

# Policy, Systems & Environmental Change 101

Wagahta Semere, MD, MHS

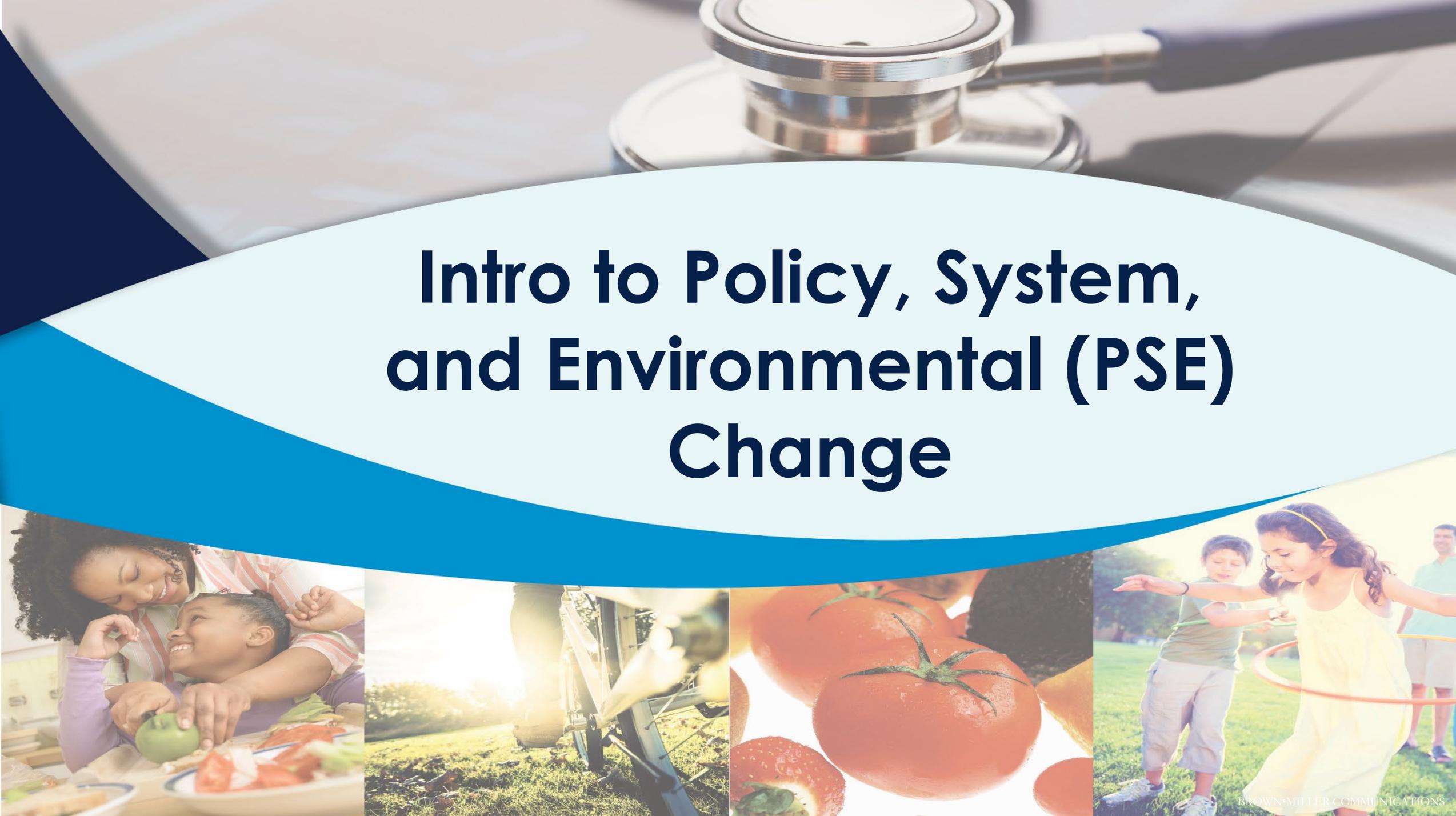


# Goals for the Training Series

1. Understand **policy, system, and environmental change**-also known as PSE change
2. Describe the **seven key elements of PSE** change and how they can be put into action
3. Understand how other providers have been able to successfully **engage in PSE change**
4. Discern the difference between **advocacy and lobbying** the rules that apply to Champion Provider Fellows

# Agenda

- Intro to Policy, System, and Environmental (PSE) Change
- A Deep Dive into Policy
- The Role of Providers in PSE Change
- An Overview of 5 PSE Change Topic Areas



