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Questions?
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Catalyzing Change through Local Policy to Advance Community Prevention

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Prevention Institute



PREVENTION INSTITUTE





ZIP CODE
90002

Life Expectancy

72



ZIP CODE
94301

Life Expectancy

86

“People’s health is strongly influenced by the overall life odds of the neighborhood where they live. Indeed, place matters. In many low-income urban and rural communities, whole populations are consigned to shortened, sicker lives.”

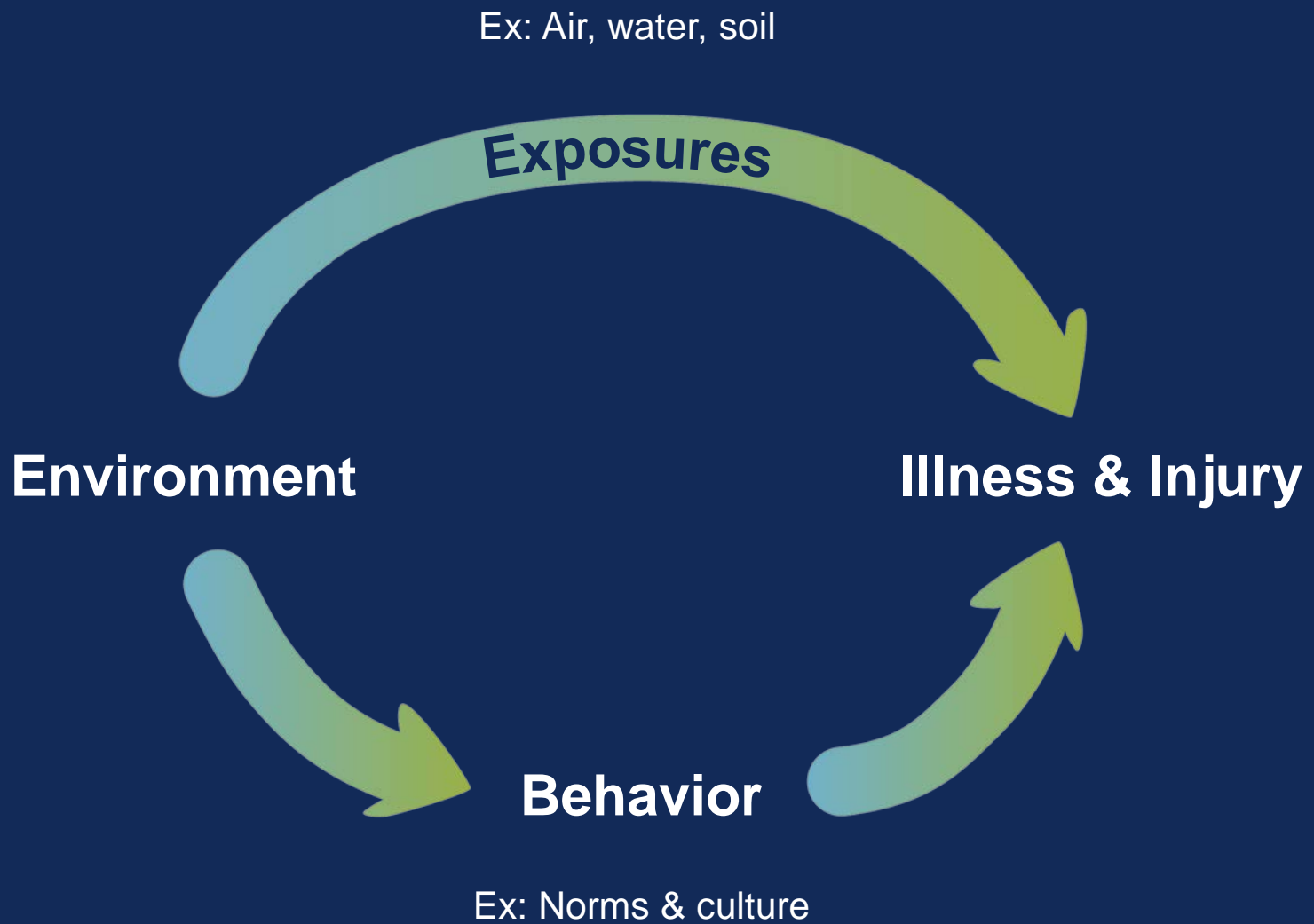


Learning Objectives

1. Describe local policy development as an effective strategy for advancing health and equity
2. Identify examples of community-based prevention initiatives that address health inequities through local policy change
3. Explain the Four Elements of local policy development for community prevention

Is it just individual choice?







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.

- Institute of Medicine





Prevention

A systematic process that reduces the frequency and/or severity of illness or injury.

Primary Prevention

Promotes healthy environments and behaviors to prevent problems from occurring before the onset of symptoms.



Prevention Works

- Child Restraint and Safety Belt Use
- Smoking Prevention
- Bans on School Junk Food
- School-Based Wellness Policies for PA
- Childhood Immunizations
- Motorcycle and Bicycle Helmet Laws



