

Principles of Success
PSE implementation



Presented by
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Policy Analyst

TIME TO BREAK THE ICE



Lay it on the line

I need another cup of coffee.



Strongly disagree

Strongly agree

I know what PSE stands for.



Strongly disagree

Strongly agree

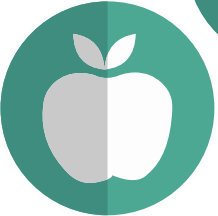
**I have implemented PSE
principles in my community
before this project.**



Strongly disagree

Strongly agree

Healthy communities
for all through better
laws & policies



Disclaimer

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AGENDA

- PSE 101: Theory

- PSE 201: Principles for successful implementation

- PSE 301: Putting it into practice

- Reflection + next steps

AGENDA

Explain the difference between policy, systems, and environmental change



- PSE 101: Theory

- PSE 201: Principles for successful implementation

- PSE 301: Putting it into practice

- Reflection + next steps

AGENDA

*Recall at least
3 principles of
success for
implementing
PSE change*

- PSE 101: Theory

- PSE 201: Principles for successful implementation

- PSE 301: Putting it into practice

- Reflection + next steps

AGENDA

- PSE 101: Theory

- PSE 201: Principles for successful implementation

- PSE 301: Putting it into practice

- Reflection + next steps

Practice creating a step-by-step plan to implement PSE change in your community

PSE 101

Theory



WHAT IS PSE?

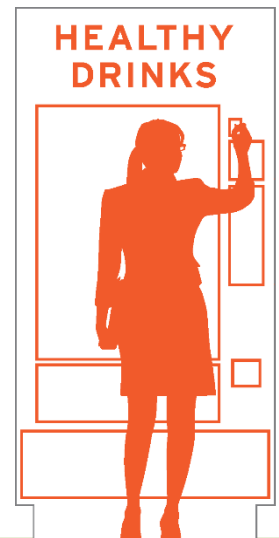
Policy, System &
Environmental
Change

I want to reduce the
sugary drink
consumption of my
co-workers in my
office



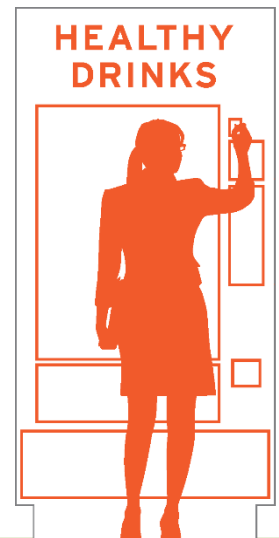
ENVIRONMENT

Physically remove sugary drinks from the vending machine



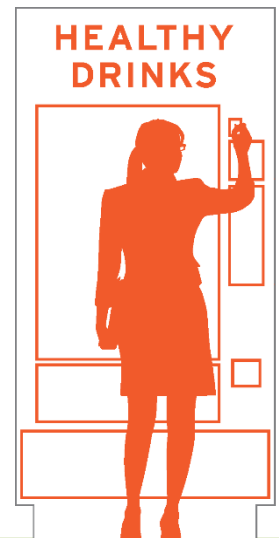
SYSTEM

Ask the person stocking the vending machine only stock healthy drinks in the machine in your break room.



POLICY

Talk to the head of your office and instate a healthy vending policy.



WHAT IS PSE?

SNAP-Ed Guidance definition

Policy Change

Creating or changing a written statement of an organizational position, decision, or course of action. Made in public, non-profit, and business sectors.

System Change

Unwritten, ongoing, organizational decisions or changes that result in new activities reaching large proportions of people. Alter how the organization conducts business.

Environmental Change

Changes to the built/physical, economic, social, normative, or message environments that are visual/observable.

My students don't
walk or take transit to
school.



ENVIRONMENT

Start a walking school to provide a safer route to school.



SYSTEM

The transit agency agrees to setting aside funding for free and reduced-cost youth bus passes for students.



POLICY

Develop a **Municipal Bike and Pedestrian Plan** directing city funding to projects that create and improve pedestrian and bicycle infrastructure in neighborhoods with schools.



