

Policy, Systems & Environmental Change 101

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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

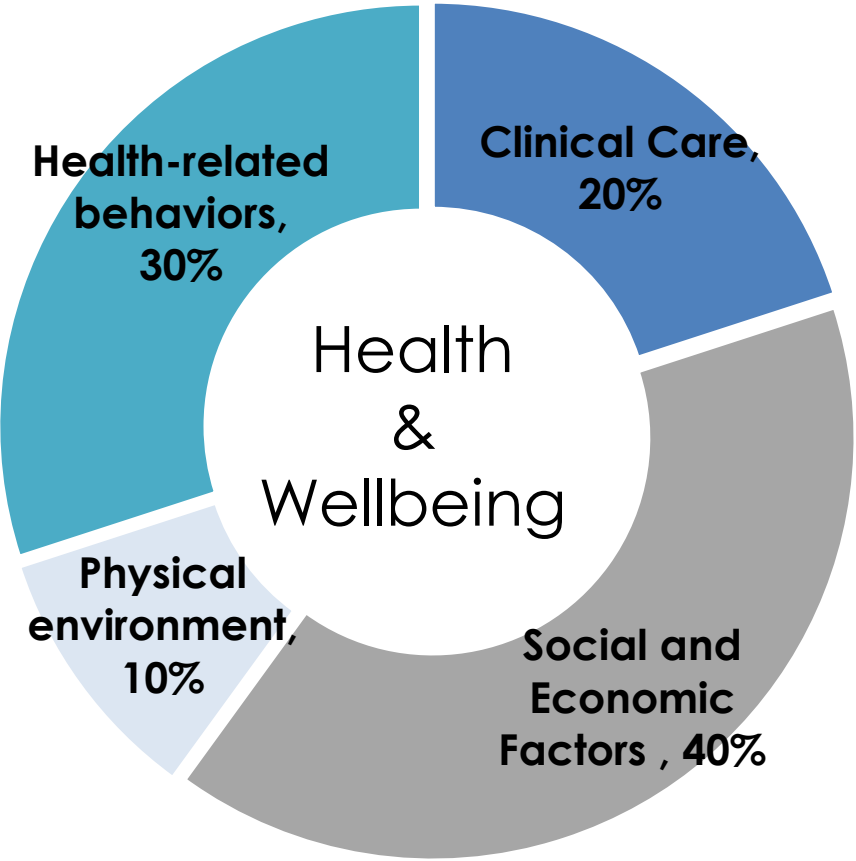
System

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

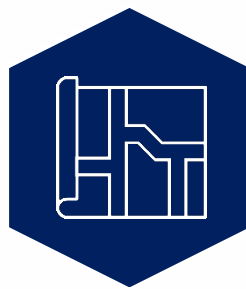


Policy is more
than just
legislation





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.

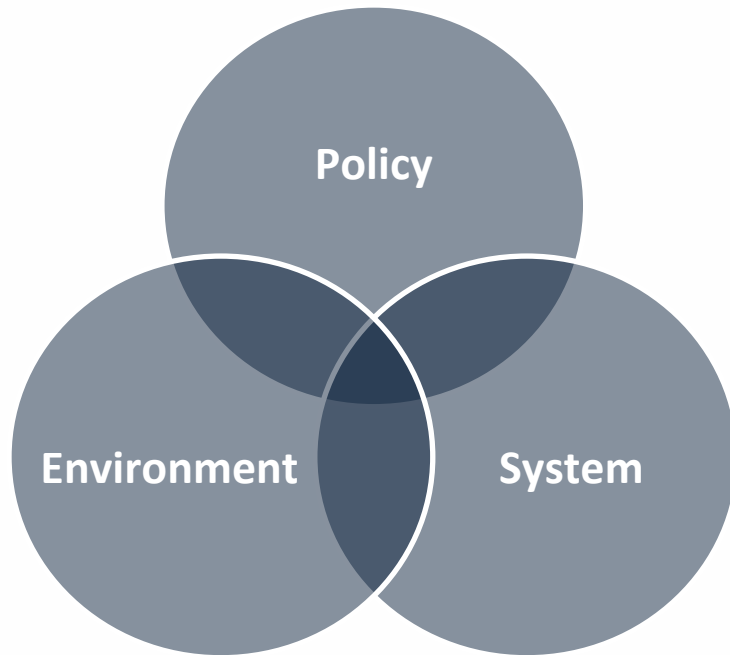


Providing food bank participants educational materials about cooking healthier items.