Farcus

by David Waisglass
Gordon Coulthart



**"That's the third smoker we've lost
this week."**

Pharmacy Tobacco Ban





Watch "Soldiers of 7"
For exciting adventures
7-Up TV shows more



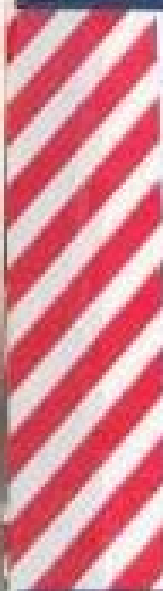
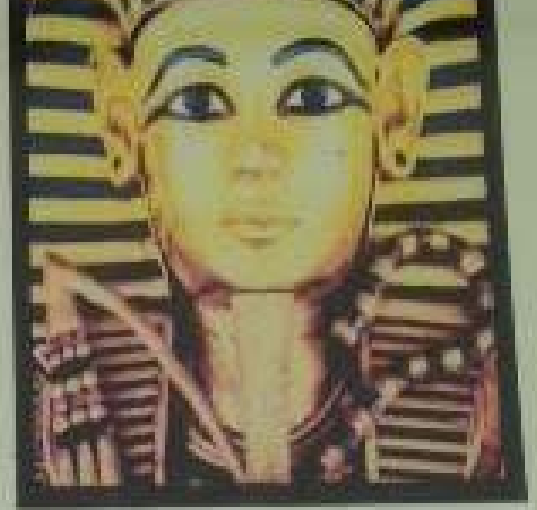
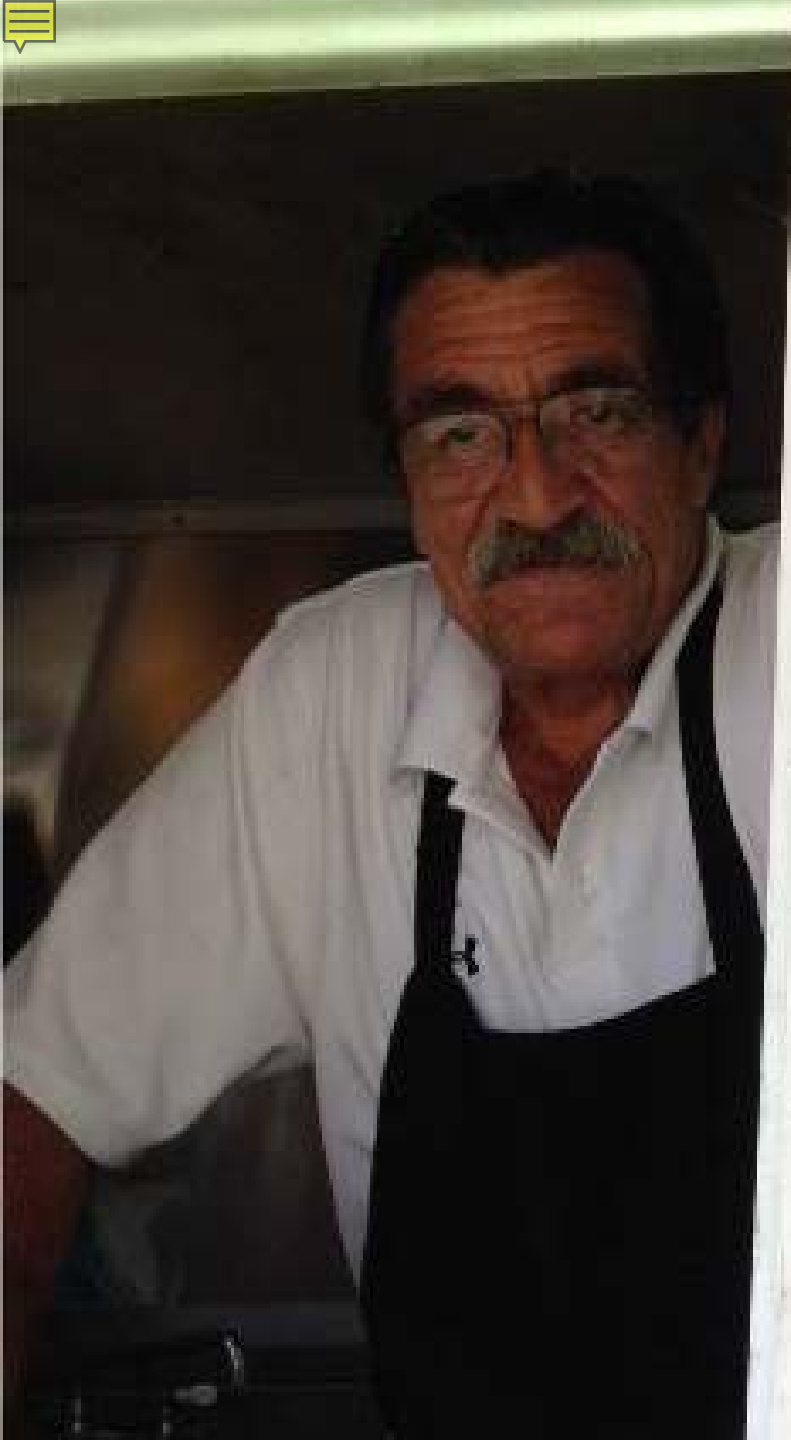
Why we have the youngest customers in the business

This young man is 11 months old -- and he isn't our youngest customer by any means.

For 7-Up is so pure, so wholesome, you can even give it to babies and feel good about it. Look at the back of a 7-Up bottle. Notice that all our ingredients are listed. (That isn't required of soft drinks, you know -- but we're proud to do it and we think you're pleased that we do.)

By the way, Mom, when it comes to babies -- if they like to be coaxed to drink their milk, try this: Add 7-Up to the milk in equal parts, pouring the 7-Up gently into the milk. It's a wholesome combination -- and it works! Make 7-Up your family drink. You like it . . . it likes you!

Nothing *does it like* Seven-Up!



BECAUSE I LOVE YOU
ROYAL EGYPTIAN
CUISINE NO LONGER
SERVES SODA. WE
SERVE ICE COLD
WATER, THE BEST
THRIST QUENCHER

Berkeley Soda Tax



- Sales (in ounces per transaction) of taxed drinks fell by about 10% in Berkeley.
- Sales of non-taxed water increased by about 16%.
- Overall beverage sales in Berkeley increased.



Norms

- Attitudes, beliefs, ways of being
- Taken for granted
- Behavior shapers
- Sanction behavior
- Based in culture & tradition



The ideas of one
generation become
the instincts of the
next.