Is this policy, systems,
or environmental
change?



A local county government formally writes and implements a plan to only supply fruits and vegetables as snacks in its youth serving programs.



A local business puts out cones to direct traffic away from bikers on a busy street with no bikelane.



Providing food bank participants educational materials about cooking healthier items.

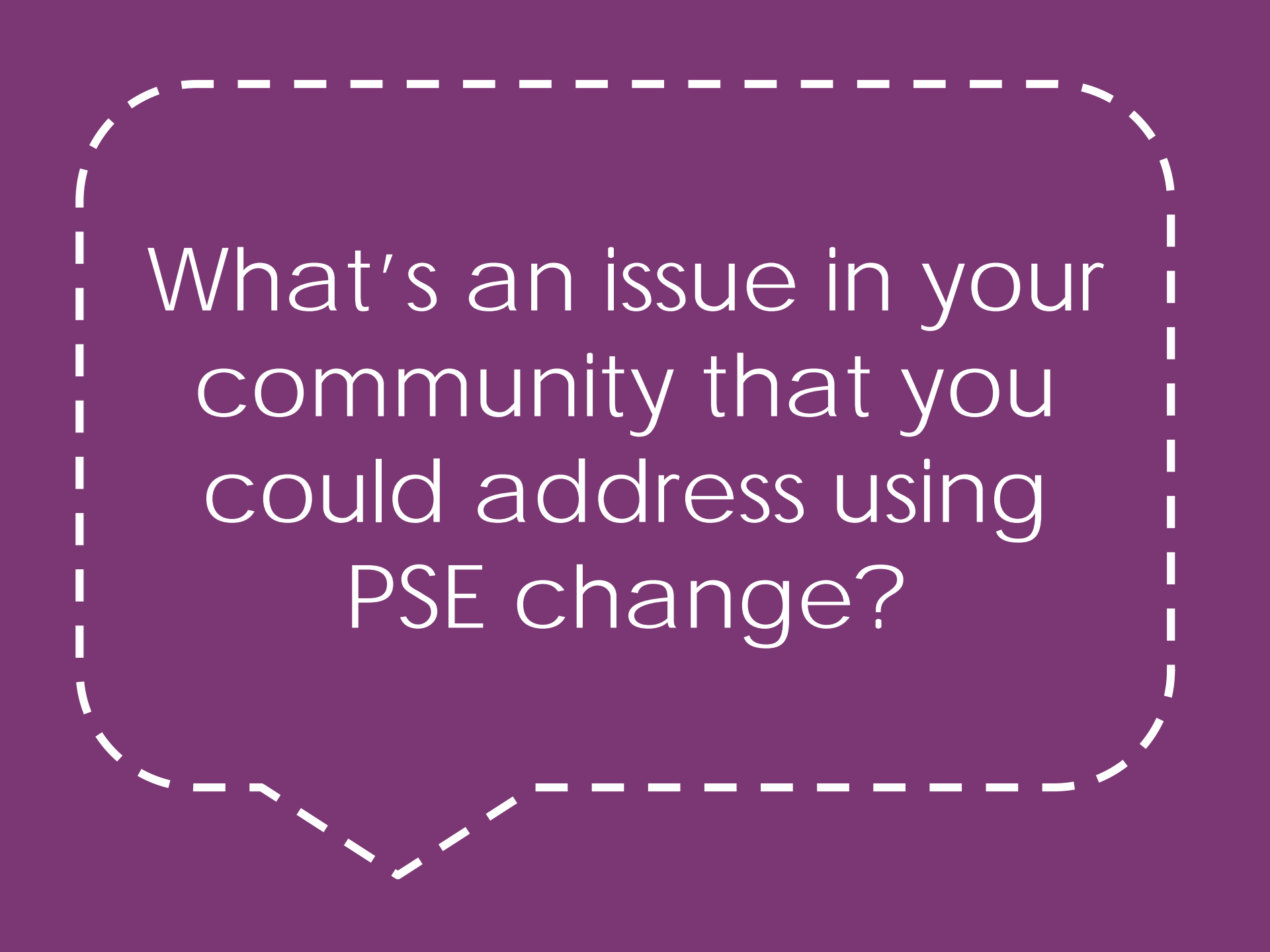


A school principle decides to open their track and field areas after school hours for local community members to use.



