



**CHAMPION
PROVIDER**
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A Powerful Approach to Healthier Communities

PSE Playbook 2.0 Workshop

Wagahta Semere, MD, MHS

Assistant Professor

General Internal Medicine

UCSF at Zuckerberg San Francisco General

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



Disclosures

I have no actual or potential conflicts of interest in relation to this program/presentation.

Overview of Learning Objectives

1. Identify essential elements of PSE implementation used in a sample case study.
2. Identify one to two essential elements of PSE implementation that could be incorporated into your current PSE work.
3. Identify one next implementation step in your current PSE work.

A close-up photograph of a silver stethoscope resting on a white surface, likely a medical table or desk.

PSE PLAYBOOK 2.0 WORKSHOP



Workshop Groups

Table	County	Case Study
1	Fresno, Kings, Ventura, Merced	Choose Health LA Restaurant Program
2	Los Angeles, San Diego	Downtown Dinuba Farmers' Market
3	Contra Costa, Marin, Sonoma	Sacramento Local School Wellness Policy
4	San Bernardino, Riverside, Orange	Calaveras County Safe Routes to School
5	Imperial, San Francisco, Santa Clara, San Mateo	Choose Health LA Restaurant Program

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

7 KEY ELEMENTS OF PSE IMPLEMENTATION



7 Key Elements of PSE Implementation



DEFINE THE PROBLEM
AND YOUR GOALS



UNDERSTAND THE PSE LANDSCAPE



OUTLINE A CLEAR
STRATEGY FOR CHANGE



MOBILIZE PARTNERS



EDUCATE THE PUBLIC AND
KEY DECISION MAKERS



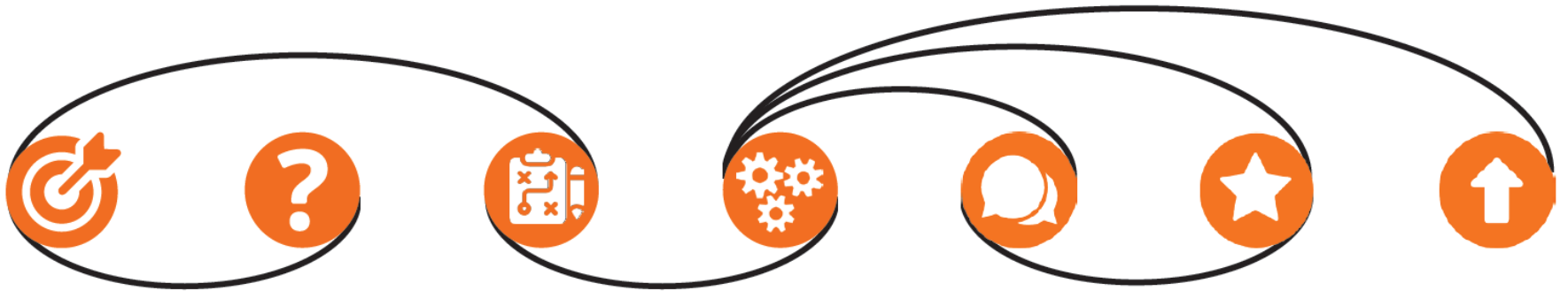
DETERMINE WHETHER
SUCCESS HAS BEEN ACHIEVED



TAKE STOCK AND LEVEL UP

7 Key Elements of PSE Implementation

THE MANY PATHS TO PSE CHANGE



Dr. Jim Wood

- Forensic Dentistry Expert Consultant
- Current Assembly Member, CA District 2 (2014)
 - Humboldt, Del Norte, Mendocino, Trinity, Sonoma
- Chair of the Assembly Health Committee
- Co-chair, Assembly Select Committee on Health Care Delivery Systems and Universal Coverage
- Mayor of Healdsburg (two terms)
- Healdsburg City Council (2006)



Dr. Jim Wood



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AND YOUR GOALS



MOBILIZE PARTNERS



UNDERSTAND THE PSE LANDSCAPE



OUTLINE A CLEAR
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TAKE STOCK AND LEVEL UP

TIMELINE



2015

Dr. Wood met with partners in the California State Assembly to draft the text of AB 2782



February 2016

AB 2782 is introduced in the California State Legislature; Dr. Wood attends a press conference announcing the bill

ACTIVITY #1



Activity #1: Part I

Individually review the case study at your table and identify which key elements of PSE implementation were used or could have been used to enhance the intervention.

Activity #1: Part II

As a group consider the following:

1. What are the elements of PSE implementation that you saw highlighted in the case study?
2. Which elements could be added to improve the intervention?
3. What are potential barriers/challenges to implementing one of the elements identified?
4. What resources could be used to overcome challenges in implementing one of the elements identified?



ACTIVITY #2



Activity #2

Individually, identify 2 key elements that you would like to implement or build upon in your PSE work.

1. Write down these two key elements in your PSE Playbook
2. Identify two steps to start incorporating these elements into your PSE intervention.

QUESTIONS





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THANK YOU!

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