- D.H. Lawrence





Defining Policy

The rules that guide the activities of government or quasi-governmental organizations, and that provide authority for the allocation of resources





One Key Fact:

Useful policy
is often
developed
locally



Types of Policy

Organizational

- Policy Manual & Standards
- Codes of Ethics
- Tenure & Appointment Articulation Agreements

Regulatory

- Administrative Rules
- Regulations
- Executive Orders

Fiscal

- Annual Budget Acts & Regulations

Legislative

- Bills
- Laws/Referenda
- Constitution

Legal

- Court Decisions



Policy making at this level is often undervalued and misunderstood, yet it is the central role of the city, town, and county legislative bodies.

- Municipal Research & Services Center





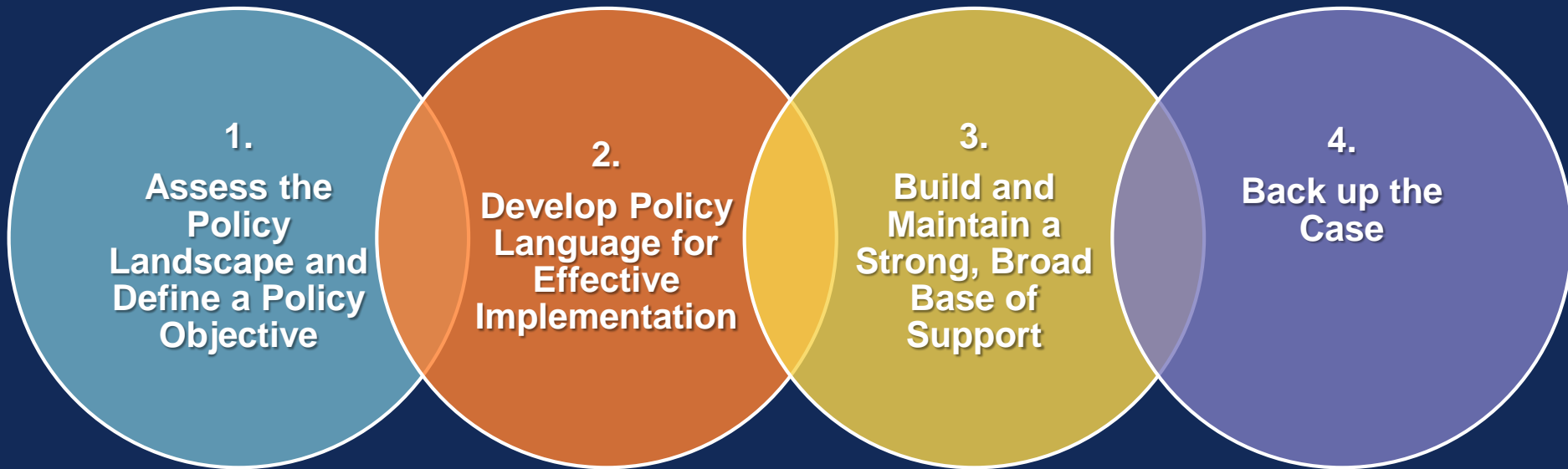
Advantages of Local Policy

1. Can be tailored to meet specific needs
2. Fewer resources needed
3. Easier to form local coalitions
4. Comprehensive local policy solutions can be developed
5. Locally elected officials more accessible
6. Builds community engagement and support
7. Can be less vulnerable to outside corporate influence
8. Effective implementation, enforcement and evaluation
9. Potential to shape policy in other jurisdictions
10. Catalyst for regional, statewide and national initiatives



Can We Do Policy?

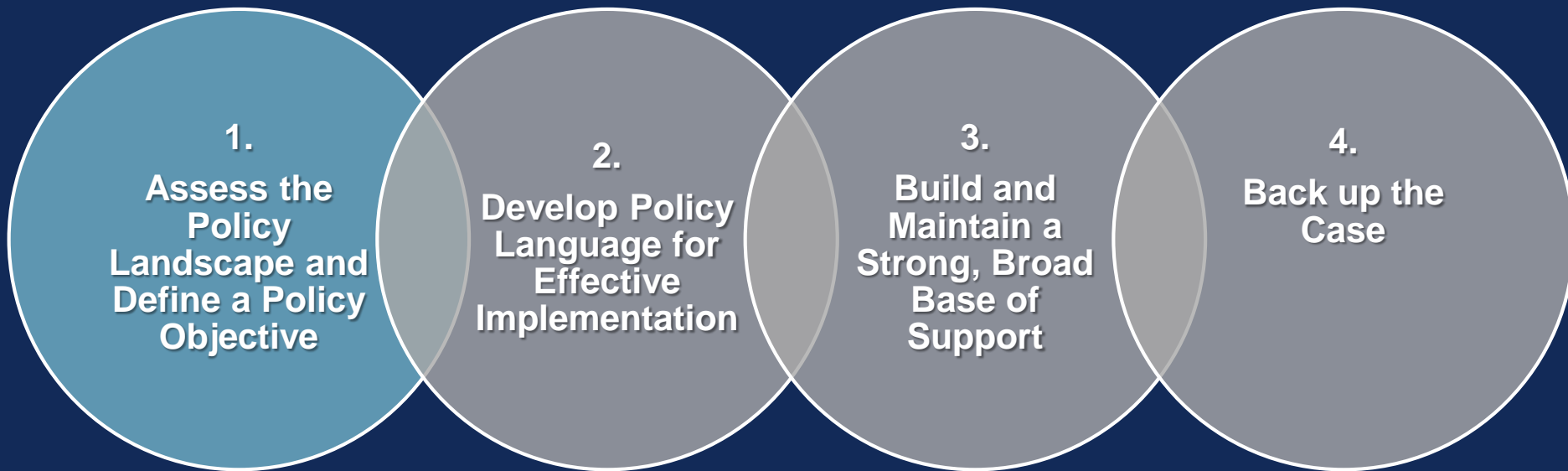
Four Elements of a Successful Policy Initiative



Clean Up Green Up



Four Elements of a Successful Policy Initiative





Assess the Policy Landscape

Assess if a new policy is needed:

- Investigate current and past policy initiatives.
- Connect with government officials, policy makers and key players to assess what's worked.
- Review existing data.
- Conduct a community assessment to inventory strengths, assets and potential challenges.