Activity:

PSE 101: Theory



What's an issue in your community that you could address using PSE change?

INSTRUCTIONS

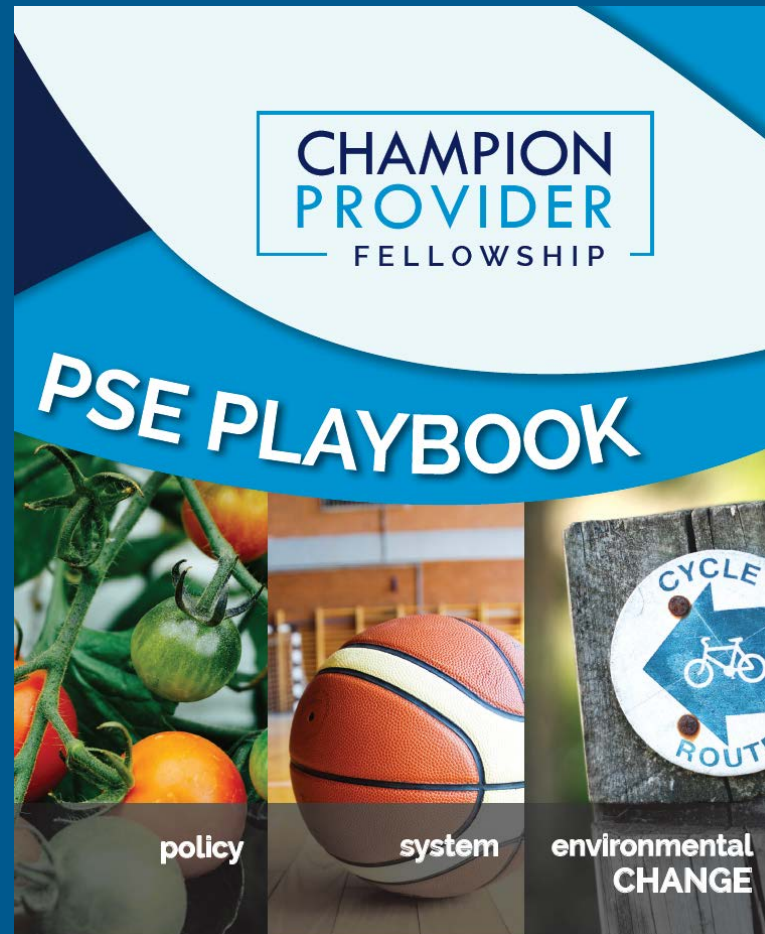
Solo (~ 7-10 min):

