

Policy, Systems & Environmental Change 101



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**Healthy communities
for all through better
*laws & policies***



Disclaimer

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ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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AGENDA

- Who's in the room?
- PSE basics
- Preview of PSE playbook
- Advocacy and lobbying basics
- What can you do?
- Wrap up and Q&A



**Who's in the
room?**



I need another cup of coffee.



Strongly disagree

Strongly agree

I know most of the people in
this room.



Strongly disagree

Strongly agree

**I am a Champion Provider
fellow.**



Strongly disagree

Strongly agree

**I'm interested in working on
physical activity projects.**



Strongly disagree

Strongly agree

I'm interested in working
on school wellness
projects.



Strongly disagree

Strongly agree

I've worked on PSE change.



Strongly disagree

Strongly agree

**I have a good understanding
of what constitutes lobbying.**



Strongly disagree

Strongly agree

PSE basics



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.



Let's say you want to
remove sugary drinks from
the office





How could
you get rid of
those pesky
drinks?

Talk to your coworkers!

Ask them not to bring sugary drinks to the office anymore.





How could
you get rid of
those pesky
drinks **using**
PSE?



**Environmental change:
escorting the sugary drinks to
the recycling bin**



14:01:48 T 08°C

**System change:
asking the distributor to only stock
healthy beverages**



Policy change:
re-writing your vending machine
contract to require only healthy
beverages

WHAT IS A “POLICY”?

SNAP-Ed Guidance definition

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

Ideally policies describe actions, resources, implementation, evaluation, and enforcement. Policies are made in the public, non-profit, and business sectors. Policies will help to guide behavioral changes for audiences served through SNAP-Ed programming.

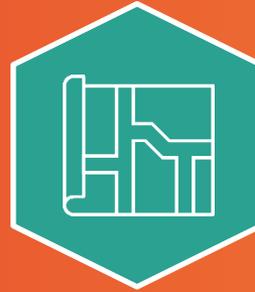


Policy is
more than
just
legislation





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



Activity:

*Is this policy,
systems, or
environmental
change?*



Connecting the local convenience store with a fresh produce distributor so it can stock fruits and vegetables.



Implementing a local healthy food retailer license that requires food retailers to sell a minimum amount of healthy food.



Providing store owners with educational materials about stocking healthier items.



Working with store owners to post marketing materials to highlight their healthier products.



Routinely asking patients about food insecurity during clinic visits.



Working with the hospital to change the electronic medical record so evaluating food insecurity is a standard screening question.



Opening school grounds on weekends so community members can use the athletic fields.



Activity:

What kind of PSE changes are you working on?

Learn about healthy retail strategies

Pilot an idea in one or two venues

Operate a full-scale program in the community

Learn about policy options for healthy retail

Adopt a healthy retail resolution

Adopt a healthy retail ordinance

Continually enforce and evaluate healthy retail policies

Program to policy spectrum



NO
AWARENESS
OR
DENIAL/RESISTANCE

VAGUE
AWARENESS:
"Something
should
probably be
done, but
what? Maybe
someone else
will work on
this."

PREPLANNING:
"This is
important.
What can we
do?"

PREPARATION:
"I will meet
with our
funder
tomorrow."

INITIATION:
"This is our
responsibility;
we are now
beginning to
do something
to address this
issue."

STABILIZATION
: "We have
taken
responsibility."

CONFIRMATION/EXPANSION:
"How well are
our current
[initiatives]
working and
how can we
make them
better?"

HIGH LEVEL OF
COMMUNITY
OWNERSHIP:
"These efforts
are an
important part
of the fabric of
our
community."



Community readiness spectrum

Learn about healthy retail strategies

Pilot an idea in one or two venues

Operate a full-scale program in the community

Learn about policy options for healthy retail

Adopt a healthy retail resolution

Adopt a healthy retail ordinance

Continually enforce and evaluate healthy retail policies

Getting to policy

NO AWARENESS OR DENIAL/RESISTANCE

VAGUE AWARENESS: "Something should probably be done, but what? Maybe someone else will work on this."

PREPLANNING: "This is important. What can we do?"

PREPARATION: "I will meet with our funder tomorrow."

INITIATION: "This is our responsibility; we are now beginning to do something to address this issue."