Olympia Feasibility Assessment

Voter Poll: “ I would support a...”

- ...1% tax for sidewalks. 42%
- ...2% tax for parks. 49%
- ...3% tax for parks and sidewalks. . . . 57%





Assess the Policy Landscape

Determine parameters of political activity:

- Understand roles of collaborative members for policy development and activity.
 - ✓ Public health departments and government agency staff
 - ✓ Nonprofit groups
 - ✓ Community members



Advocacy vs. Lobbying

Advocacy

- Education
- Facts
- Bi-partisan
- Balanced
- No call to action (position not taken)
- Activities that defend, support or maintain a cause
- Usually broad issues

Lobbying

- Influencing legislation, regulation, funding
- Actions aimed at influencing public officials to promote or secure passage of specific bill or funding
- A paid representative for a particular org





Assess the Policy Landscape

Determine the appropriate jurisdiction and key decision makers:

- *What are the specific steps involved legislative process?*
- *How many votes do we need to win?*
- *Who's support is needed beyond the primary decision makers?*
- *What are policy makers' key priority issues and policy making track records?*
- *Who are the major supporters, allies and opponents?*

What are Local Jurisdictions?



- City councils
- County commissions, or boards of supervisors
- Local boards of health
- Transportation authorities
- Planning commissions
- Park districts
- Metropolitan planning organizations
- School districts



Assess the Policy Landscape

Identify a specific policy objective:

- Develop a policy selection criteria.
 - Political feasibility and 'win-ability'
 - Reflection of equity
 - Community engagement
 - Individuals most impacted
- Craft policy objectives as part of a broader agenda.
- Utilize information from policy landscape.

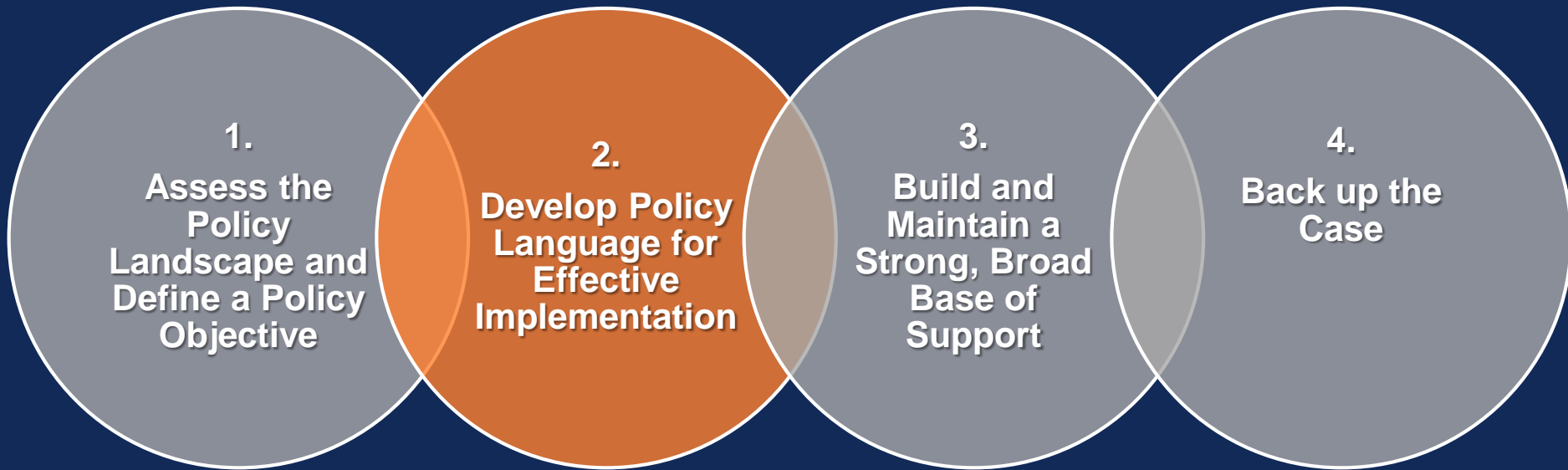
Clean Up Green Up



- ✓ Used data to address environmental justice issues
- ✓ Determined a new policy was needed
- ✓ Identified policy objectives that informed City of Los Angeles' Clean Up Green Up ordinance



Four Elements of a Successful Policy Initiative





Develop Policy Language

Develop effective policy language and provisions:

- Don't reinvent the wheel!
- Refine model language to be consistent with policy objectives.
- Enlist support of policy experts to review.
- Build mechanisms to maximize compliance.
- Determine agencies to oversee implementation and enforcement.



Forest Park, IL: Complete Streets

Consider the Impact on Different Communities





Equity Matters

- ***More than just placeholders***
Simply inserting a person of color or a person from a low-income community into the process is not enough.
- ***Diverse and divergent perspectives***
Engage in how perspectives differ and how those differences may influence decisions and solutions.
- ***Buy-in for change***
Including community members can strengthen the process and support.



Develop Policy Language

Planning for policy evaluation and dissemination:

- Identify evaluation indicators and processes
- Engage with high capacity organizations and residents to develop evaluation metrics.
- Draw on knowledge of academic researchers and evaluators.
- Publish evaluation findings to maintain community support.

