



**CHAMPION
PROVIDER**
FELLOWSHIP

A Powerful Approach to Healthier Communities

Intro: PSE Playbook 2.0

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UCSF

Disclosure Statement

- I have no relationships to disclose

Overview

We will...

- Outline new features of the PSE Playbook
- Review policy, system and environmental change concepts
- Introduce 7 key elements of PSE change



PSE PLAYBOOK 2.0



PSE Playbook 2.0

- **7 Elements of PSE Change**
 - **7 Implementation Case Studies**
- **2 New School Wellness Case Studies**

The image shows the cover of the 'Table of Contents' for the PSE Playbook 2.0. The background is a photograph of a dirt path winding through green, rolling hills under a blue sky with light clouds. The text is overlaid on the right side of the image. Two red arrows point from the bullet points on the left to specific sections in the table of contents: one points to 'Putting Ideas Into Action' and the other points to 'Structured Physical Activity'.

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Policy



- Creation or alteration of a formal written statement of a government, business, or nonprofit that results in a new organizational position, decision, action, or mandatory rule or regulation.

System



- Informal and ongoing change in organizational practices and procedures that results in a new, voluntary way of doing business.

Environmental



- Directly alters the physical, economic, social, or messaging environment that results in a new level of access or opportunity for the target population.

Creating Communities for Active Living





- Physical and/or observable changes that support active transport





BIKE // SHOP // DINE
LAKESIDE

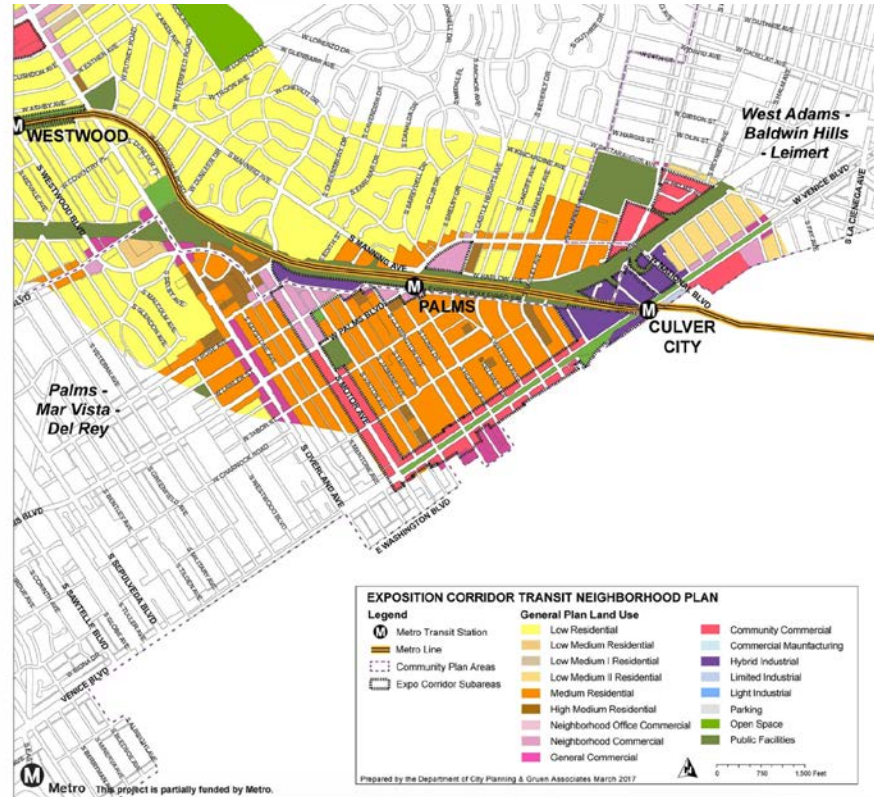


**BIKE FRIENDLY
BUSINESS DISTRICT**

Special deals offered inside
for people who arrive by bike!



- Opt-in bicycle friendly business program



- Adoption of zoning policies

A close-up photograph of a silver stethoscope resting on a white surface, likely a doctor's coat.

7 KEY ELEMENTS OF PSE IMPLEMENTATION





Define the Problem and Goals

- **What is the health problem you hope to address through your intervention?**
 - What's happening in the community?
 - What are the upstream, contributing causes?
 - What are your short-term (1-2 years), midterm (3-5 years), and long-term goals (5+ years)?



Understand the PSE Landscape

- **What existing policies or environmental conditions support or present barriers to PSE change?**
 - What current policies are in place?
 - Are there any current projects or initiatives in place to address this issue?
 - Has this specific strategy been tried before?



Outline a Clear Strategy for Change

- **What is the stakeholders' level of readiness for engaging in PSE change? What strategy should be implemented to change the policy, system or environmental conditions?**
 - How (if at all) will it align with existing initiatives?
 - Does this intervention match the problem you are addressing?



Mobilize Partners

- **What partnerships support the PSE intervention? How should key stakeholders be engaged?**
 - Have you addressed the principles of partnership?
 - Shared goals
 - Clear roles
 - Effective Communication



Educate the Public and Key Decisionmakers

- **How can key stakeholders and the public be educated about the issue at hand?**
 - How can Champion Provider Fellows bring attention to important community health issues?



Determine Whether Success Has Been Achieved

- **How will you know when you've achieved your objective?**
 - What does success look like?



Take Stock and Level Up

- **What is the next step to broaden the initiative, gain support, and build on momentum gained?**

What are some strategies that you are currently using to advance policy, systems and environmental change in your community?

Questions?

Thank you!