STABILIZATION: "We have taken responsibility."

CONFIRMATION/EXPANSION: "How well are our current [initiatives] working and how can we make them better?"

HIGH LEVEL OF COMMUNITY OWNERSHIP: "These efforts are an important part of the fabric of our community."

Balancing health & politics



Start with a robust vision



Assess readiness for an idea



**Work with community
partners and experts**



**Recognize that your idea
may get weaker or
smaller in scope**

PSE playbook



WHAT IS PSE CHANGE?

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.

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

Environmental Change

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PROVIDER ROLES

Role	Level of Involvement
Connector	Low
Advocate	Low
Amplifier	Medium
Team Expert	Medium
Leader	High

Food Security



School Wellness



Safe Routes to School



Structured Physical Activity



Advocacy and lobbying basics



WHAT IS ADVOCACY?

Dictionary:

1. the act of pleading for, supporting, or recommending;
2. the act or process of advocating or supporting a cause or proposal;
3. the act of assisting, defending, pleading, or prosecuting for another.

WHAT IS LOBBYING?

Every law defines it a little differently, including:

- Federal tax law (nonprofits)
- Federal appropriations riders
- Federal Anti-lobbying Act
- Byrd Amendment
- OMB circulars (A-87, A-122)
- Federal Agency Rules (USDA SNAP-Ed Guidance)
- Federal lobbying registration and disclosure laws
- State and local lobbying registration and disclosure laws

WHAT IS LOBBYING?

SNAP-Ed Guidance definition

Lobbying is any activity or material to influence federal, state, or local officials to pass or sign legislation or to influence the outcomes of an election, referendum, or initiative.

In general, there are two basic types:

1. Direct lobbying
2. Grassroots lobbying



Direct Lobbying

a communication directly with a government official that is designed to influence specific or proposed legislation

Communication

- Email
- Phone call
- Letter
- In-person meeting
- Tweets
- And more ...

*Government
official*

Anyone working for:

- A legislative body
- A legislator, or
- Other government agency/
department that takes part in forming legislation

*Influencing
legislation*

**Reflecting a
particular view
about the legislation
or making a direct
appeal**

Grassroots Lobbying

a communication
encouraging the
public to take
action to influence
specific legislation

SIGN THE PETITION

To all Members of US Congress:

“ As concerned citizens, we call on you to stand for a free and open Internet and vote against both the Protect IP Act and the Stop Online Piracy Act. The Internet is a crucial tool for people in the US and around the world to exchange ideas and work collectively to build the world we all want. We urge you to show true global leadership and do all you can to protect this basic pillar of our democracy.

Already an Avaaz member?

Enter your email address and hit "Send".

SEND ▶

First time here? Please fill out the form below.

[Avaaz.org will protect your privacy](#) and keep you posted about this and similar campaigns.

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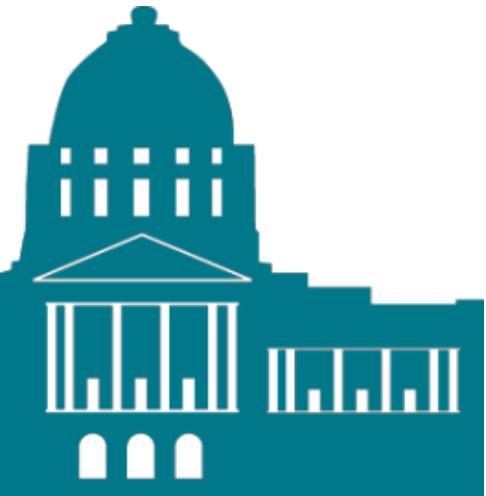
Activity:
Is this lobbying?

Activity

Is this lobbying?

- A Champion Provider fellow sends a letter to the local Congresswoman in support of HR 123 to restore PICH funding.
- The health department sends an email to the members of a Healthy Equity Coalition urging them to write a letter to Congress in support HR 123.
- The health officer tells the Congresswoman about the great work being done with PICH funding.

What can you do?



- **Engage:** Get people excited about their vision for change
- **Assess:** What's the problem? What solutions are there?
- **Propose:** Draft a strong policy that expresses the vision
- **Advocate:** Identify and meet with decision makers
- **Implement:** Stay focused even after a policy gets adopted



Engage

What is allowed?