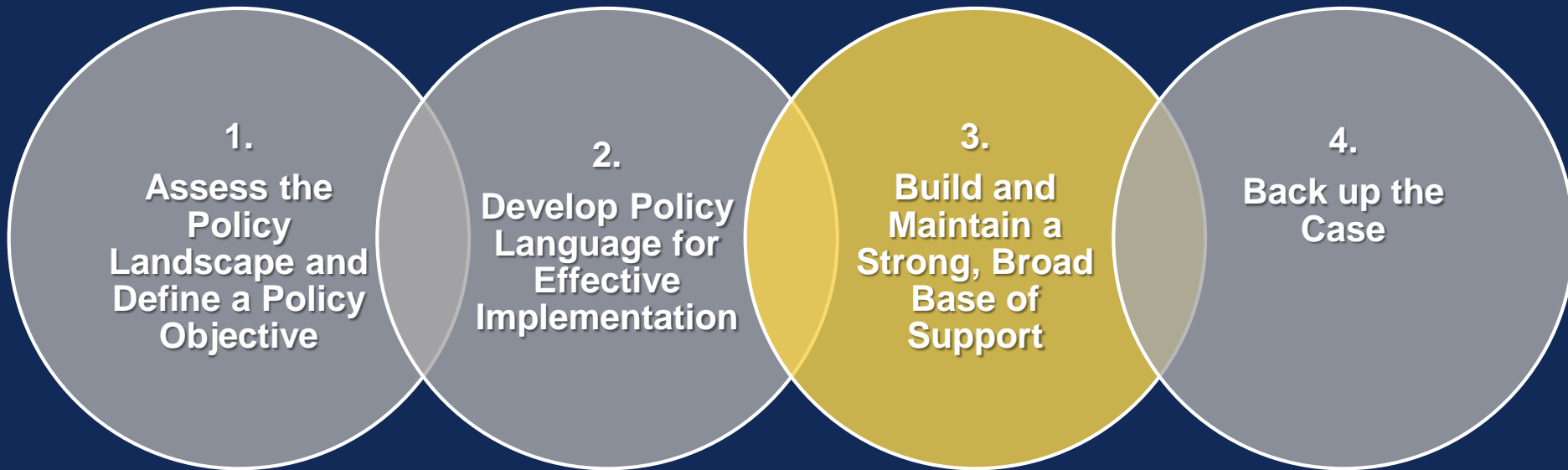
Clean Up Green Up



- ✓ Sought advice and input from environmental justice, land use, and public health experts
- ✓ Enlisted technical support to develop policy provisions
- ✓ Ongoing vetting of policy language with CBOs



Four Elements of a Successful Policy Initiative





Key Fact:

Local policy campaigns are most effective with broad community participation and a mobilized grassroots base.

Build a Strong Base of Support



Benefits of forming a coalition:

- Brings together diverse experience and skills.
- Gathers wide array of perspectives.
- Combines advocacy power.
- Provides access to more constituencies and networks.
- Creates greater focus on common goals.
- Fosters sustainability.



Build a Strong Base of Support

Recruit the right people for your coalition:

- Identify people working on the issue.
- Consider who has influence and who will be supportive.
- Identify who may put obstacles in your path.
- Consider who should be involved:
 - Membership type
 - Individuals and organizations
 - Membership size



Developing Effective Coalitions: The 8-Step Process

8. Improve through evaluation

7. Maintain coalition vitality

6. Develop a successful structure

5. Anticipate necessary resources

4. Convene the coalition

3. Devise preliminary objectives and activities

2. Recruit the right people

1. Analyze program objectives, determine whether to form a coalition



TURF

“The conflict between organizations with seemingly common goals.”

--Peck and Hague



Build a Strong Base of Support

Managing Turf and Neighborhood Climate:

- Acknowledge potential turf issues.
- Shape collective identity.
- Secure funding.
- Remind participants of the big picture.



Who Are Your Policy Champions?



Policy Champion

- Elected/appointed official
- Well-respected
- Sponsors legislation
- Leads efforts to pass policy
- Trusted ally



No business would want to locate to a community with bad health. They'd wonder about absenteeism rates and health care costs. But, if we are truly going to be a job creator and are looking to keep health care costs down, you have to be a community where health is a priority."

- Mayor Mick Cornett, Oklahoma City



Build a Strong Base of Support



Build rapport with influential officials:

- Recruit and cultivate spokespeople.
- Educate decision making body and staff.
- Build capacity of community allies and champions.



Coalition to Prevent Childhood Lead Poisoning



There was the usual pocket problem. The pocket that would save money was not the pocket that would spend the money.

- Kathy Lewis, Director of Community Health Policy,
University of Rochester Medical Center and Board Member of
Coalition to Prevent Lead Poisoning





Build a Strong Base of Support

Strategies for understanding your opposition:

- ✓ Identify self interests and motivations
- ✓ Gauge relationships with key influencers
- ✓ Analyze materials and documentation to prepare counter arguments
- ✓ Educate coalition members on industry tactics
- ✓ Be professional