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

Roles	Level of Involvement
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

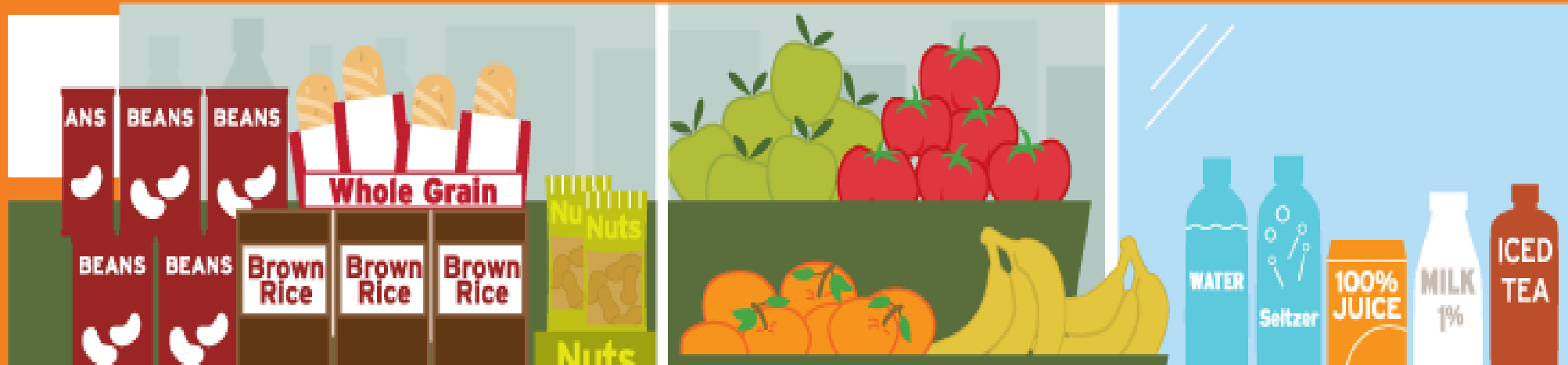


- School Wellness

- 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

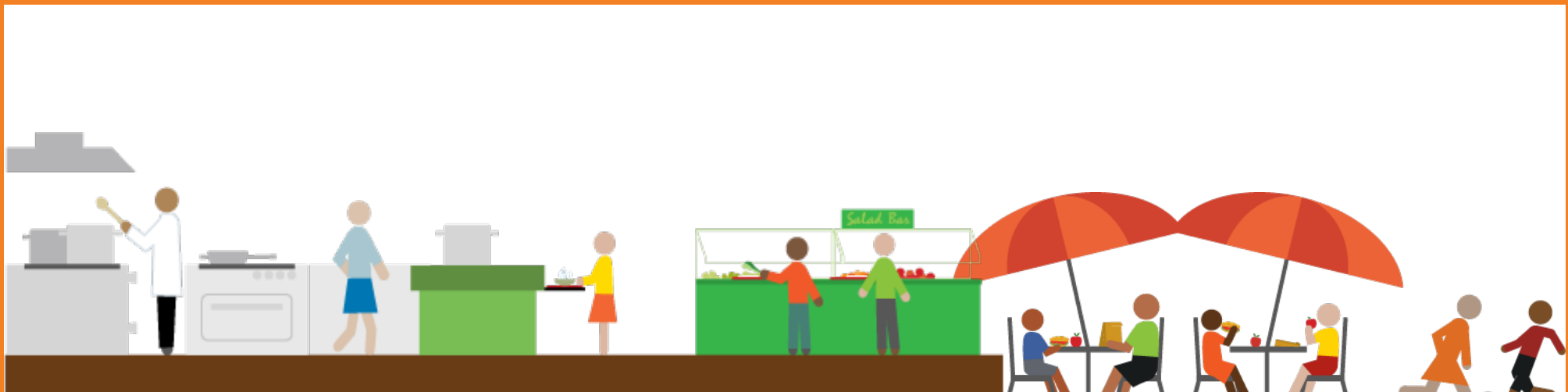


Food Security



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

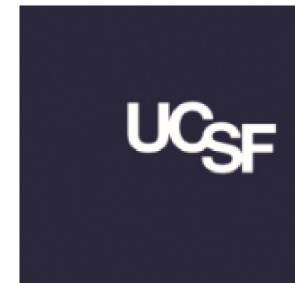


Sustainable change is possible!

Thank you



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Funded, in part, by USDA SNAP-Ed, an equal opportunity provider and employer.