

# 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 and the rules that apply to Champion Provider Fellows

# Module 1 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

A close-up photograph of a silver stethoscope resting on a white, curved surface, possibly a medical table or desk. The background is slightly blurred, showing more of the white surface and a dark blue object in the upper right.

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



# WHAT IS PSE CHANGE?

## Policy

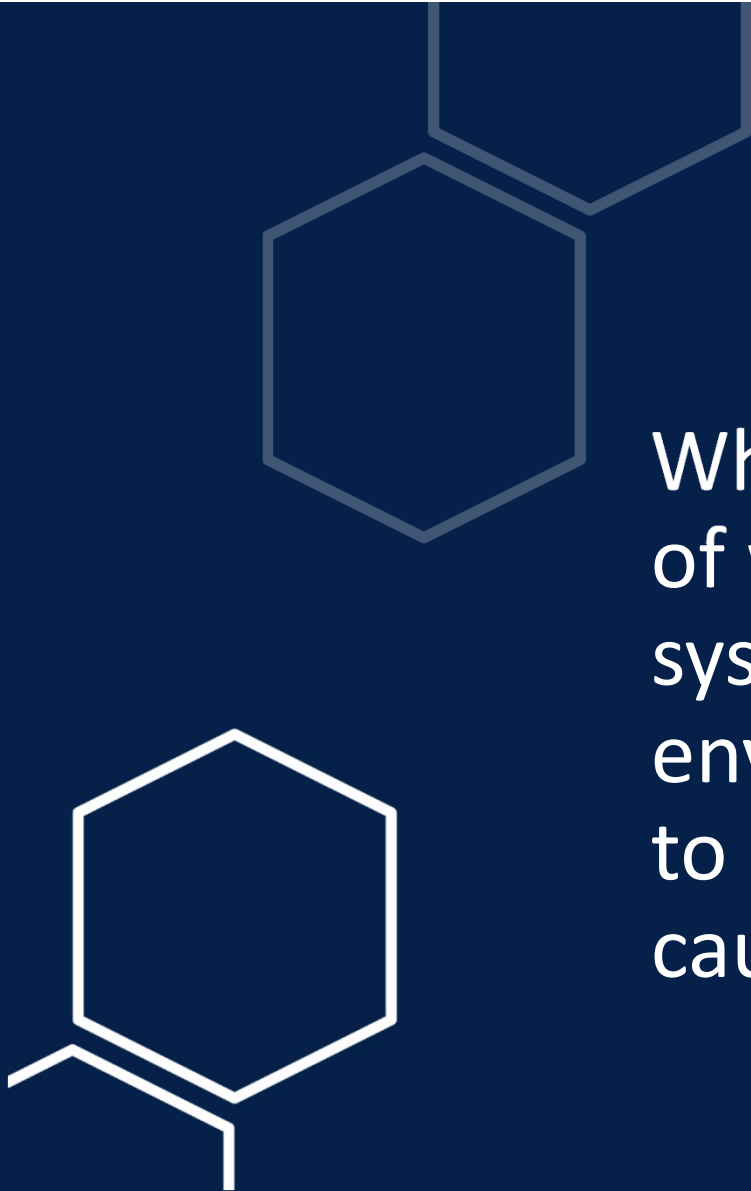
Creation or alteration of a formal written statement of a government, business, or nonprofit that results in a new organization position, decision, action, or mandatory rule or regulation