Licensing & Zoning

Tools for Public Health



General education

philpnet.org | nplan.org



Photo by Lofia Duetzke

What Are Complete Streets?

A Fact Sheet for Advocates and Community Members

Streets are key public spaces that often make up much of the land in a town or city. But across America, streets are frequently built for cars, with few features like sidewalks to make them safe and pleasant places to walk or bike. Conventional street design promotes traffic congestion, pollution, and collision injuries,^{1,2,3} and discourages physical activity.

Regular physical activity is critical to preventing obesity and its related illnesses, such as diabetes and heart disease. But American youth fail to get the recommended levels of daily exercise.^{4,5} Many schools have eliminated or reduced physical education, and in the last 30 years, the number of children walking or biking to school has dropped from 42 percent to a mere 16 percent. Young people living in low-income communities and youth of color get even less physical activity and have higher rates of obesity.⁶

Complete streets allow people to get around safely on foot, bicycle, or public transportation. By providing safe and convenient travel for everyone—including children, families, older adults, and people with disabilities—complete streets not only help people stay active and healthy but also reduce traffic and pollution.



Community engagement and educational campaigns



Coalition building among governments, nonprofits, private sector, and community to discuss problems and share ideas

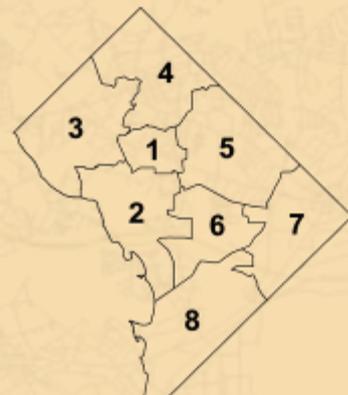


Assess

What is allowed?



Collecting & analyzing data



White papers & reports

Nonpartisan analysis, study, or research

Putting Business to Work for Health

Incentive Policies for the Private Sector

Healthy
MENU ITEMS
INSIDE

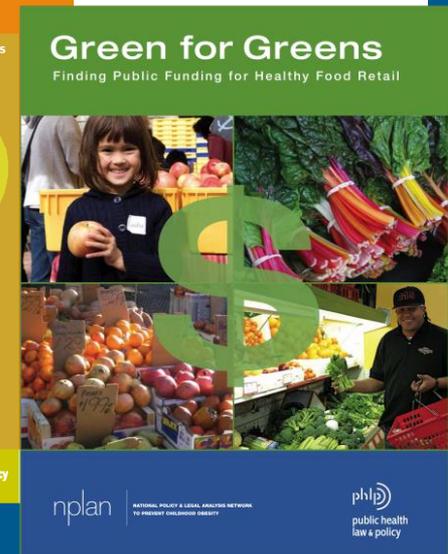
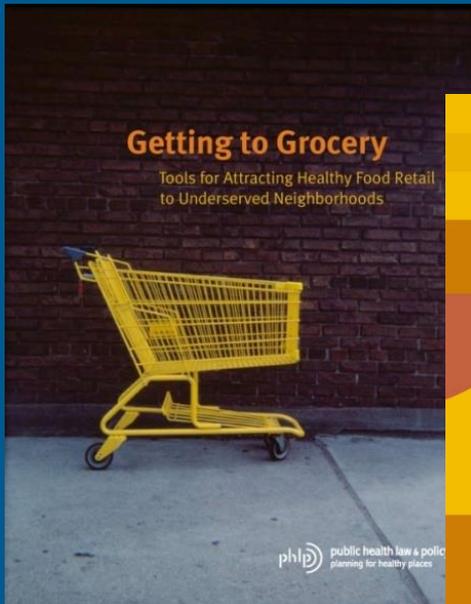
Bike
COMMUTERS
WELCOME

Fresh
PRODUCE
AVAILABLE

phlp public health law & policy

1. Independent, **balanced** and objective;
2. **Fair to both sides** of an issue (contains a full and fair exposition of the pertinent facts);
3. Allows a reader to **draw his/her own independent opinion or conclusion**, but author may include his/her own conclusion;
4. Conclusion is based on **evidence and facts**, but not unsupported opinion;
5. **Broadly distributed** to the public, and not directed to only one side of an issue.