- Fill out Box #1 on your handout.
-

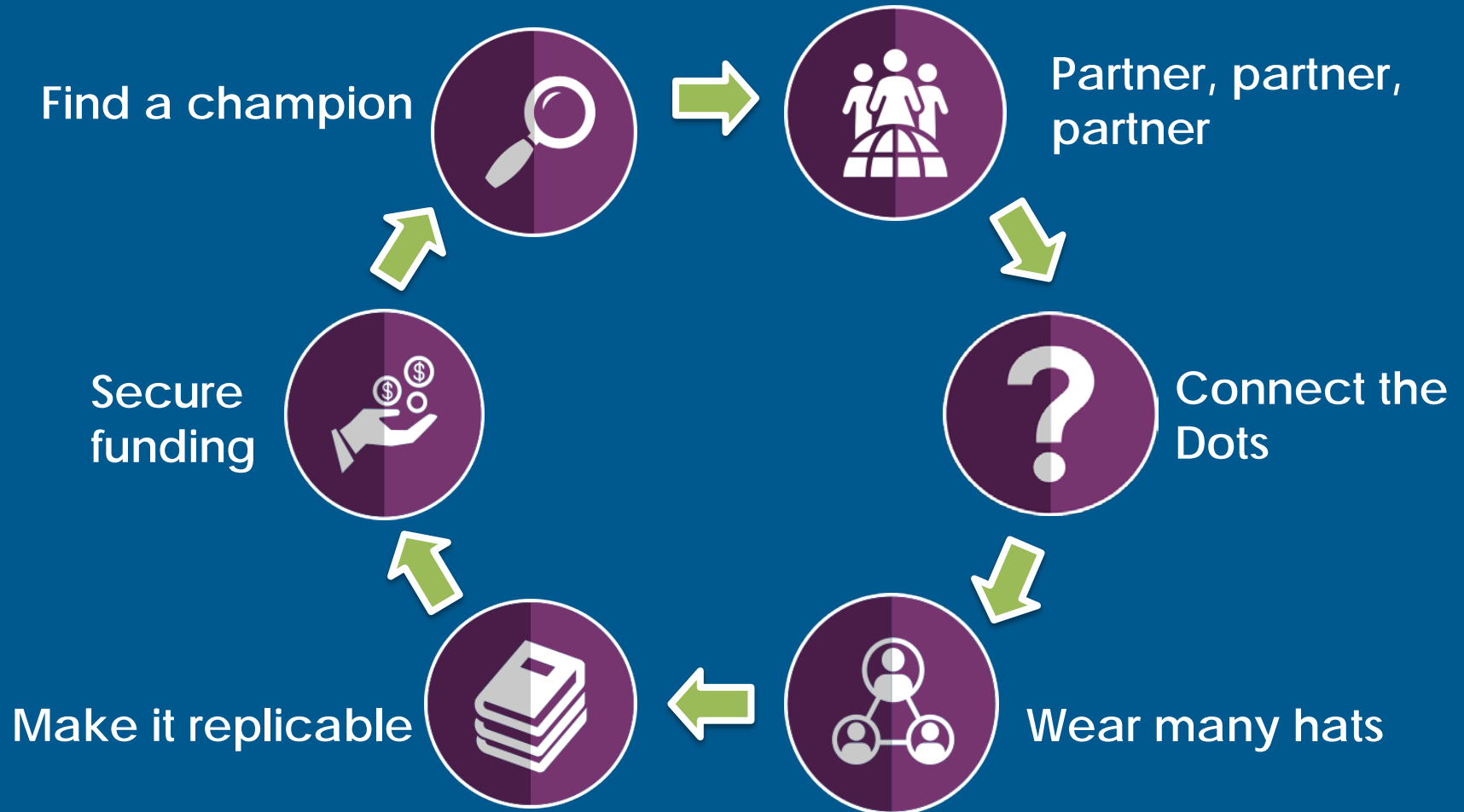
PSE 201
Principles for
successful
implementation



PSE Playbook



What are the principles?



Find a champion



CUPERTINO SRTS

Resolution launching a pilot Safe Routes to School (SR2S) working group



Partner, Partner,
Partner



Connect the Dots



FITNESS 4 LIFE

Program for youth to increase opportunities' for physical activity and healthy food access.



Wear Many Hats



BCUSD WELLNESS CENTERS

Bakersfield City Unified School District opened their first school wellness center.



