The Path from Program to Policy, Systems, and Environmental Change: From Conceptual Model to Real Life Application

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Webinar Objectives

- Discuss a conceptual framework that supports policy, systems, and environmental (PSE) change in communities.
- Share examples within different systems of moving from programs to PSE-level initiatives, including the evaluation of those strategies.
- Provide opportunity for peer learning around experiences and lessons learned in advancing PSE initiatives.
Framework for Addressing Obesity

- Cultural Norms
- Personal Values
- Beliefs & Attitudes
- Policies & Laws

- Home
- School
- Community
- Work Site

- Genetics
- Psychosocial
- Other Personal Factors

Social Norms and Values

Sectors of Influence

Behavioral Settings

Individual and Family Factors

Food and Beverage Industry
- Agriculture
- Education
- Media
- Government
- Public Health
- Healthcare
- Employers
- Land Use & Transportation
- Leisure & Recreation

Prevention of Overweight and Obesity Among Children, Youth, and Adults

Note: Adapted from “Preventing Childhood Obesity.” Institute of Medicine, 2005.
To address obesity and chronic disease, approaches to public health that affect large numbers of people in multiple settings are needed.

These settings include:

- communities,
- schools,
- work sites, and
- health care facilities

Policy and environmental approaches that make healthy choices available, affordable, and easy could be most effective in fighting obesity.

- CDC
What is a Program?

- Activities targeted to individuals or groups to change knowledge or behaviors
- Has a beginning and an end
- Involves curricula &/or training

EXAMPLES:
- Biggest Loser
- School garden
- Health fair or screening event
Defining PSE: What are Policies?

Definition
Interventions that use laws, ordinances, rules, regulations, and/or mandates to affect change in population behavior.

Examples
- Safe Routes to School
- Mandated fitness assessments
- Local food procurement
Defining PSE: What is a Systems Change?

**Definition**
Interventions or changes that leverage the functional components of an organization, institution, or system.

**Examples**
- Implementing the National School Lunch Program across the state school system
- Ensuring a hospital system goes smoke free
Defining PSE: What is an Environmental Change?

**Definition**
Interventions that involve changes to the economic, social, or built/physical environment.

**Examples**
- Bike Paths/Trails
- Traffic calming devices (medians, raised crosswalks, signage, etc.)
- Financial disincentives (higher price for unhealthy foods) or incentives (health insurance discounts)
Framework for Implementing PSE Change

1. Assess the social and political environment
2. Engage and educate key individuals and groups
3. Identify and frame the problem
4. Utilize available evidence
5. Identify policy solutions
6. Build partnerships to facilitate public support
1. Assess the social and political environment

**Description**
- Working to understand the prevailing context in which PSE proposals are considered.
- Identify when policy window opens - processes converge around
  (a) problem recognition,
  (b) policy development, and
  (c) political decision making

**Strategies**
- Gauge public opinion
- Identify hot issues and how they might connect with obesity prevention.
- Identify power brokers and their agenda priorities
- Identify influential networks of political support
2. Engage and educate key individuals and groups

**Description**
- Convening and educating key stakeholders
- Raise awareness of the problem and evidence-based solutions

**Strategies**
- Developing a coalition involving key stakeholders
- Develop an action plan
3. Identify and frame the problem

Description
- Identify and frame an obesity-related problem as a priority
- Connect the problem to public priorities

Strategies
- Use available data
- Develop educational materials that highlight the problem and its causes.
4. Utilize available evidence

**Description**
- Using credible sources of evidence to inform policy formulation.

**Strategies**
- Review evidence-based recommendations
- Consider:
  1) content of policy,
  2) likelihood of PSE adoption, and
  3) the potential impact of a proposed PSE
5. Identify policy solutions

**Description**
- Defining PSE levers to influence food systems or physical activity environments

**Strategies**
- Consider reach, feasibility, acceptability, and cost
- Educate the public, decision makers and other stakeholders
6. Building partnerships to facilitate public support

**Description**
- Engage and educate organizations and individuals who interface with decision makers

**Strategies**
- Educate stakeholders about the problems and possible solutions.
- Educate the public on venues for voicing concerns.
- Participate on an ongoing basis with professionals outside of public health.
Examples from the Delta

1. Assess the social & political environment
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Examples of PSE Change in Different Settings

**Faith**
- Remove vending machines
- Serve healthier foods
- Adopt staff wellness policies
- Install playground or exercise equipment

**Healthcare**
- Hospitals reduce sales of sugar sweetened beverages
- Clinics support farmers markets for the general public
- Implement baby-friendly hospital policies
- Use chronic care model to improve quality of care for co-morbidities

**Schools**
- Implement high quality nutrition standards
- Adopt physical education standards
- Adopt wellness policies for students and staff
- Safe Routes to School Programs
- Farm to School

**Childcare**
- Farm to Preschool
- Adopt wellness policies for children and staff
- Activity breaks
- Reduce screen time and promote activity time
- Install playground equipment
Examples of PSE Change in Different Settings

**Food Systems**
- Farmers markets increase access for SNAP and WIC vouchers
- Incentivize grocery stores to promote healthier products
- Community supported agricultural agreements to low-income communities
- Implement menu labeling regulations for restaurants
- Neighborhood restaurants increase healthy items on menus

**Local Government**
- Cities adopt bike and pedestrian master plans
- Include healthy eating/active living elements in plans
- Adopt healthy vending and meeting policies
- Implement pedestrian safety street improvements to support walking

**Parks**
- Joint-use agreements
- Switch to healthy vending machines
- Offer sessions to target specific groups (women-only swim)
- Install and maintain safe playground and outdoor exercise equipment
- Provide well lit and maintained trails
Disparities: What is driving the problem?