Examples: Healthy eating and active living reports

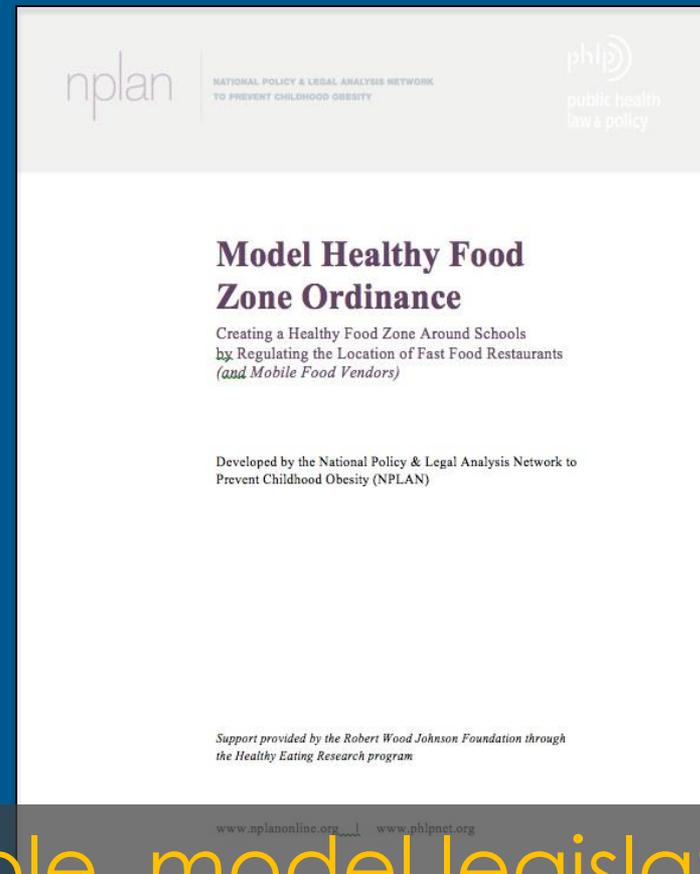
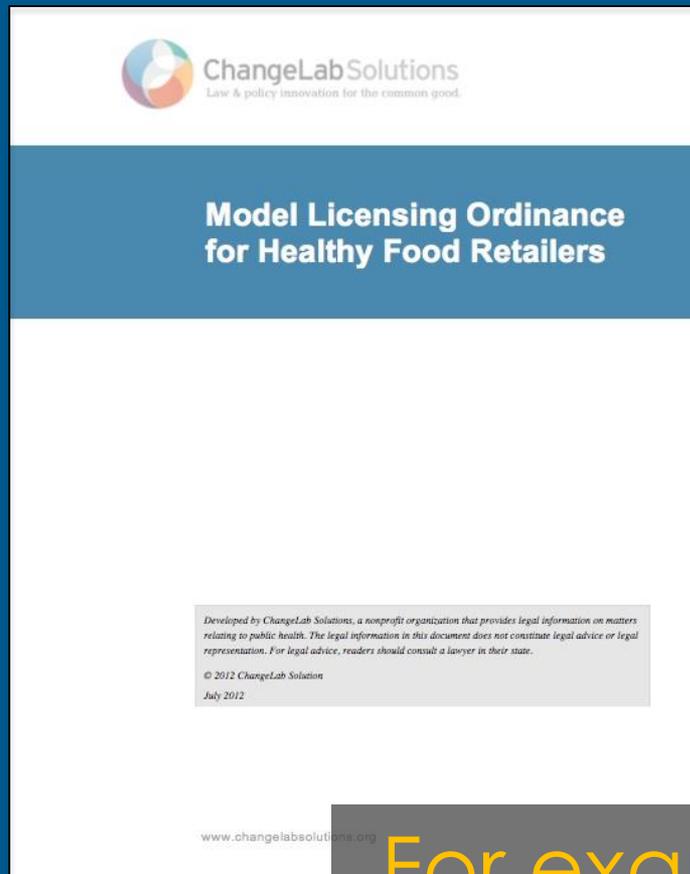


