PSE 101: Building Healthy Communities Through Policy, Systems & Environmental (PSE) Change

Christine Fry, MPP
Senior Policy Analyst & Program Director

Lisa Chen, MCP, MPH
Planner

Presented in partnership with the Network for a Healthy California
ChangeLab Solutions creates innovative law and policy solutions that transform neighborhoods, cities, and states. We do this because achieving the common good means everyone has safe places to live and be active, nourishing food, and more opportunities to ensure health. Our unique approach, backed by decades of solid research and proven results, helps the public and private sectors make communities more livable, especially for those who are at highest risk because they have the fewest resources.
Agenda

- PSE Definitions
- 8 Essential Elements of A Strong Prevention Strategy
- Discussion
PSE DEFINITIONS

Photo: Groundswellmurals.org
Environmental Systems Policy

Systems

Environment
Farms...but no farmers markets?
Amend code to define farmers markets & Create new permitting process
Fresno, CA example

**POLICY:**
Zoning code

**SYSTEMS:**
Community groups have a new process to start a farmers market

**ENVIRONMENT:**
New healthy food options in communities
POLICY:
Written statement of organizational position, decision or course of action. (Such as ordinances, resolutions, mandates, guidelines, or rules)

SYSTEMS:
Changes in organizational procedures (such as personnel, resource allocation, programs)

ENVIRONMENT:
Physical, observable changes in the built, economic, and/or social environment.
WHAT DO WE MEAN BY POLICY?

A policy is:

• a statement in writing
• binding
• setting out a general approach to be applied broadly
WHAT DO WE MEAN BY POLICY?

- Local ordinances
- Zoning language
- Resolutions
- Standards
- School/agency policy language
- Contracts/agreements
- State/federal laws
- Organization/company policies
**POLICY:**
Policy requiring minimum percent of foods sold in vending machines on city property meet nutritional requirements.

**SYSTEMS:**
Work with existing or new vending machine operators to change product mix.

**ENVIRONMENT:**
Create marketing & educational materials to inform customers about the healthy changes.

Example: healthy vending machines
POLICY:
Policy to allow on-site sales of urban agriculture produce.

SYSTEMS:
Work with city to connect new community gardens with water/utilities and other resources.

ENVIRONMENT:
Create new community gardens.

Example:
urban agriculture
POLICY:
Wellness policy directing nutrition services department to increase purchases of fresh & locally-grown produce.

SYSTEMS:
Work with nutrition services, local farmers, and health stakeholders to inventory current practices & identify foods to purchase.

ENVIRONMENT:
Create prominent displays and marketing materials to highlight new menu items.

Example: farm to school
INSTITUTE OF MEDICINE: AREAS OF FOCUS TO ACCELERATE PROGRESS IN OBESITY PREVENTION (2012)

5 SOLUTIONS FOR CHANGING OUR COMMUNITIES

INTEGRATE PHYSICAL ACTIVITY EVERY DAY IN EVERY WAY.

STRENGTHEN SCHOOLS AS THE HEART OF HEALTH.

ON THEIR OWN, ANY ONE OF THESE FIVE SOLUTIONS MIGHT HELP SPEED UP PROGRESS IN PREVENTING OBESITY, BUT TOGETHER, THEIR EFFECT WOULD BE REINFORCED, AMPLIFIED, AND MAXIMIZED.

ACTIVATE EMPLOYERS AND HEALTH CARE PROFESSIONALS.

MARKET WHAT MATTERS FOR A HEALTHY LIFE.

EAT WELL!

MAKE HEALTHY FOODS AVAILABLE EVERYWHERE.

FRESH PRODUCE AVAILABLE!
What's one policy idea that would support your current nutrition and physical activity education efforts?

**Examples:**
- School district policy to improve school meals
- Zoning policy to attract grocery stores
- Organizational policy to require healthy vending
How can PSE strategies create sustainable improvements in health?
ESSENTIAL ELEMENTS OF A STRONG PREVENTION STRATEGY

1. It is data driven and grounded in community.
2. It is ambitious, yet politically feasible.
3. It is financially feasible.
4. Its implementation and enforcement are clear and feasible.
5. It is legally feasible.
6. It addresses health disparities.
7. It changes expectations.
8. It is one piece of a larger puzzle.
ELEMENT #1

✓ It is data-driven and grounded in community
Local policymakers want LOCAL data
What does an “excellent community” look like? How does your community measure up? Is your community a healthy place to be?

Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³) is a program planning framework that involves taking an in-depth look at communities to identify areas in need of improvement. Because the community itself has a critical role to play in preventing obesity, CX³ examines communities in relation to a variety of obesity prevention benchmarks referred to as community indicators and assets. These CX³ indicators and assets set standards of excellence. They define what a community itself should look like in order to help prevent the devastating chronic diseases related to overweight and obesity for its residents.

The local data compiled in evaluating these indicators and assets is what makes CX³ such a powerful tool for local groups. It shows how your community currently “measures up” and where it needs to improve to become a community of excellence for its residents.

A special focus on low income communities. Lower income populations are disproportionately affected by environmental conditions that don’t support healthy eating and physical activity. CX³ indicators and assets pay special attention to low-income neighborhoods where people live, work, recreate, socialize, go to school and shop for food.

And, at the heart of CX³ concept is that people, residents, can change their communities to become healthier places to live.

CX³ is a work-in-progress while the benchmark community indicators and assets are finalized. CX³ data collection tools and measurements are being developed in phases. The California Department of Public Health’s Network for Healthy California (Network) is working side-by-side with local health departments in implementing the first phase of CX³, which focuses on neighborhoods. This fact sheet is being shared to update interested health programs and community groups on our progress.

How does CX³ work?

As they are the lead health agency at the local level throughout California, CX³ is designed for local health departments to use, working in collaboration with neighborhood groups. But others can benefit from using it as well. CX³ follows four steps:

1. Compile localized data to evaluate a community’s strengths and weaknesses in relation to CX³ indicators and assets
2. Set priorities based on localized data
3. Implement strategic community-focused action plans
4. Evaluate progress over time.
San Bernardino, CA
California Gardens
Neighborhood Clusters Association
ELEMENT #2

✓ It is ambitious, but politically feasible.
Columbia, MO
Safe Routes to School Programs
PedNet Programs:

• Walk to School Days
• Walking School Bus program
• Cycling education
• Bike, Walk & Wheel Week
Balancing health with politics

Are you pouring on the pounds?
BALANCING HEALTH WITH POLITICS
ELEMENT #3

✓ It is financially feasible.
WHAT IS FINANCIAL FEASIBILITY?

• Low or no cost
• Uses existing funding
• Saves money
• Generates revenue
Fresno, CA
SNAP/EBT at local store

In CA, SNAP reaches 55% of those eligible for the program.
Joint-use Agreements

Example: Pixley & Earlimart, CA
ELEMENT #4

✓ Its implementation and enforcement are clear and feasible.
Who will implement the policy?

Example: New York City, NY
Who will enforce the policy?
Who are some partners (public, private, non-profit, or community) who could help you implement a PSE approach?

**Examples:**
- School district
- Business associations
- Youth development organization
ELEMENT #5

✓ It is legally feasible.
Rational basis
“smell test”
ELEMENT #6

✓ It addresses health disparities.
Cleveland, OH
urban agriculture policies

Photos: Morgan Taggart, Ohio State University Extension
afterschool policies & programs

Photo: NPR
Montebello, CA
healthy afterschool snacks
Resource:
CA Afterschool Network
www.afterschoolnetwork.org

Improve Academic Success
Through Nutrition and Physical Activity Policy and Practice

TIPS FOR CREATING HEALTHY AFTER SCHOOL PROGRAMS

Seven Simple Steps for Program Directors

1. Start with your staff.
   - Include nutrition and physical activity in your staff development plan.
   - Establish a policy that all staff model healthy eating and physical activity at work and at staff meetings.

2. Develop your budget to reflect programming priorities.
   - Make physical activity and nutrition a key part of your after-school program.
   - Include nutritious snacks, physical activity equipment, and cooking classes.
   - Make events and fundraisers healthy, fun, active, and educational!

3. Provide physical activity every day:
   - Build in 30-60 minutes of moderate to vigorous physical activity—it doesn’t have to be all at once.
   - Move it! Ensure a 5-10 minute activity break for each hour of activity, including meetings.

4. Make healthy foods and fresh, free drinking water available.
   - Be sure snacks meet California food standards.
   - Add fresh fruits and vegetables and whole grains.
   - Participate in the federally reimbursable snack and meal programs.

5. Engage youth!
   - Train staff on how to involve youth in selecting and leading nutrition and physical activities.
   - Make it possible for all to be emotionally safe, physically active, and successful in their own way.
   - Go global: Include healthy food and physical activities from multiple cultures.

6. Promote healthy family involvement:
   - Offer family fitness and nutrition nights.
   - Serve healthy foods at all family meetings and events.
   - Share information on CalFresh (formerly Food Stamps) and food banks.

