Understanding Policy, Systems, and Environmental Change in Minnesota

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Outline of Presentation

- What is policy, systems, and environmental change?
- Why is PSE change important?
- How is PSE change work different from public health/health promotion work we’ve done in the past?
- What are some exceptional examples of PSE work in the state and country?
- How can the Guide to Implementing and Evaluating Interventions help you in planning and implementing this work?
- Questions and an opportunity to share a few success stories of working on PSE.
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

-Smedly and Syme (2000)
What is policy, systems, and environmental change?

- **Policy** interventions may be a law, ordinance, resolution, mandate, regulation, or rule (both formal and informal).
- **Systems** interventions are changes that impact all elements of an organization, institution, or system.
- **Environmental** interventions involve physical or material changes to the economic, social, or physical environment.
**Socio-Ecological Model**

**Definitions**

- **Public Policy** - Developing and enforcing state and local policies that can increase beneficial health behaviors. Developing media campaigns that promote public awareness of the health need and advocacy for change.

- **Community** - Coordinating the efforts of all members of a community (organizations, community leaders, and citizens) to bring about change.

- **Organizational** - Changing the policies, practices, and physical environment of an organization (e.g., a workplace, health care setting, a school/child care, a faith organization, or another type of community organization) to support behavior change.

- **Interpersonal** - Recognizing that groups provide social identity and support, interpersonal interventions target groups, such as family members or peers.

- **Individual** - Motivating change in individual behavior by increasing knowledge, or influencing attitudes or challenging beliefs.

McLeroy 1988; Livewell Colorado 2007
# Spectrum of Prevention

<table>
<thead>
<tr>
<th>LEVEL OF SPECTRUM</th>
<th>DEFINITION OF LEVEL</th>
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<tbody>
<tr>
<td>1. Strengthening Individual Knowledge and Skills</td>
<td>Enhancing an individual's capability of preventing injury or illness and promoting safety</td>
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<td>2. Promoting Community Education</td>
<td>Reaching groups of people with information and resources to promote health and safety</td>
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<td>3. Educating Providers</td>
<td>Informing providers who will transmit skills and knowledge to others</td>
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<td>4. Fostering Coalitions and Networks</td>
<td>Convening groups and individuals for broader goals and greater impact</td>
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<td>5. Changing Organizational Practices</td>
<td>Adopting regulations and shaping norms to improve health and safety</td>
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<tr>
<td>6. Influencing Policy and Legislation</td>
<td>Developing strategies to change laws and policies to influence outcomes</td>
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Moving Upstream - Story

*While walking along the banks of a river, a passerby notices that someone in the water is drowning. After pulling the person ashore, the rescuer notices another person in the river in need of help. Before long...*
Health problems are influenced by societal policies and environments that in some way either sustain behaviors or fail to foster healthier choices.

Where you live affects how you live.

Major health problems will not be solved solely by individual actions and choices.

By moving upstream to address causes and improving environments where we live, work, learn, play, and receive health care, we can prevent many people from becoming chronically ill.
Programs for Individual Behavior Change vs. PSE Change

- **Programs are:**
  - Activities, individual or group instruction, curricula, counseling, and training
  - Services targeted to individuals that teach behavioral skills
- Personal choices are made in context of larger environment
- Many health and social problems are related to conditions outside the individual’s control
- Recently there is a growing sense of importance of broader societal trends and policies that affect behaviors
- While programs can lead to behavior changes in individuals and/or communities during course of programs, unless scaled up and instituted through formal and informal PSE changes, programs may not be sustainable
A Comprehensive Approach

- PSE supported by:
  - Assessment and Evaluation
  - Community Engagement
  - Individual and Community Education
  - Skill building
  - Programs (as appropriate)
  - Promotion
  - Enforcement
Catalysts for PSE Change

- Add-on or extension of previous efforts
- Existence of compelling data to support change
- Change in environment/attitudes as a result of another policy
- Peer/constituent pressure for change
- Seed money/funding available to support initiative
- A group, or organization, and/or committed individual on a mission to effect a change they believe strongly in
Role of Local Public Health (SHIP Grantees) in PSE Change

- Initiative development/management/facilitation
- Assessment and evaluation
- Convening/partnering/collaborating
- Technical assistance
- Key leadership
- Resources
- Regulatory language
- Education
- Information
- Marketing and public relations
Traditional and Non-Traditional Partners

- Elected officials
- School districts and YOUTH
- Other State and National agencies
- Other local public health agencies and health care providers
- Other local government agencies
- Coalitions, community- and faith-based organizations, non-profits, etc.
- Private interests and/or companies (media!)
- Remember SHIP is supposed to touch where you live, work, learn, play, and receive health care!
Building on the Success of Tobacco

✦ Several smoke-free workplace ordinances adopted in Minnesota communities contributed to adoption of statewide law
✦ Freedom to Breathe provisions signed into law by Governor Tim Pawlenty May 2007, to protect employees and public from health hazards of secondhand smoke
The Next Era of Tobacco Prevention

✦ Tobacco-free parks and recreation (112 tobacco-free park policies in MN)
  - Dakota County is a model for how local public health can work with parks and recreation departments in cities
  - County approached many cities - some adopted policies and some did not depending on level of support
  - Approach led to County grounds becoming tobacco-free and eventually the Minnesota Zoo