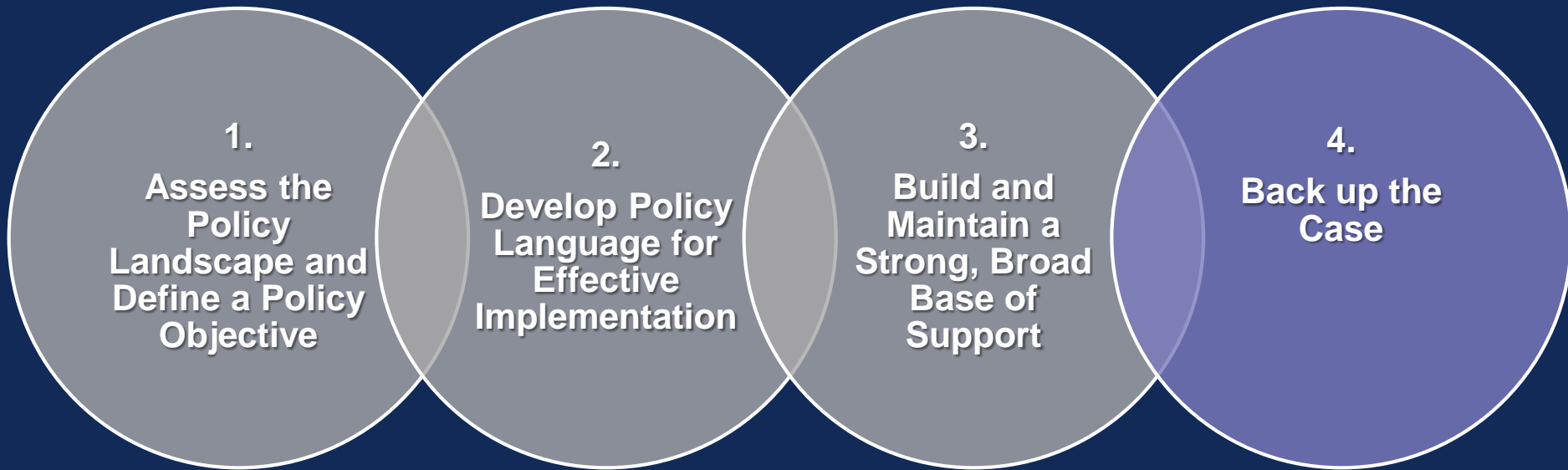
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- ✓ Engaged CBOs at the start of the initiative
- ✓ Built a multi-sector coalition
- ✓ Elevated contributions of small businesses owners
- ✓ Utilized data from well-respected researchers



Four Elements of a Successful Policy Initiative





Framing is how our minds recognize patterns of ideas, categorize, and derive meaning from them...Frames are important to advocates because they influence how people react to ideas.

- Berkeley Studies Media Group






Back up the Case

Frame the case to support environmental and policy solutions:

- Make it relevant; find a hook.
- Cue the environment first.
- Connect to deeply held values.
- Focus on solutions, not just problems.



**"WE CAN'T GIVE UP ON OUR CHILDREN,
AND I THINK THAT'S WHAT HAPPENS.
WHEN KIDS DON'T FEEL LIKE THEY'RE
IMPORTANT OR THAT ANYONE CARES,
THEY'RE GOING TO REACH OUT
FOR THE NEXT THING."**

-AUDREY, LOST OLDEST SON TO SHOOTING 7 YEARS AGO

[SEE OUR STORIES, AND LEARN HOW YOU CAN HELP PREVENT VIOLENCE AT BPHC.ORG/OURMATTAPAN]

OUR MATTAPAN. MANY PASTS. ONE FUTURE.

PRODUCED BY THE BOSTON PUBLIC HEALTH COMMISSION IN PARTNERSHIP WITH THE MATTAPAN COMMUNITY HEALTH CENTER, BOSTON POLICE DEPARTMENT, AND BOSTON CENTERS FOR YOUTH AND FAMILIES.

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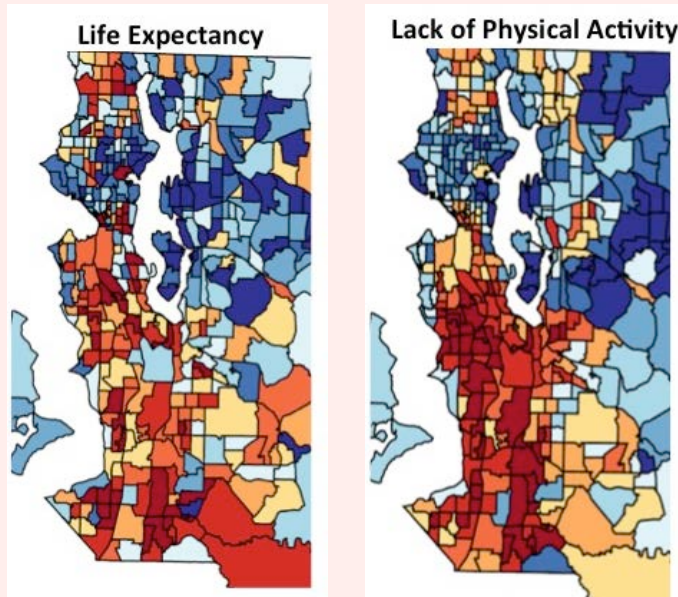
1 OUT OF 2 Latino children
will get Type 2 Diabetes



#VOTA

health
happens
aquí 
w/ Health and Justice for All

Back up the Case




King County, Washington

Support ideas with research:

- Gather information from well-informed residents.
- Draw background data from scientific journal articles and research.
- Present data that demonstrates inequities.
- Show evaluations of similar policies in other jurisdictions.



Seattle's Chinatown International District



Calculate Monetary Costs and Savings





An analysis of New York City's Safe Routes to School Program projected a 50-year savings of \$230 million, primarily from reductions in injury-related medical costs.

