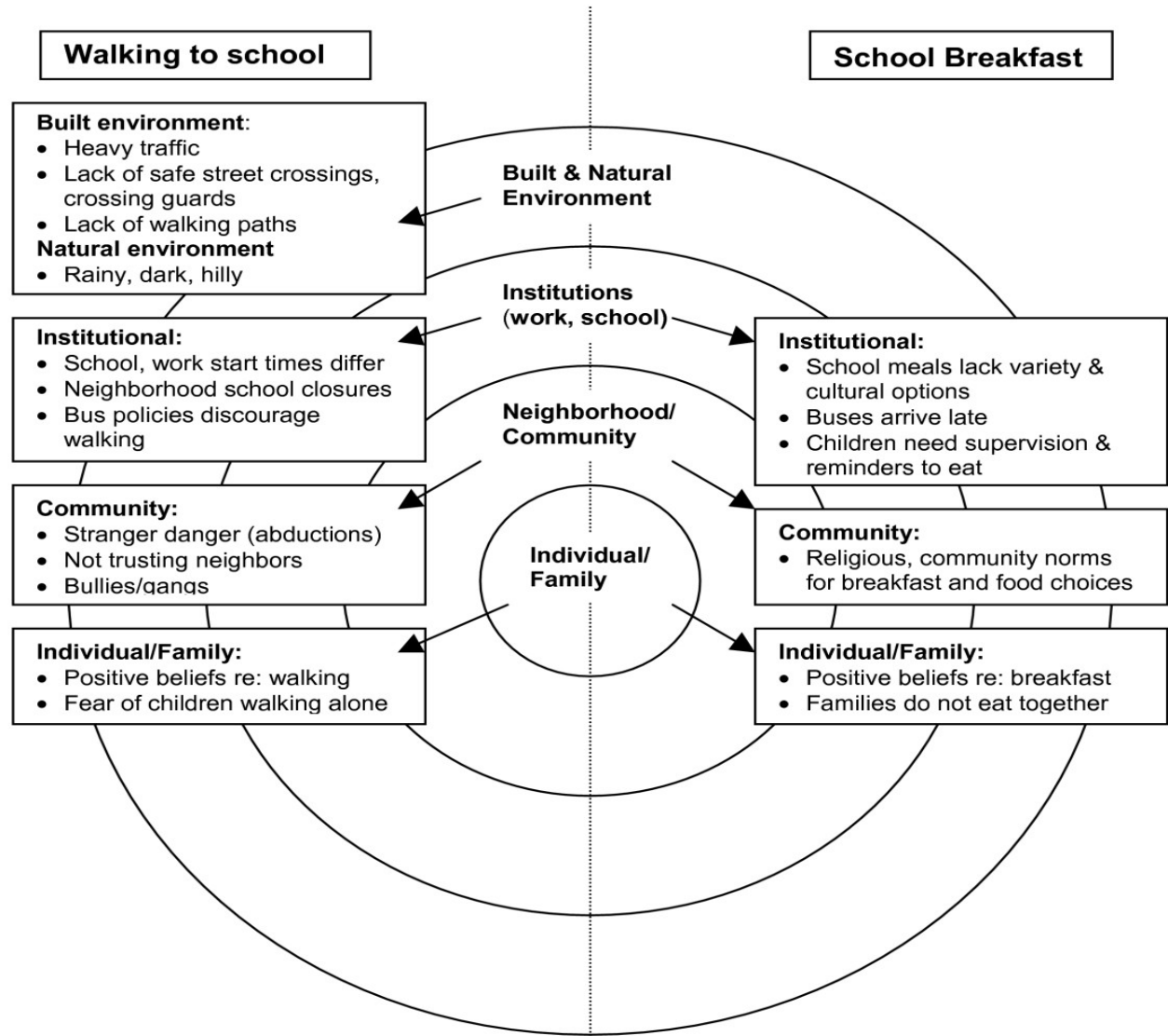


Using a PSE approach

How you define the issue is important

- Consider various options and which are most feasible
- In forming a coalition, consider how you define the system you want to modify and what components are part of that
- Keep varied communities in mind

Responses of three immigrant groups to two proposed PSE solutions





Poll Question 1

Which is a PSE Approach

- a. Doing food demonstrations at a grocery store.
- b. Working with local chefs on menus using WIC approved foods and with grocery store chain to schedule those chefs to do food demonstrations on a regular basis.



Poll Question 2

Which is an example of a PSE approach?

- a. Getting local health insurance group to pay for smoking cessation programs.

- b. Providing counseling to pregnant women in OB offices about the dangers of smoking.



Poll Question 3

Which is an example of a PSE approach?

- a. Offering and promoting a Zumba class at work.
- b. Turning an unused space into a locker room and fitness facility.

Poll Question 4

Which is an example of a PSE approach at a coalition meeting?

- a. Having reports of each program or organization.
- b. Identifying opportunities for cross project work so that the expertise and resources of one or more can enhance or strengthen or expand that of another or so they can find opportunities for joint work instead of competing separate events or projects.

PSE AND Program

Although this funded program takes a PSE approach, making environments and systems more health enhancing requires BOTH policies, systems, and environmental improvements AND programs that function within those frameworks.

- It is not an Either/or

Check with your funder

- This webinar is not intended to tell you what interventions to use.
- AHA, APA, and NWA each have their priorities and will work with you on selecting appropriate PSE approaches for your project.



What examples do you have of PSE approaches for increasing access to healthy food and beverage options, physical activity opportunities, tobacco free environments, access to care?

Another excellent PSE webinar resource is available from Change Lab Solutions at:

<https://www.youtube.com/watch?v=y1KOGPE6150>

QUESTIONS