Presentation Objectives

1. Recognize the challenges of political pressures and their manifestation

2. Identify model processes and resources for public health program planning and implementation

3. Discuss strategies for navigating the political waters to obtain positive outcomes

“Public Health Practice & Political Pressure”

In your world, is this phrase ...

a) A Literary Device?

b) A Tongue Twister?

c) Reality?
Definitions

- The science and art of political government; the conducting of or participation in political affairs, often as a profession (Webster’s New College Dictionary)

- The art or science of government or governing, especially the governing of a political entity, such as a nation, and the administration and control of its internal and external affairs (The Free Dictionary)

- A set of activities associated with governance, organization, and running of public affairs at all levels (A Dictionary of Public Health)

Politics in Public Health

- The art of getting things done, but what is done is not always rational or just

- Essential for public health professionals to comprehend health-related political factors because health and politics are entwined

- “All politics is local.”
  Tip O’Neill, former Speaker, US House of Representatives

- Public Health must be considered primarily local as well because politics are embedded in public health processes
Another Viewpoint

- Science, public health, and politics are not only compatible, but in conjunction, all three are necessary to improve the public’s health.
- Politics refers not simply to partisan issues but to the broader set of policies and systems.
  - Rather, we refer to individual systems of belief that may color a person’s attitudes and actions and that are not necessarily based on scientific evidence.
  - The effect of politics in public health becomes dangerous when policy is dictated by ideology.
- Policy is also threatened when solely determined by science alone, without considerations of social condition, culture, economics, and public will.


Manifestations of Politics

- Politics can help... or hinder
- Will vary depending on situation

Layers of Politics

- State / Federal
- Administration
- County Board / Common Council
- Board of Health
- Citizens
- Staff/others
How to Navigate?

- Stay tuned...

Public Health Planning

Textbook Approaches, In Real Life

- A series of decisions, from general and strategic decisions to specific operational details, based on the gathering and analysis of a wide range of information

- No single “right” way

- Involves a number of different approaches
Models for Public Health Planning

- PRECEDE-PROCEED Model
- MATCH – Multilevel Approach to Community Health
- MAPP – Mobilizing for Action through Planning and Partnerships
- Needs-/Impact-Based Planning Model
- RE-AIM
- APEX-PH – Assessment Protocol for Excellence in Public Health
- SWOT – Strengths, Weaknesses, Opportunities, Threats
- Intervention Mapping
- Strategic Planning

PRECEDE-PROCEED Model

MATCH
Needs/Impact-Based Planning Model

RE-AIM

Other Models
What is Missing?

The Greenfield Farmers Market
A Local Example of Public Health Programming
with Political Impact

Let’s Skip to the End...
Navigating the Political Process
How the Local Project Accomplished its Goals

Let’s Play Guess the Political Pressure Point!
Timeline & Political Pressure

- Mar. 2012 – CHIP is formally adopted
- Oct. 2012 – Started Farmers Market research
- Nov. 2012 – Mayoral budget initiative
- Jan. 2013 – Mayoral edict
- May 2013 - Groundbreaking
- June 2013 – Opening Day!

March 2012

- Get Healthy, Greenfield! is formally adopted by the Board of Health

- Nutrition Focus Area
  - By December 31, 2016, increase the number of healthy eating opportunities within the City of Greenfield.
  - ...  
  - Explore the possibility of a farmers market
  - ...
October 2012

- Conducted Market research
  - Policies
  - Procedures
  - Rules
  - Interviewed local market representative

November 2012

- Mayoral budget initiative

January-February 2013

- Assessment & Planning begins in earnest
- Health Department staff suggest July start date
  - Quickly shot down by high ranking elected official
  - Timeline solidified within City Committee
- "We aren't going to conduct a needs assessment?"
- Information dissemination
  - Community feedback solicited via SurveyMonkey
  - Press releases, website, Facebook page
- Enter "hyper-fast-forward mode"
- Begin to solicit vendors
March-April 2013

- Chose location, date and time for Market
  - Konkel Park
  - Sundays, 10 am – 2 pm
- Recruitment begins for vendors
  - Farmers
  - Food trucks
  - Specialty products – salsas, sauces, dressings
  - Artisans
- Create and fill Farmers Market Manager position
- Become farmers market “experts”

May 2013

- Donation received from the Dan Jansen Family Fest, Inc.
- Groundbreaking event to increase publicity
- Construction begins

June 2013

- Construction completed two days prior!
- Grand opening on Sunday, June 23, at 10am!
- Opened with 26 vendors
- Swelled to 35 vendors in two weeks!
- At 50+ at season’s end!
Navigating the Political Waters: What Worked Well For Us

- Shared common goal and vision but FLEXIBILITY
- Honest and upfront
- Clear, concise communication
- Continual updates to all involved
- Included community feedback
- Inter-departmental relationships

Navigating the Political Waters: Challenges

- Layers of Politics
  - State / Federal
  - Administration
  - Common Council
  - Board of Health
  - Citizens
  - Staff/others
- Resources
  - Staffing
  - Fiscal

Continuous Quality Improvement

- Approval for EBT/SNAP
- Added credit/debit
- Early season Market in May
- Amenities
  - Tables
  - Umbrellas
  - Welcome Arch
  - Recycling
  - Storage shed
- Retained nearly all vendors from 2013
  - Added 6-8 new vendors, including 3 food trucks
Questions?

how
where
why
what
whose
who