Prevention for a Healthier America



✓ \$16 billion savings in 5 years

✓ ROI of \$5.60 for every \$1



Use the Media to Educate the Public & Decision Makers

...set the agenda for public
debate and policy change



Back up the Case

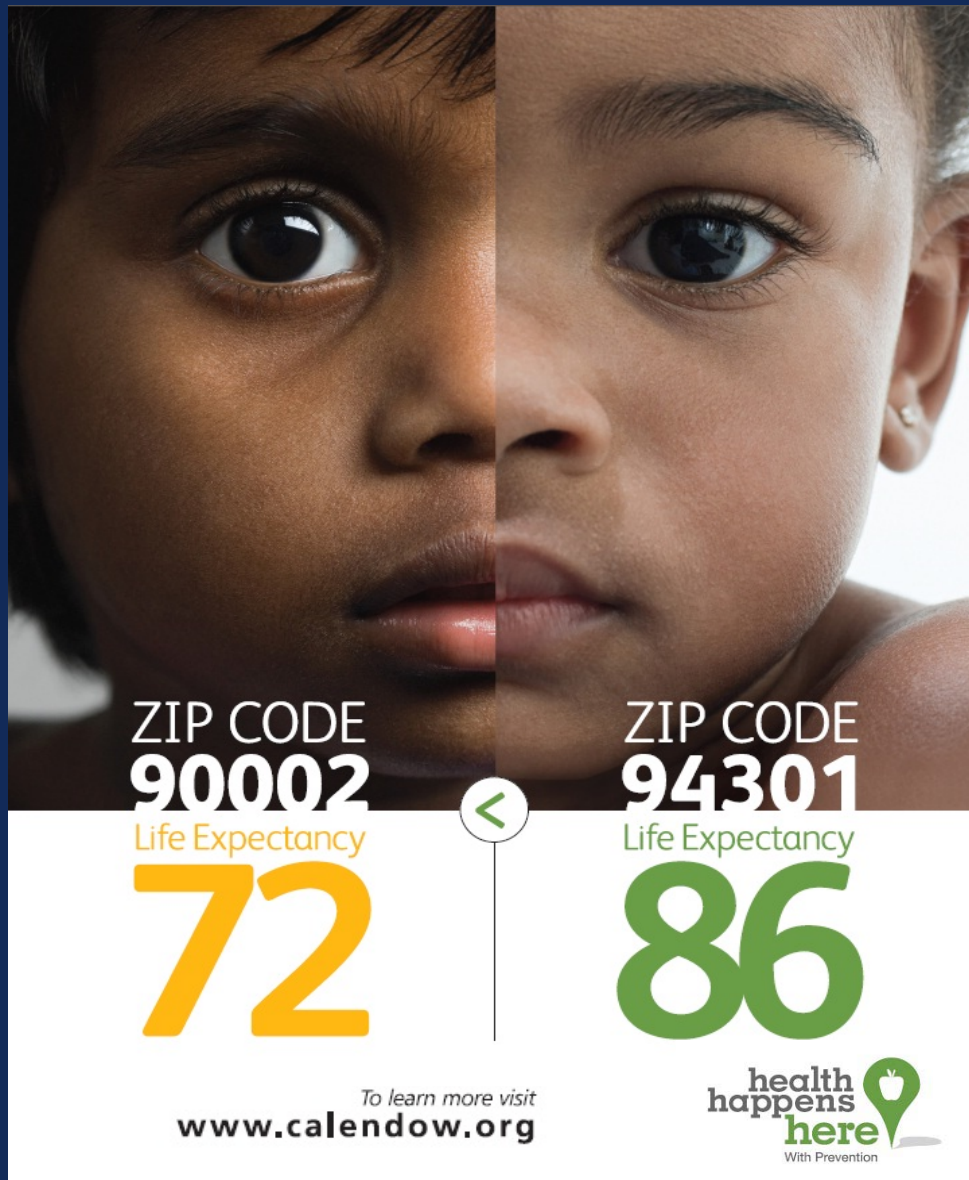
Harness the power of media to educate the public:

- Participating in blogs
- Connecting with reporters and editors
- Letters to the editor and op-eds
- Compelling actions to catch the media's attention



What Media Outlets to Consider?

- Radio
- Cable TV
- Social media
- Digital media
- Print media



Your **ZIP code** shouldn't predict how long you'll live – but it does. Staying healthy requires much more than doctors and diets. Every day, our surroundings and activities affect how long – and how well – we'll live.

This year, Gov. Jerry Brown and other state leaders recognized that **Health Happens with Prevention**. The California Endowment thanks California's leaders for making our communities healthier and our state stronger.

SB 51 (Alquist) : Ensures at least 80 % of premium dollars go to patient care.

AB 1296 (Bonilla) : Includes adults without children in Medi-Cal.

AB 922 (Monning) : Establishes a central location for consumers to receive assistance with health insurance.

SB 222 (Evans) and AB 210 (Hernandez) : Ensures that maternity coverage is available for women when they need it.

SB 41 (Yee) : Allows medical professionals to furnish syringes to people 18 years of age or older to prevent the spread of infectious disease.

SB 695 (Hancock) : Maintains Medi-Cal benefits for youth.

ABX1 21 (Blumenfield) : Helps maintain health coverage for thousands of children and teenagers through the Healthy Families Program.