## System

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

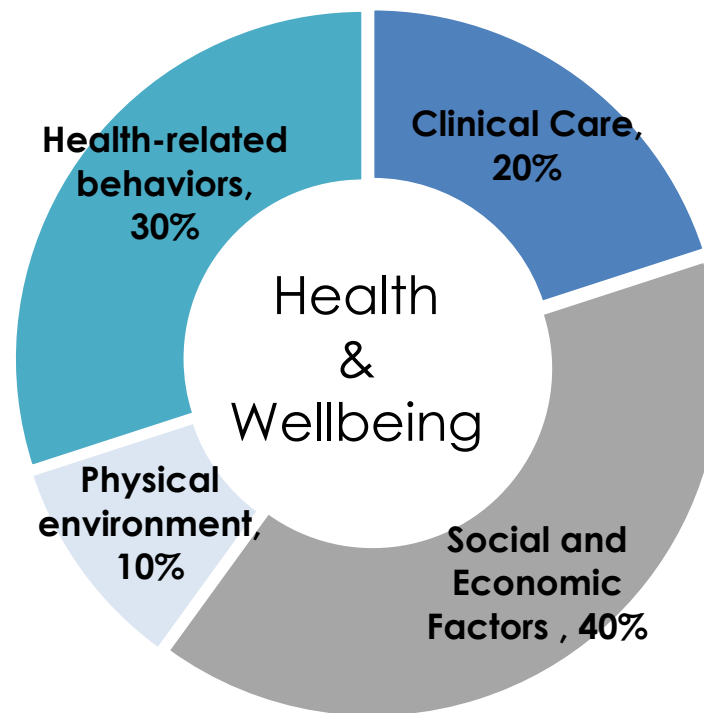
## Environmental

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



What is the importance  
of working on policy,  
system and  
environmental changes  
to address upstream  
causes of poor health?

# Health Factors & their Contributions to Health Outcomes



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

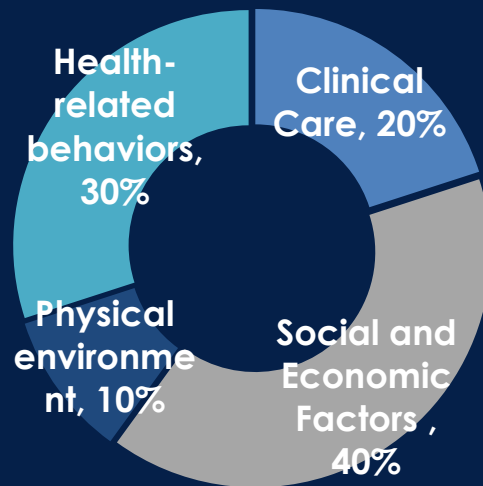
# Health Impact Pyramid



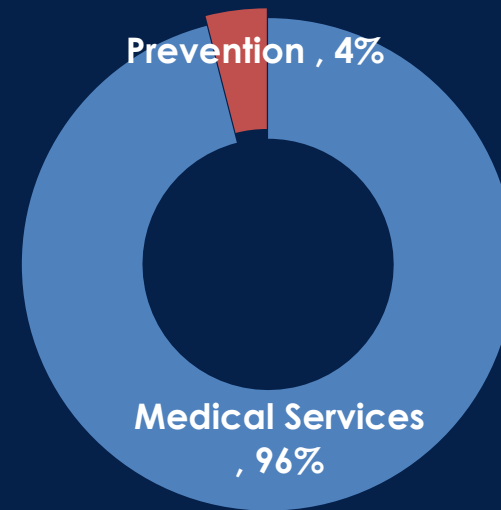
Source: Frieden TR. 2010. A framework for public health action: the health impact pyramid. AJPH. 100(4):590-5.



# Prevention is key to impacting health



Factors influencing health



National Health Expenditures

Sources: County Health Rankings & Roadmaps: Our Approach. <http://www.countyhealthrankings.org/our-approach>;  
Lambrew JM. 2007. A Wellness Trust to Prioritize Disease Prevention. The Hamilton Project, Brookings Institution. Discussion  
paper 2007-04: 1-36. University of California at San Francisco. Institute of the Future.

A decorative graphic consisting of several light blue hexagons of varying sizes, some of which are interconnected to form a larger, irregular shape. This graphic is positioned in the upper left and center of the slide.

Healthcare is **one** determinant of health

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

Consider **healthy neighborhoods** to  
promote **healthy patients**



# Neighborhood Conditions & Resources Shape Health

Playgrounds in need of repairs



Facilities closed



Roads in need of repairs

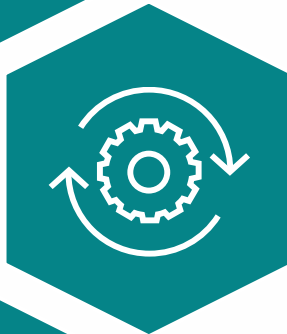


Food swamps

# PSE Change



Policy  
Change



System  
Change



Environmental  
Change



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

A close-up photograph of a silver stethoscope resting on a white, curved surface, likely a medical professional's coat or a desk. The background is softly blurred.

# 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

A close-up photograph of a silver stethoscope resting on a white clipboard with a pen, set against a blurred background.