- WHO Commission on Social Determinants of Health
  - conditions in which people are born, grow, live, work, and age are major contributors to health disparities

- Determinants influence health outcomes of individuals & communities including:
  - social, behavioral, environmental, and biological aspects of health.


Schroeder, Steven A., We Can Do Better – Improving the Health of the American People, N Eng J Med 2007 357: 1221-1228
Potential Strategies for addressing Health Disparities

- Culturally-tailored/Community-based Interventions (Kreuter, 2003)
- Change in Food Assistance Policy (Odoms-Young et al., 2013; Hillier et al., 2012; Whaley et al., 2012; Zenk et al., 2012; Andreyeva et al., 2011)
- University Partnerships/Consortium (Delisle et al., 2010)
- Economic Incentives (Kim and Kawachi, 2006; Powell and Chaloupka, 2009)
- Improve Healthy Food Availability (ex. Healthy Fresh Food Financing)

Discussion Question: Why must we consider PSE and Disparities in our obesity initiatives?
Part 2: Shifting from Programs to PSE
### Moving from Programs to Policy & Environmental Change

<table>
<thead>
<tr>
<th>Program</th>
<th>Policy or Environmental Change</th>
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<tbody>
<tr>
<td>Host a Family Fitness Night</td>
<td>Make school facilities available to families for regular physical activity</td>
</tr>
<tr>
<td>Provide a healthy snack</td>
<td>Adopt a healthy snack policy so that all snacks are healthy</td>
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<tr>
<td>Provide health screenings for staff</td>
<td>Establish a school sponsored staff wellness team</td>
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<tr>
<td>Celebrate National Nutrition Month</td>
<td>Provide fresh fruits and vegetables every day on cafeteria serving line</td>
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<tr>
<td>Participate in a walking program</td>
<td>Create a safe routes to school program</td>
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The Path from Program to Policy is rarely...
Sometimes the Path from Program To Policy is...
Sometimes the Path from Program To Policy is...
Community Garden

- Implement Cooking & Shopping Matters program at community, church & school locations
- Conduct taste testings of garden items at local Farmers Market
- Implement “Adopt a Plot” Program
- Restaurant Menu labeling guidelines adopted
- Implement Healthy Meetings policy at school, gov’t, church & community events
- Adopt healthy food guidelines for church and community events
- Offer nutrition education classes at local community centers, parks & rec, churches, farmers markets
- Enact business license incentives for stores w/ 20% of shelf space for healthy food options
- Adopt local food procurement policy at schools, government buildings
- Reduced childhood obesity
- Improved Dietary Intake
- Increased Healthy Food Access
From Individual Behavior Change to Population Level Outcomes: Access to Healthy Foods

- **New Access to Fruits and Vegetables**
  - Within 1 year of policy change

- **Increase in Exposure to Fruits and Vegetables**
  - 2+ years

- **Increase in Fruit and Vegetable Consumption**

- **Decrease in Consumption of Competing Foods**
  - 3+ years

- **Decrease in Childhood Obesity**
  - 5+ years
Examples from the Delta

Food and Nutrition Examples:

- A “Rocky” Path?
- A Smooth Path?
Reduced childhood obesity

Implement complete streets policies in municipality

Adopt complete streets policies for all new development

Implement a safety improvement policy for walkers and bicyclists

Path & sidewalk construction linking schools with nearby residential areas

Post walking & biking signage at school & adjacent neighborhood areas

Conduct school neighborhood walkability audit

Develop a community based walking program, engaging the school in a partnership

Implement Safe Routes to School program

Reduce speed limits and enforce driving laws

Install traffic calming devices & bike lanes

Walking Wednesdays
Evaluating Health Outcomes: Complete Streets

- **New Access to Safe Routes for Active Transportation**
  - Within 1 year of policy change

- Increase in Those Accessing Safe Routes for Active Transportation
  - 2+ years

- Increase in Moderate to Vigorous Physical Activity

- Decrease in Sedentary Behavior
  - 3+ years

- Decrease in Childhood Obesity
  - 5+ years
Examples from the Delta

Physical Activity Examples:

• A “Rocky” Path?
• A Smooth Path?
Setting: Elementary School

Establish School Wellness Council

Implement CSH/CSPAP Models

Implement SRTS policy for students within 1 mile of campus

Host monthly wellness council meetings

Healthy vending items priced lower in all machines

Healthy vending items priced lower in all machines

Survey teachers & staff regarding wellness & health interests

Provide quarterly Health-PA, Nutrition-related professional development for teachers

“No Taking Away Recess” rule established

Implement evidence-based health (CATCH) & PE (SPARK) programs in all classes

Conduct annual fitness assessments on all students and include on report card
Part 3: Peer Discussion & Sharing
Summary

- General discussion
- Q/A
- Thank you for your time!
Webinar Evaluation Survey

Please be on the lookout for the webinar evaluation survey. Your feedback will help us continue to address your TA needs.