# Intro to Policy, System, and Environmental (PSE) Change



# WHAT IS PSE CHANGE?

## Policy

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

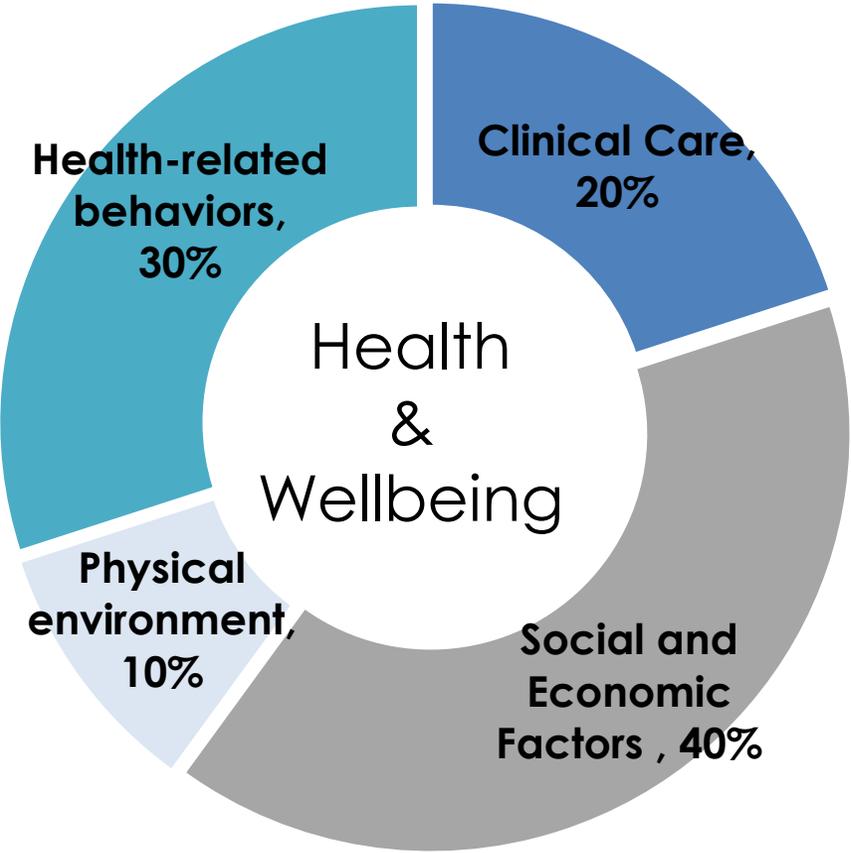
## System

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

# Health Factors & their Contributions to Health Outcomes



Source: County Health Rankings & Roadmaps: Our Approach.  
<http://www.countyhealthrankings.org/our-approach>.

Healthcare is **one** determinant of health

Policy, System and Environmental  
changes promote can impact a **broader  
scope** of people in a **sustainable** way



Let's say an employee  
wants to remove  
unhealthy items from the  
office vending machines



## Education:

**The employee talks to coworkers about why they shouldn't drink sugary beverages.**

# Education is not a PSE change



- Requires ongoing coaching and reinforcement
- Limited impact
- No policy, system or environmental conditions have changed to encourage healthier choices



**Environmental change:  
Removing the unhealthy items from the  
vending machine.**

# Environmental Change

## Benefits

- Takes less time
- Fewer resources needed to accomplish

## Considerations

- May not be self-sustaining to implement changes alone
- Changes require monitoring and maintenance



System change:  
**Asking the distributor to only  
stock healthy items.**

# System Change

## Benefits

- Changing organizational procedures and practices
- Impacts all elements of organization, institution, or system

## Considerations

- Limits change to organization
- May affect other associated institutions



# Policy change:

**Rewriting your vending machine contract  
to require only healthy items.**

# Policy Change

## Benefits

- Formal
- Binding
- A general approach to be applied broadly

## Considerations

- Takes substantial time and effort
- Challenging to implement, depending on scope or area of focus

# Healthy Vending

**Policy**      Rewriting your vending machine contract to require only healthy items

**System**      Asking the distributor to only stock healthy items

**Environmental**      Removing the unhealthy items from the vending machine

# Policy Deeper Dive





# WHAT IS A “POLICY”?

**A written statement of an organizational position, decision, or course of action**

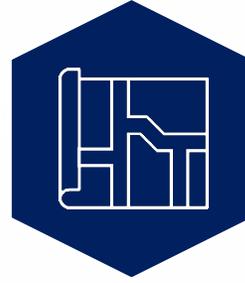


**Policy** is more  
than just  
legislation





Local ordinances



Zoning language



Resolutions



School/agency  
policy language



Contracts/agreements



State/federal laws



University policy



Organization policy



Hospital policy

# Commonalities



A statement in writing



Binding or some accountability



Sets out a general approach to be applied widely



**Policy offers  
accountability &  
enforcement**



**Policy** reaches more people



**Policy**  
institutionalizes  
good ideas





# Knowledge Check





Is this a  
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 community organization asks retailers near schools to voluntarily remove sugary drink ads from their store windows.