# 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.



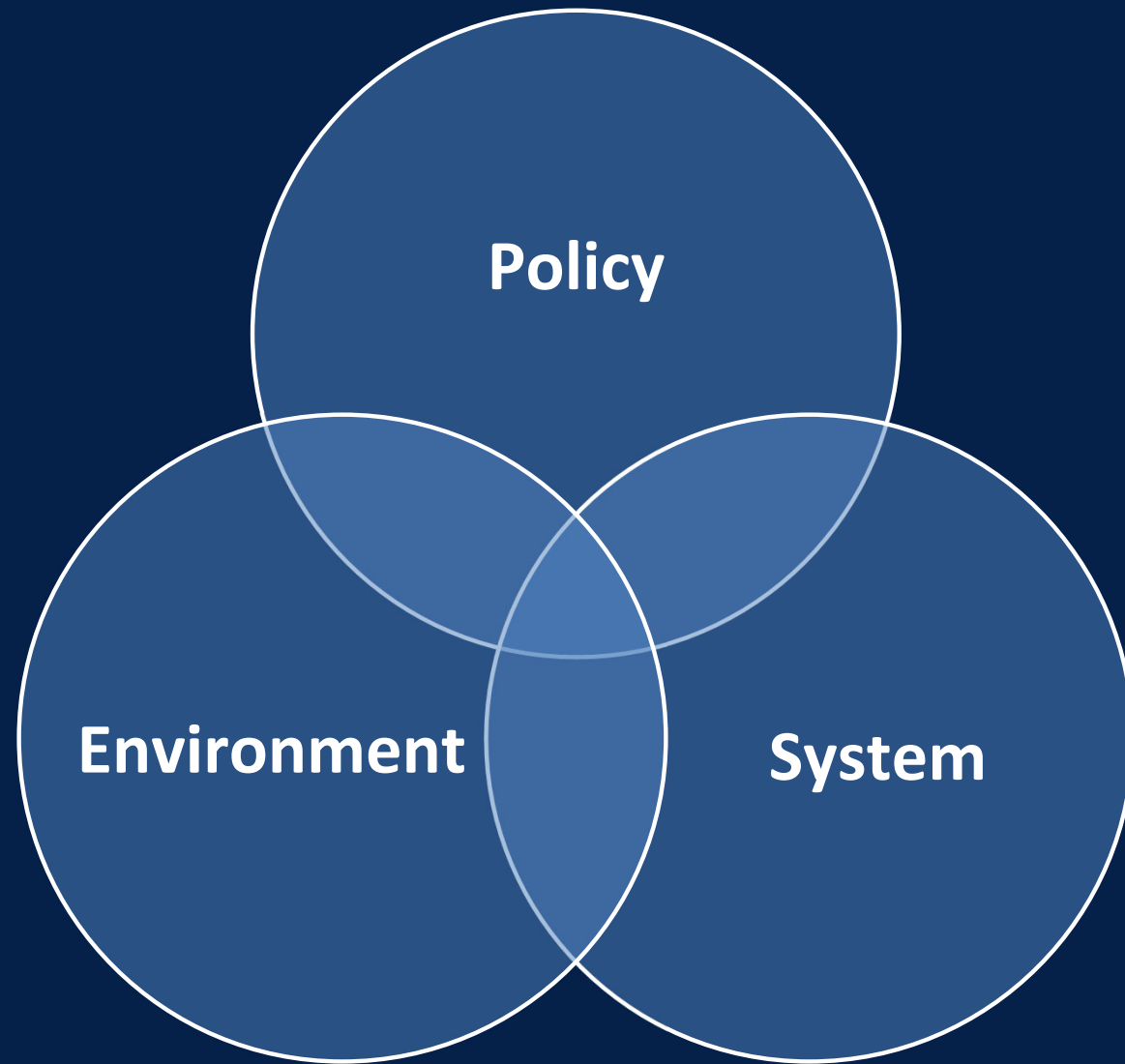
A local community organization asks retailers near schools to voluntarily remove sugary drink ads from their store windows.



Providing food bank participants educational materials about cooking healthier items.



A school principal decides to 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

A close-up photograph of a silver stethoscope resting on a white, curved surface, likely a medical professional's coat or a desk.

# **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) Change Topic Areas

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

PSE change, as shown by the examples in the 5 PSE areas, constantly overlaps with one another.

# 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!