Make it Replicable



Secure Funding

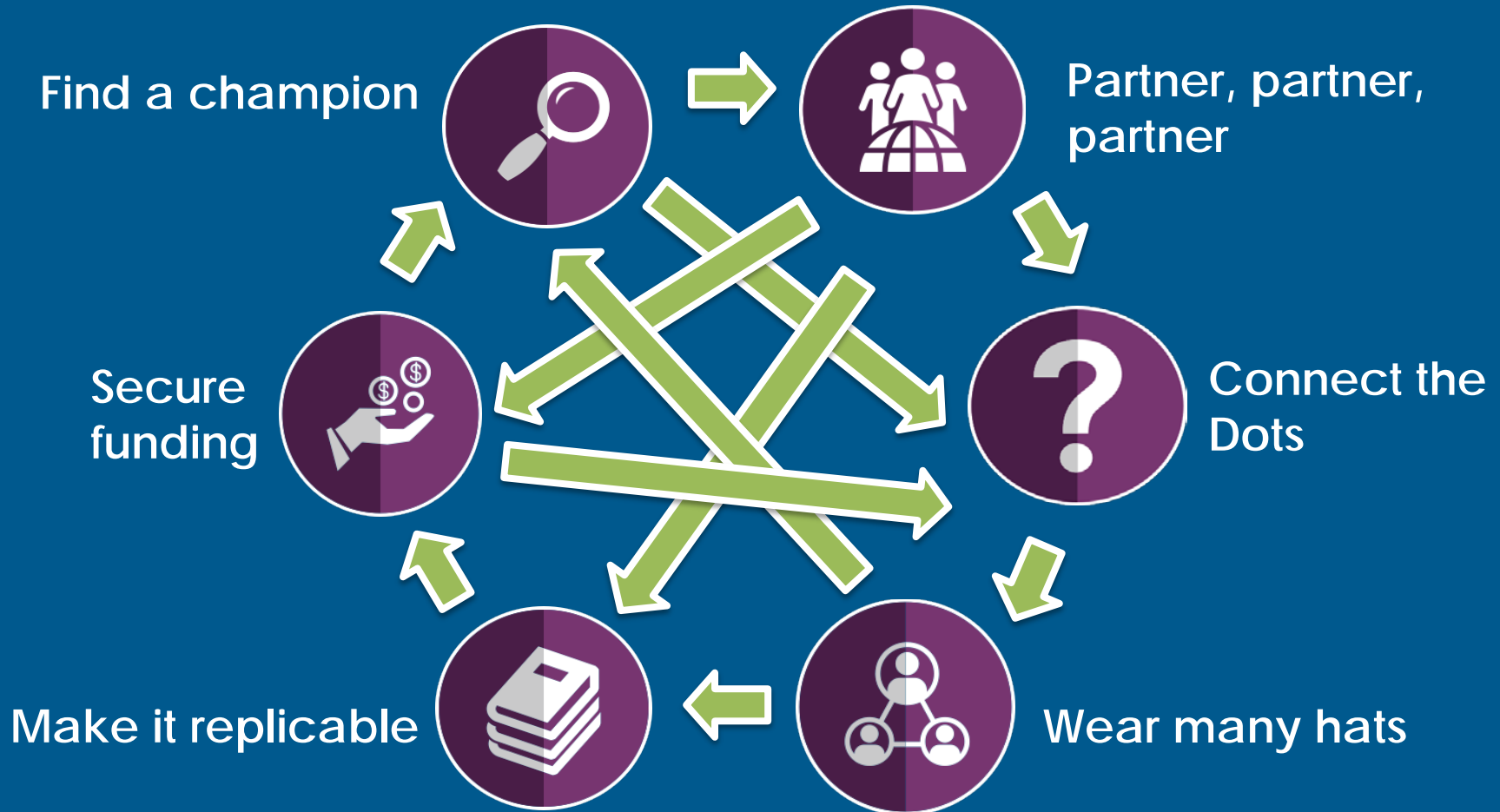


CHOOSE HEALTH LA

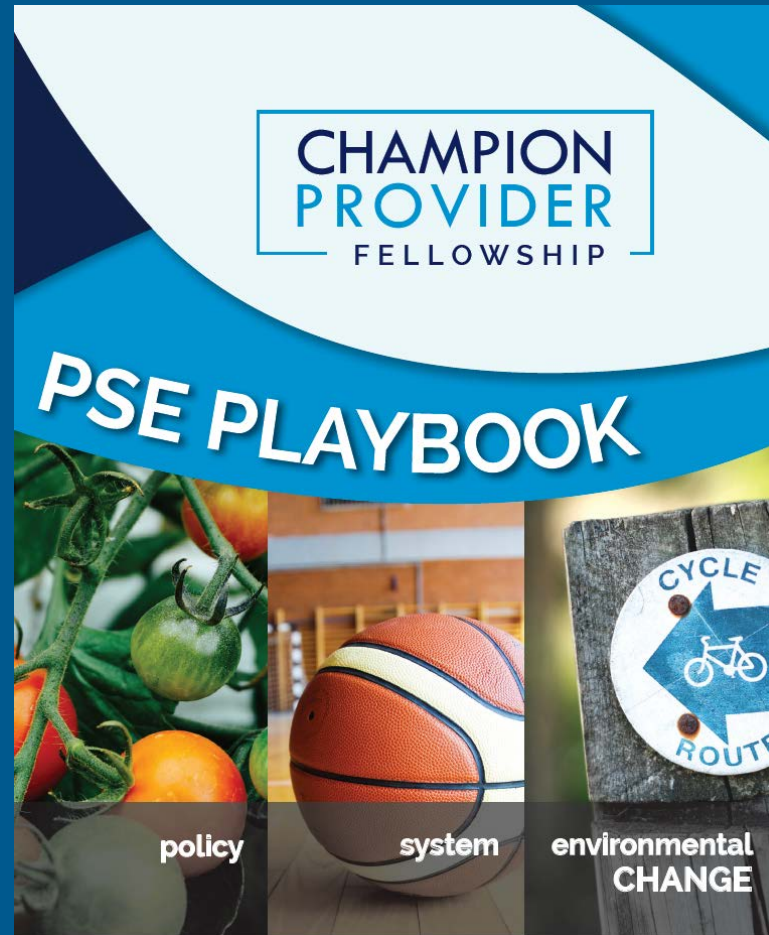
Initiative to incentivize restaurants to offer healthier menu options



What are the principles?