Propose

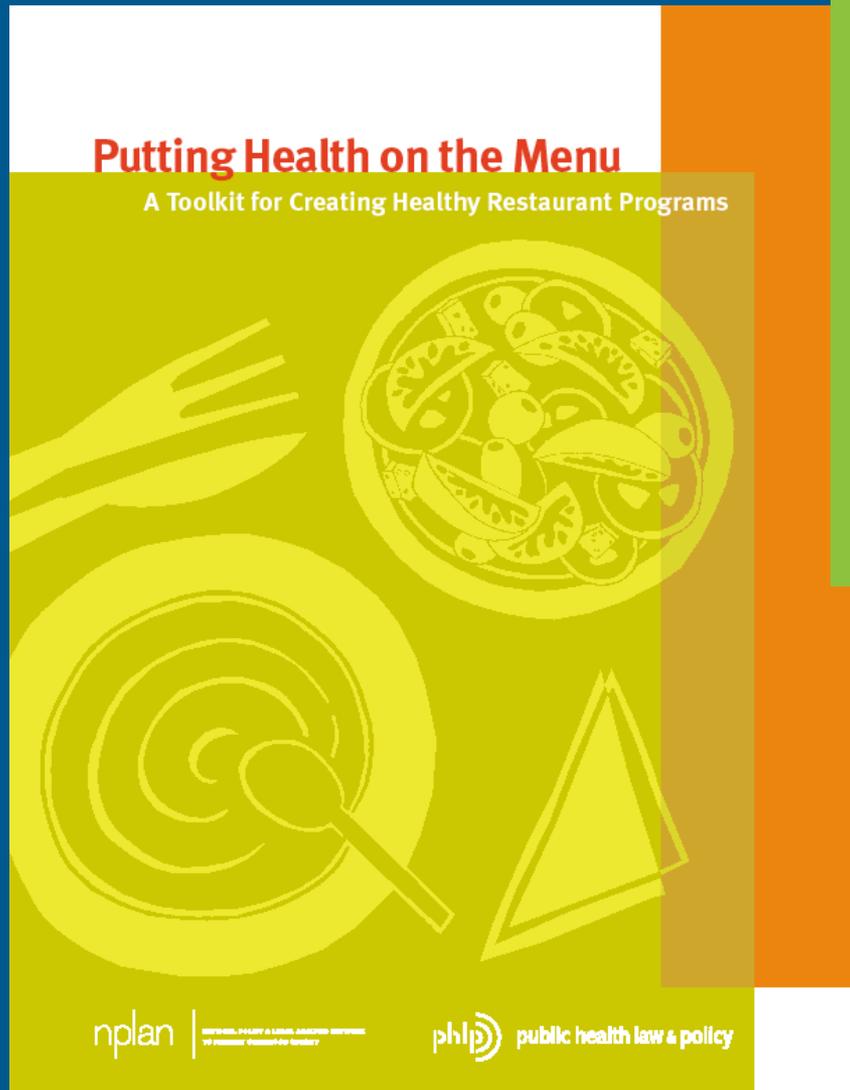
What is allowed?



Developing evidence-based policy approaches and broadly sharing



For example, model legislation



Proposing
approaches
that aren't
specific
legislation

***Voluntary
business policies***

BUT...

RESOLUTION NO. 65,978-N.S.

BERKELEY COMPLETE STREETS POLICY

WHEREAS, the term "Complete Streets" describes a comprehensive, integrated transportation network with infrastructure and design that allows safe and convenient travel along and across streets for all users, including pedestrians, bicyclists, persons with disabilities, motorists, movers of commercial goods, users and operators of public transportation, emergency vehicles, seniors, children, youth, and families; and

WHEREAS, the City of Berkeley acknowledges the benefits and value for the public health and welfare of reducing vehicle miles traveled and increasing transportation by walking, bicycling, and public transportation; and

WHEREAS, the City of Berkeley recognizes that the planning and coordinated development of Complete Streets infrastructure provides benefits for local governments in the areas of infrastructure cost savings, public health, and environmental sustainability; and