7. Don’t do it alone!
   - Join your district’s school health advisory council or local school wellness policy committee.
   - Reach out to local organizations such as grocery stores, fitness centers, hospitals, and health departments.
   - Recruit volunteers and parents.

For more information, please visit
www.afterschoolnetwork.org/nutrition_pa
Resources:

1. Conduct Initial Homework
2. Form the Development Team
3. Assess the District's Needs
4. Draft a Policy
5. Build Awareness and Support
6. Adopt the Policy
7. Implement the Policy
8. Maintain, Measure, Evaluate

Creating a Local Wellness Policy

Action for Healthy Kids: Wellness Policy Tool

ChangeLab Solutions: How to Enforce a Wellness Policy
ELEMENT #7

✓ It changes people’s expectations
Changing the conversation
Workplace wellness

Example: Lundberg Farms; Richvale, CA

Photos: Hitachi foundation, Winningworkplaces.org
Establishing a Worksites Wellness Committee

The Worksite Wellness Committee is the primary infrastructure that sustains long-term health promotion in the workplace. The members of the Worksite Wellness Committee work to promote better health for all employees. With surveys from employees and of the worksite, the Wellness Committee is empowered to design, plan, and implement worksite policies and employee health promotions that will lead to reduced risk of chronic diseases, increased productivity, and reduced health care costs.

The goal of the Network for a Healthy California—Worksites Program is to provide California businesses with low cost, effective, and easy-to-implement worksite wellness tools packaged under the California Fit Business Kit. Our research located a publication from North Carolina’s Eat Smart, Move More Worksites Wellness Program. "The Champions Guide: Saving Dollars and Making Sense" is a detailed workbook on how to establish an effective Wellness Committee. This resource lays out a simple step by step process and also provides examples for employee surveys, meeting agendas, program design, strategies, planning, communication, and evaluating health promotion programs from start to finish.

Worksite Program
California Fit Business Kit!
ELEMENT #8

✓ It is one piece in the larger puzzle
CHANGE TAKES TIME
CHANGE TAKES TIME
A larger plan for health

Example: Baldwin Park, CA
Healthy Baldwin Park Initiative
ESSENTIAL ELEMENTS OF A STRONG PREVENTION STRATEGY

1. It is data driven and grounded in community.
2. It is ambitious, yet politically feasible.
3. It is financially feasible.
4. Its implementation and enforcement are clear and feasible.
5. It is legally feasible.
6. It addresses health disparities.
7. It changes expectations.
8. It is one piece of a larger puzzle.
Resolution No.____ Committing [Municipality] to Fighting the Obesity Epidemic

PREAMBLE

WHEREAS, 16.3 percent of American children and adolescents ages 2 to 19 are obese, and 31.9 percent are obese or overweight, which translates into 12 million children and adolescents who are obese (BMI ≥ 85th percentile) and more than 23 million who are either obese or overweight (BMI ≥ 15th percentile).9,5

WHEREAS, in [Municipality/State] ___ percent of children and ___ percent of adults are obese or overweight;

COMMENT: Insert obesity statistics specific to the state and municipality here.

WHEREAS, overweight children and adults are at greater risk for numerous adverse health consequences, including type 2 diabetes, heart disease, stroke, high blood pressure, high cholesterol, certain cancers, asthma, low self-esteem, depression and other debilitating diseases;9

WHEREAS, the medical costs of obesity have risen to $147 billion each year;7

WHEREAS, the cost of obesity in [insert state or municipality] is [add state-specific data about obesity costs with citation];

COMMENT: See http://cdc.gov/dnpa/obesity/economic_consequences.htm for obesity expenditures by state.

WHEREAS, good nutrition is a central part of any obesity prevention effort as healthier diets could prevent at least $71 billion per year in medical costs, lost productivity and lost lives;3

WHEREAS, studies show that most Americans do not eat enough fruits, vegetables or whole grains;1,12,10

WHEREAS, infants who are breastfed are less likely to become obese children or adults;11

WHEREAS, most Americans are failing to meet the Centers for Disease Control and Prevention’s recommendations of at least 30 minutes of moderate physical activity at least

Available on changelabsolutions.org
Resource: ChangeLab Solutions

Model Food Systems Resolution

Available on changelabsolutions.org
FOR MORE INFORMATION:

Contact your Program Manager or:

Betty Sun: Research and Evaluation Section
Betty.Sun@cdph.ca.gov

Lisa Tadlock: Policy, Planning & Partnerships Section
Lisa.Tadlock@cdph.ca.gov
DISCUSSION