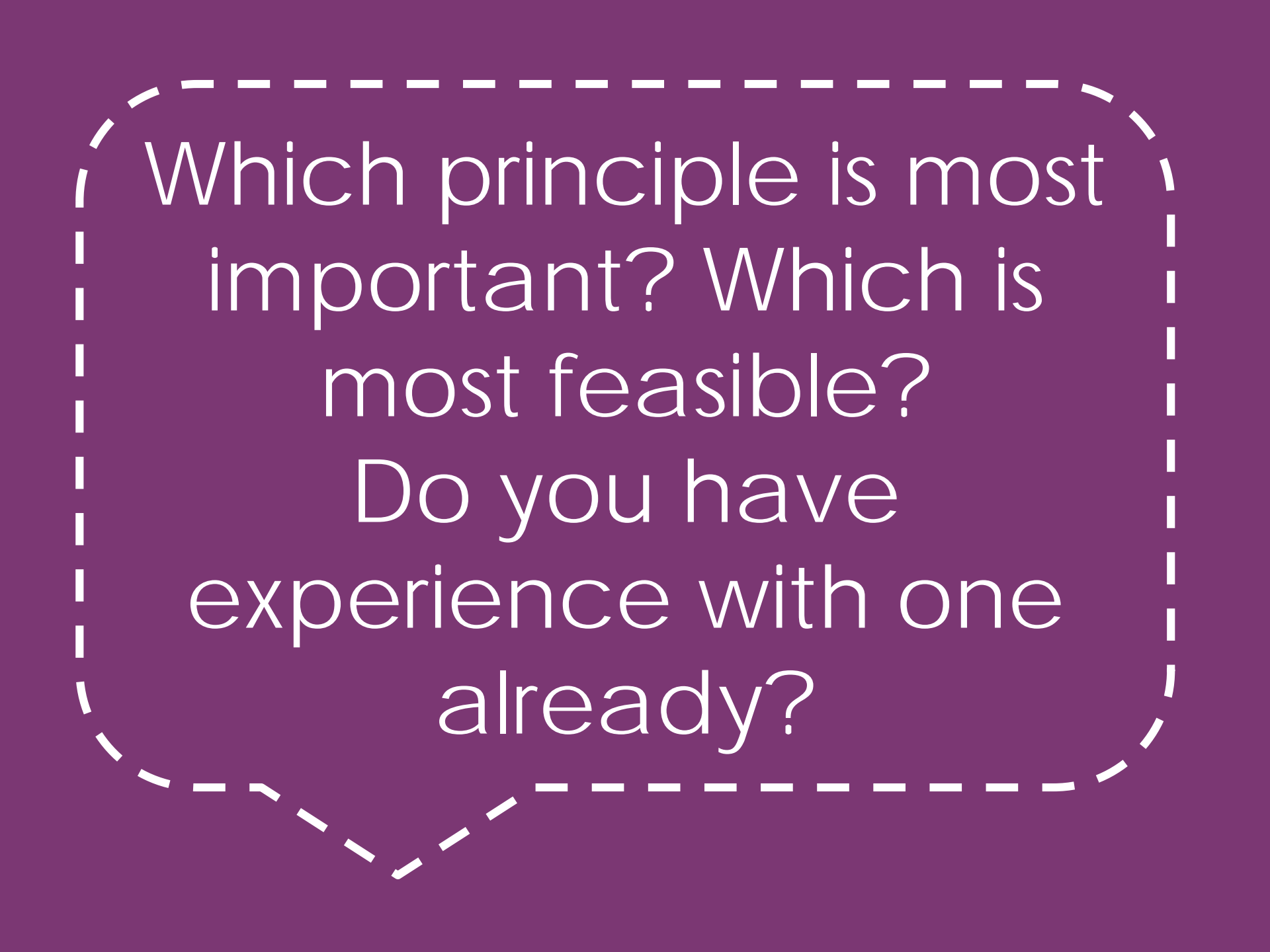


PSE Playbook





Activity:
PSE 201:
Principles of
Success



Which principle is most important? Which is most feasible?

Do you have experience with one already?

INSTRUCTIONS

Solo (~5min):

- Fill out Box #2 on your handout.

In Pairs (~10min):

- Share your responses with a partner who you currently do not work regularly with. Fill out any unanswered questions together.
-

Mini Check In

*Midway
Check-in*

How are you
doing?

How are you doing so far?

Are there any unanswered
questions?



PSE 301
Putting it into
practice





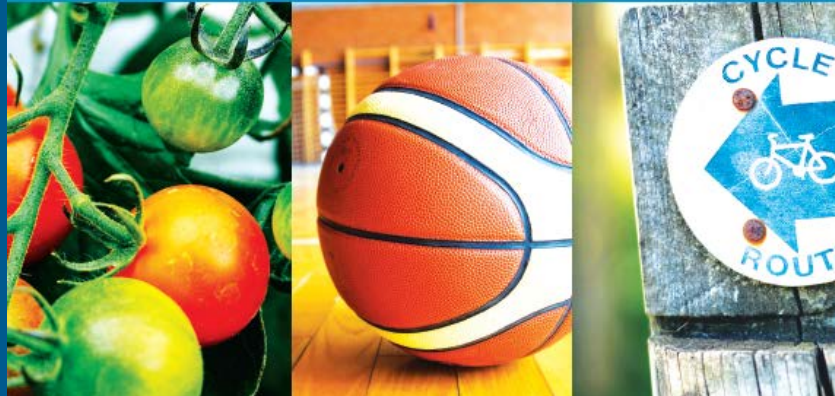
Activity: *Action Planning*

PSE Playbook

CHAMPION
PROVIDER
FELLOWSHIP

Implementing Policy, System,
and Environmental Change
in our Communities

PSE PLAYBOOK



INSTRUCTIONS

Solo (~ 10min):

- Fill out Box #3 on your handout.