✦ Smoke-free multi-unit housing
  - Successful in working with landlords, public housing authorities, and property mgmt companies to adopt smoke-free policies
    • Live Smoke Free (ANSR-MN) in metro cities and counties
    • ALA in Carlton, St. Louis, and Lake Counties
Next Era of Tobacco Prevention Continued

★ Tobacco-free college campuses
  - University of Minnesota Healthy Campus Network
  - Technical schools are a new trend
Active Living - Complete Streets

- Hennepin County and City of Rochester first two municipalities to pass Complete Streets policies
- Hennepin policy intended to enhance safety, mobility, accessibility and convenience for all corridor users by planning, designing, operating, and maintaining network of Complete Streets
- Rochester policy requires needs of bikers, pedestrians, transit riders and people with disabilities to be considered while designing nearly all road projects in city
Access to Healthy Foods

Homegrown Minneapolis

- Initiative to develop recommendations for City of Minneapolis to improve sales, distribution and consumption of fresh, locally grown foods to positively impact health, food security, economy and environment

- In June 2009, Minneapolis City Council unanimously passed a Resolution supporting local foods and established a Homegrown Minneapolis Implementation Task Force

- Homegrown Minneapolis will rely on input and participation from community residents and partners
Health Care Systems Change

★ Willmar using systems change to flag patients identified as at-risk for diabetes
★ Nurses (primarily) or physicians speak with patients
★ Connection and referral to community-based services and/or program run sustainably through community-based organization
School Examples

★ Farm to School - Willmar
  - Collaborate with partners
  - Start slowly (one school, one item)
  - Engage partners in problem solving (created FTS toolkit)
  - Broaden and deepen program (increase quality and quantity)
  - Evaluate

★ Breakfast Boosts Brain Power - St. Paul
  - Assess environment @ school level
  - Start with schools interested in making change
  - Adapt from lessons learned (^ of 23% from moving bus stop)
  - Evaluate
Safe Routes to School - Minneapolis

- Began with community concerns of safety while walking and biking to school
- Engage community leadership: School and city administration, and the Mayor
- Engage community in problem solving (air quality, obesity, safety)
- Assess school communities
- Grow initiative
- Evaluate
School PSE Key Steps

**Assessment:** Know scope of situation; underlying issues may be different than you think

**Engagement:** PSE initiatives are more successful when community members participate

**Collaboration:** Include allies and adversaries

**Evaluation:** Understand where you started and where you are going
Using School Health Index Assessment

Use SHI Assessment (or similar tool) results to develop your school's Action Plan and make policy and environmental changes.

- Identify strengths and need areas
- Identify & engage key stakeholders in wellness/health team
- Target areas where changes may have the biggest impact
- Improve school environment by acting on results and making changes
- Actions that support policy and environmental change have more impact
- Incorporate events/programs that support an overall goal
- Evaluate efforts to understand impact and advocate for resources and support
What is the Purpose of the SHI?

- Enable schools to assess school health environment including strengths and weaknesses of health promotion policies and programs
- Enable schools to develop an action plan for improving student and employee health
- Engage teachers, parents, students, and community in creating a healthier school environment by promoting health-enhancing policies and practices
## Events/Programs vs. Policy Change

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<th>Characteristics of PSE Change</th>
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<tr>
<td>✫ One time</td>
<td>✫ Ongoing</td>
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<tr>
<td>✫ Additive: often results in only short-term behavior change</td>
<td>✫ Foundational: often produces behavior change over time</td>
</tr>
<tr>
<td>✫ Individual level</td>
<td>✫ Policy level</td>
</tr>
<tr>
<td>✫ Not part of ongoing plan</td>
<td>✫ Part of an ongoing plan</td>
</tr>
<tr>
<td>✫ Short term</td>
<td>✫ Long term</td>
</tr>
<tr>
<td>✫ Non-sustaining</td>
<td>✫ Sustaining</td>
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Examples

Events/Programs

- Celebrate National Nutrition Month
- Host a Family Fitness Night
- Participate in Walk to School Day
- Provide healthy snacks or breakfast
- Participate in Kick Butts Day
- Provide health screenings for staff

Policy, Systems, and Environmental Change

- Add fruits & vegetables to a la carte
- Make school athletic facilities regularly available to families
- Establish a Safe Routes to School Program
- Adopt a Healthy Food & Beverage Policy
- Establish a tobacco-free school taskforce
- Establish a building-sponsored wellness team
Lessons Learned

★ Perseverance
★ Flexibility
★ PSE change does change behavior
★ Ongoing, purposeful communication
★ Champions
★ Anticipate opposition and be fully prepared for it
★ Skills required for PSE change work are different than required for program development
★ Strong leadership on a day-to-day basis
★ Developing arguments from/with a business perspective
★ Identifying who can make PSE change
★ Feedback to decision makers and community on results of PSE change
How can the “Guide” help?

- Wealth of information
- Description of interventions
- Action steps
- Assessment and evaluation tools
- Evaluation process and outcome measures
- Resources
  - Toolkits
  - Sample policies
  - Talking points
  - Evidence
- Evaluation guide
- Change is underway!
Questions and Your Examples

🌟 Steps to a Healthier Rochester
🌟 Others?
PSE Trainings to Come!

✦ Do Walk Do Bike Conference - Sept. 1 and 2
✦ School Health Index Training - Sept. 22
✦ Partnership for Prevention Webinar (HWHB Health Care interventions) - September 30
✦ More information on additional PSE and intervention-specific trainings provided by MDH and our partners coming soon!