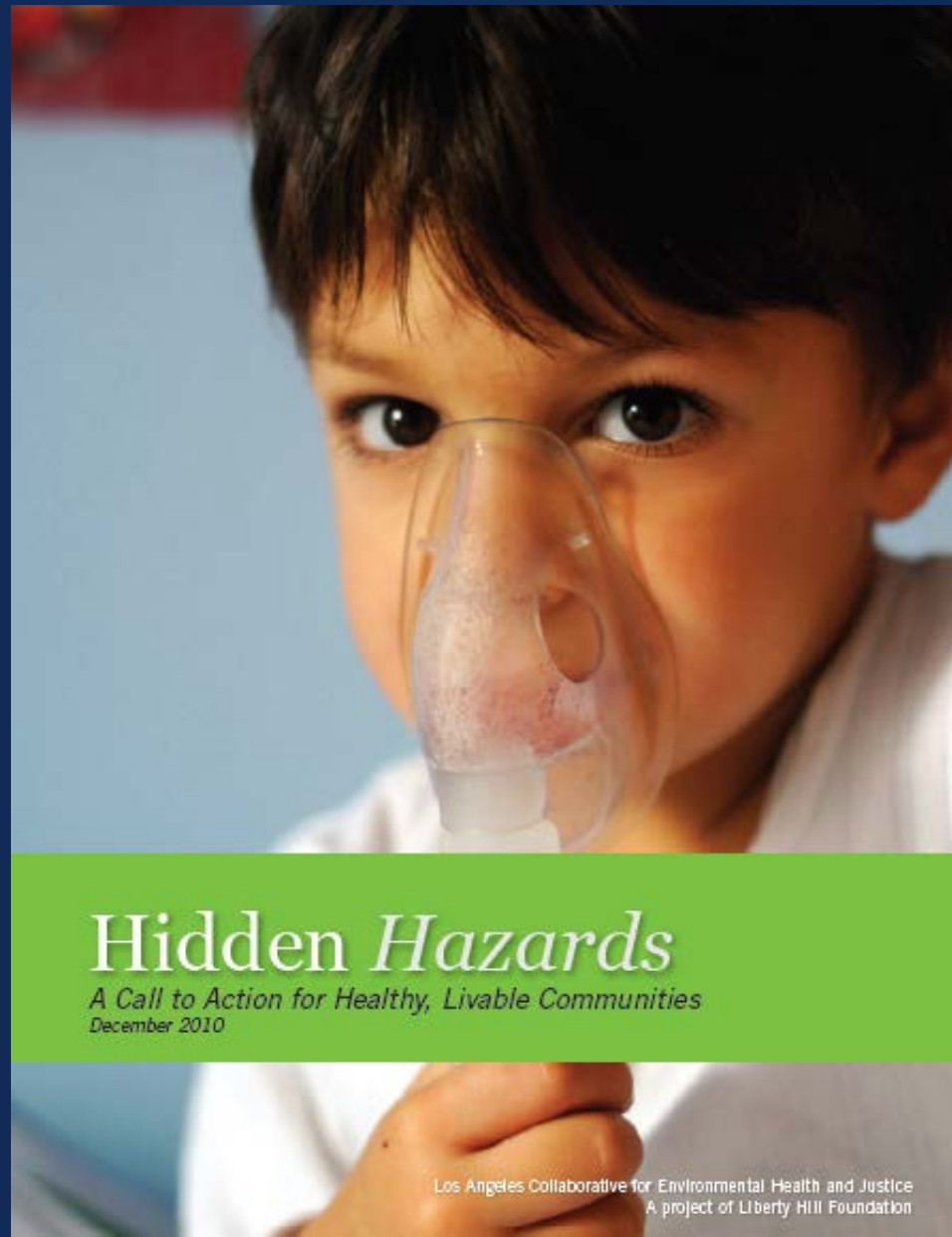
AB 604 (Skinner) : Allows qualified local organizations to apply for authorization to offer a needle and syringe exchange program in specific high risk communities.

Attorney General Kamala Harris filed an Amicus Brief defending the Affordable Care Act on behalf of millions of Californians who will benefit.

Berkeley Soda Tax



Clean Up Green Up



Tools, Frameworks and Resources



Developing Effective Coalitions: The 8-Step Process

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7. Maintain coalition vitality

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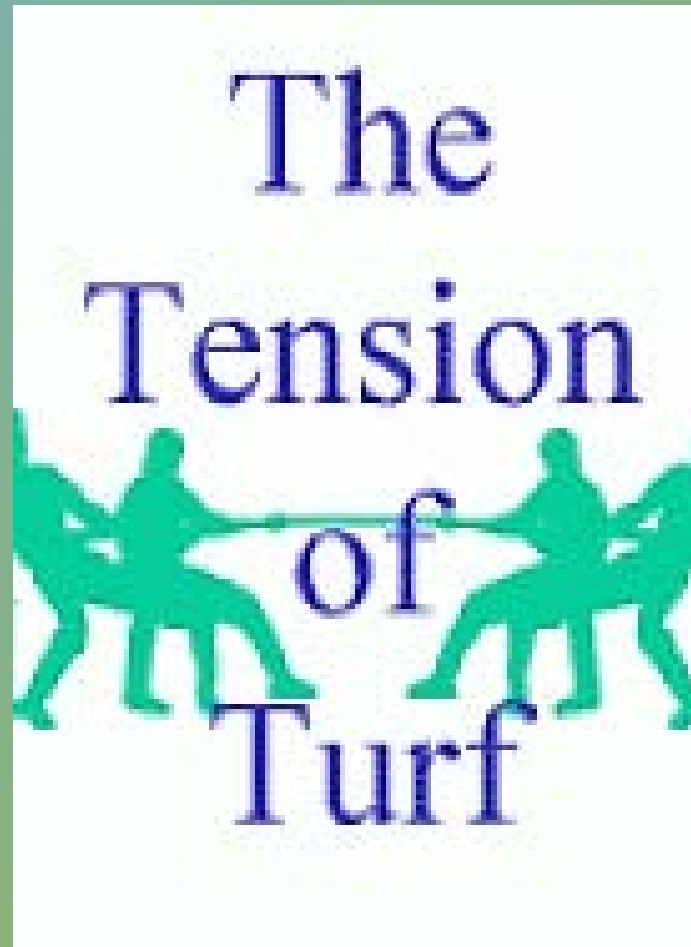
3. Devise preliminary objectives and activities

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1. Analyze program objectives, determine whether to form a coalition



The Tension of Turf: Making it Work for the Coalition





Collaboration Multiplier

| Collaborator 1 |
|-------------------|
| Expertise: |
| Desired Outcomes: |
| Key Strategies: |
| Collaborator 2 |
| Expertise: |
| Desired Outcomes: |
| Key Strategies: |



| |
|-------------------|
| Shared Outcomes |
| Partner Strengths |
| Joint Strategies |



| Collaborator 3 |
|-------------------|
| Expertise: |
| Desired Outcomes: |
| Key Strategies: |
| Collaborator 4 |
| Expertise: |
| Desired Outcomes: |
| Key Strategies: |



Spectrum of Prevention

Influencing **Policy & Legislation**

Changing **Organizational Practices**

Fostering **Coalitions & Networks**

Educating **Providers**

Promoting **Community Education**

Strengthening **Individual Knowledge & Skills**

Questions





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