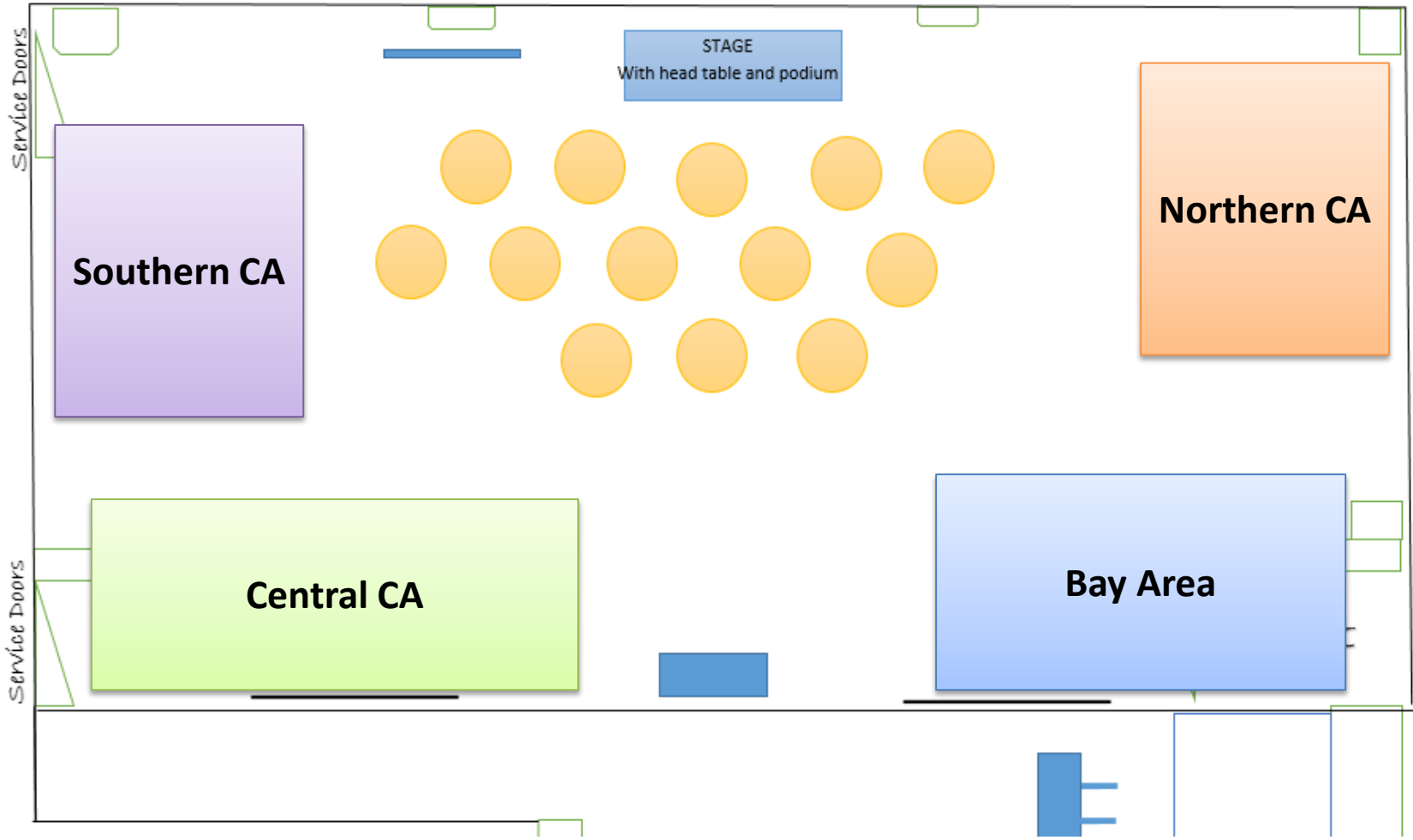
In Pairs (~ 10min):

- Share your responses with a partner you have not worked with today. Work together to brainstorm responses for Box #3.
-

REGIONAL NETWORKING

Group (~ 20min):

- Find your region on the chart paper hanging around the room.
 - Network, discuss remaining questions you have left from your action planning
 - Write an immediate goal for each person on the chart paper provided.
-



Mini Check In

*Ending
Wrap-Up*

How was it?

+ What worked in that activity or the training in general?

Can anyone share what they thought of as a group?

Any remaining questions?



Thank You!

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