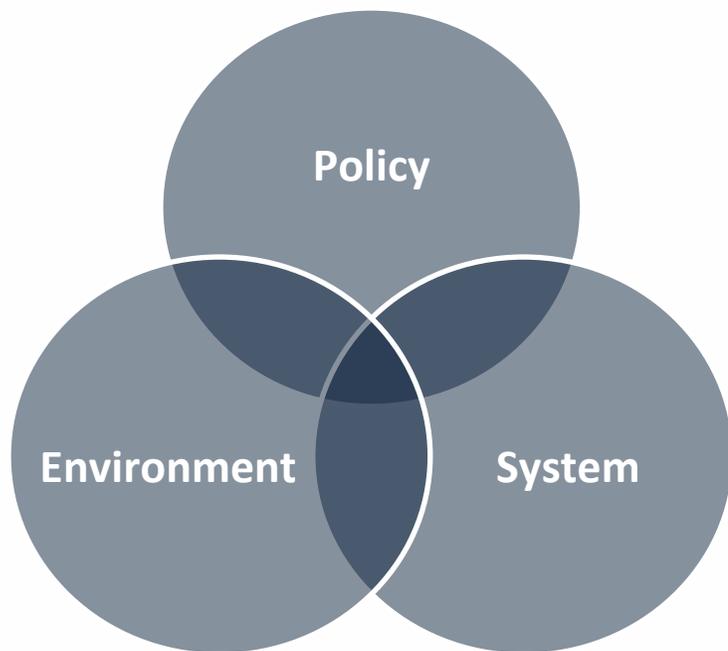


Providing food bank participants educational materials about cooking healthier items.



A school principal decides stop purchasing sugary drinks using school budget funds.

# Review



- PSE is Policy, Systems, and Environmental change
- Policy is not just legislation
- PSE are pieces that can **work together**, not as isolated options to change



What roles  
can providers  
play in PSE  
change?

# Provider Roles

<b>Roles</b>	<b>Level of Involvement</b>
Connector	Low
Advocate	Low
Amplifier	Medium
Team Expert	Medium
Leader	High

# Connector



Identifies other providers in the community to augment support for an issue

## **Low commitment:**

A one-time role that requires a limited commitment and is not central to the implementation or sustainability of the intervention (e.g. testifying at a public meeting)

# Advocate



Advocates for a specific policy,  
decision, or change

## **Low commitment:**

A one-time role that requires a limited commitment and is not central to the implementation or sustainability of the intervention (e.g. testifying at a public meeting)

# Amplifier



Writes, speaks, blogs, or is interviewed about an issue

## **Medium commitment:**

An ad-hoc role that requires a moderate time commitment and is not central to the implementation or sustainability of the intervention (e.g. attending 3 task force meetings to help design a policy)

## Team Expert



Joins an existing collaboration or partnership, or provides subject matter expertise

### **Medium commitment:**

An ad-hoc role that requires a moderate time commitment and is not central to the implementation or sustainability of the intervention (e.g. attending 3 task force meetings to help design a policy)

# Leader



Identifies or produces resources, convenes stakeholders, or establishes multi-sectoral partnerships

## **High commitment:**

Ongoing role that requires a significant time commitment and is central to the implementation or sustainability of the intervention (e.g., securing funding for, and helping to design and manage an ongoing physical activity program)

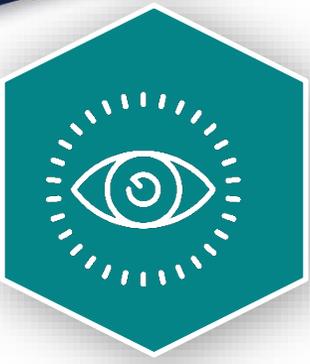
# Review

- There are different roles providers can play that entail various levels of commitment
  - Connector
  - Advocate
  - Amplifier
  - Team Expert
  - Leader