WHEREAS, the State of California has emphasized the importance of Complete Streets by enacting the California Complete Streets Act of 2008 (also known as AB 1358), which requires that when cities or counties revise general plans, they identify how they will provide for the mobility needs of all users of the roadways, as well as through Deputy Directive 64, in which the California Department of Transportation states that it "views all transportation improvements as opportunities to improve safety, access, and mobility for all travelers in California and recognizes bicycle, pedestrian, and transit modes as integral elements of the transportation system"; and

WHEREAS, the California Global Warming Solutions Act of 2006 (AB 32) sets a mandate for the reduction of greenhouse gas emissions in California, and the Sustainable Communities and Climate Protection Act of 2008 (SB 375) requires emissions reductions through coordinated regional planning that integrates transportation, housing, and land-use policy, and achieving the goals of these laws will require significant increases in travel by public transit, bicycling, and walking; and

WHEREAS, numerous California counties, cities, and agencies have adopted Complete Streets policies and legislation in order to further the health, safety, welfare, economic vitality, and environmental well-being of their communities; and

WHEREAS, the Metropolitan Transportation Commission, through its One Bay Area Grant (OBAG) program, described in Resolution 4035, requires that all jurisdictions, to be eligible for OBAG funds, need to address complete streets policies at the local level through the adoption of a complete streets policy resolution or through a general plan that complies with the California Complete Streets Act of 2008; and

Developing specific proposed legislation may be lobbying

Advocate

What is allowed?



Certain communications with decision-makers

Sharing best practices, success stories and reports
with the public or government officials

A photograph of a meeting or hearing. In the foreground, a man in a dark suit is speaking into a microphone. Behind him, a woman with short blonde hair is looking towards the speaker. In the background, another man is visible, looking down at papers. The setting appears to be a formal meeting room with wood paneling and microphones on a table.

At the written request of a government or legislative body, a **technical or factual presentation** of information to decision-makers regarding a specific legislative proposal

A photograph of two men in professional attire (suits and glasses) standing at a table, looking at a large map. The man on the left is pointing at a specific location on the map, while the man on the right is also pointing at a different location. The map appears to be a site plan or a map of a development area, with various colored zones and labels. The background shows large windows with a view of green trees outside.

Government officials may communicate with anyone within the same government about policy or legislation

BUT...

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WHEREAS, numerous California counties, cities, and agencies have adopted Complete Streets policies and legislation in order to further the health, safety, welfare, economic vitality, and environmental well-being of their communities; and

WHEREAS, the Metropolitan Transportation Commission, through its One Bay Area Greenhouse Gas program, described in Resolution 4035, requires that all jurisdictions, to be eligible for GGC funds, need to address complete streets policies at the local level through the adoption of a complete streets policy resolution or through a general plan that complies with the California Complete Streets Act of 2008; and

Discussions with decision-makers about legislation (pending or proposed), outside of the examples above, probably constitute lobbying

Implement

What is allowed?





Ensuring and
assisting with
implementation
of a policy
aren't lobbying

Questions:



- What activities can Champion Provider fellows do to engage, propose, assess, advocate for, and implement a policy?
- How can Champion Provider fellows and SNAP-Ed funded health departments collaborate on these steps?

KNOW YOUR ROLE

Can you discuss pending city legislation regarding new bike lanes at a coalition meeting?

KNOW YOUR ROLE

Can you discuss pending city legislation

AND

convince other coalition members to contact city council members to support or defeat the legislation?

KNOW YOUR ROLE

Can you discuss revisions to a school district's procurement policy?

KNOW YOUR ROLE

Can you attend a city council meeting to discuss a resolution to change the city's procurement policy?

Wrap up



Wrap up - PSE

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Wrap up

Lobbying
must have
all 4 elements

1. **Communication** with a
2. **Government official or employee** who participates in forming legislation that
3. **Reflects a point of view** on (i.e., attempts to influence)
4. **Specific legislation**

Wrap up

- Policy-related activities are allowed, unless there are specific restrictions in your scope of work or grant/contract
- Lobbying is a specific activity, and restrictions on lobbying vary based on type of funding
- There are many allowable policy-related activities regardless of lobbying restrictions
- It is important to consult your program officer and/or legal counsel if you have questions
- *Partner with Champion Provider fellows to do the lobbying activities that SNAP-Ed funded staff can't do*

Questions?



Thank You!

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