**An overview of the  
five PSE topic areas**





# Five Topic Areas



- Healthy Food and Beverage Standards



- Food Security

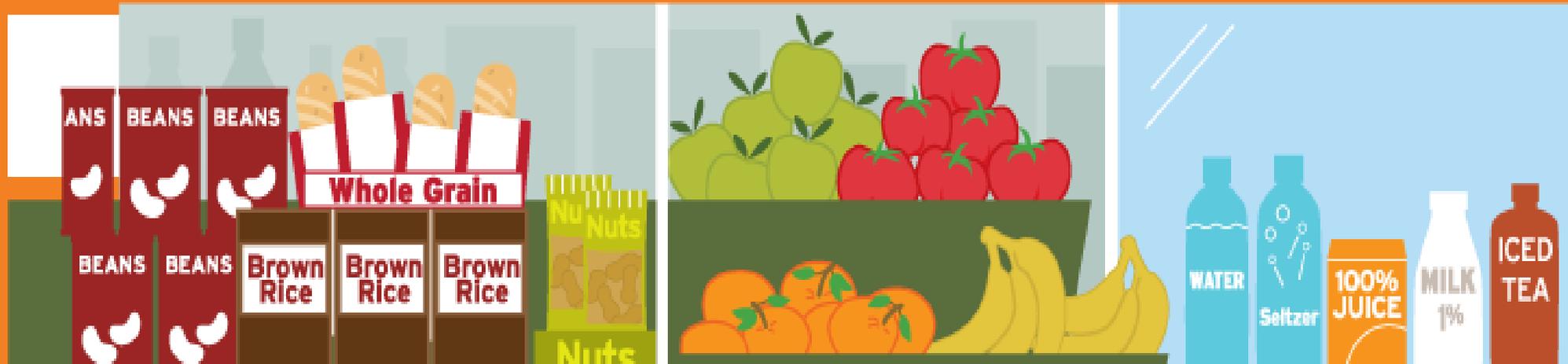


- School Wellness

- Safe Routes to School

- Structured Physical Activity

# Healthy Food & Beverage Standards



# Healthy Food and Beverage Standards



Adopt a municipal policy requiring food stores to place healthy items instead of unhealthy items near the checkout counter

# Food Security

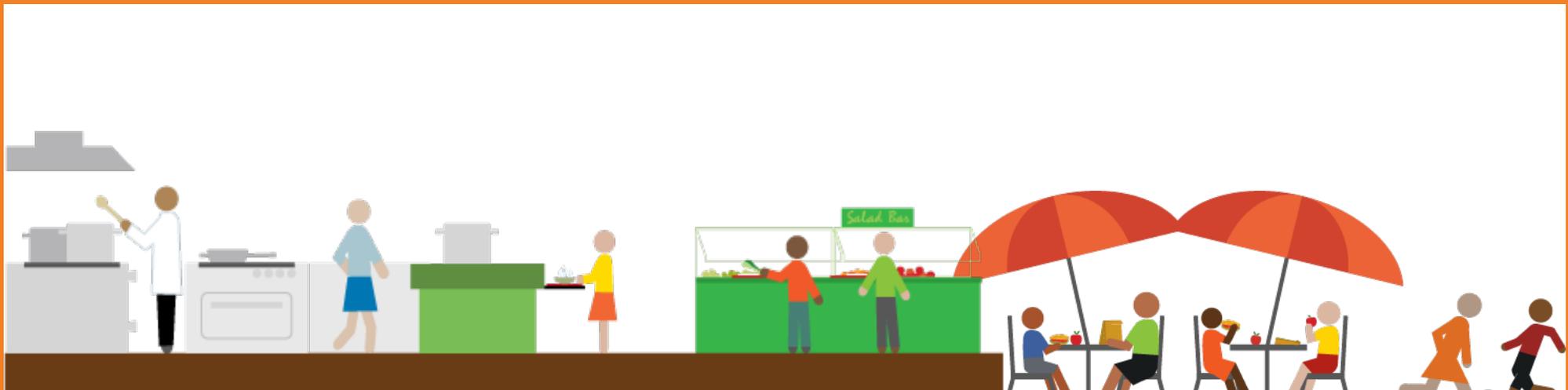


# Food Security



Adopt a payment policy at a local farmers market that allows SNAP participants to purchase produce with their SNAP benefits

# School Wellness



# School Wellness



Change the recess schedule to increase the amount of time available for students to be physically active during the school day

# Safe Routes To School



# Safe Routes to School



Adopt a transit agency policy that funds free or reduced-cost bus passes for low-income students

# Structured Physical Activity



# Structured Physical Activity



Create a hospital-based physical activity program, offering voluntary dance and yoga classes for patients and staff on hospital grounds

# Review

## 5 Policy, System, and Environmental (PSE) Focus Areas

- Healthy Food and Beverage Standards
- Food Security
- School Wellness
- Safe Routes to School
- Structured Physical Activity

# Final Review



PSE is Policy, System & Environmental change



Policy is more than just legislation



Providers can play a number of roles in PSE change



Sustainable change is possible!

# Thank you



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[championprovider@ucsf.edu](mailto:championprovider@ucsf.edu)



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