Extension’s Role in Policy, Systems & Environment Change:
Fostering PSEC strategies among community stakeholders

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Objectives

1. Describe the **evolution** of PSEC approaches in public health.
2. Explore **common challenges** to implementing PSEC.
3. Highlight **examples of PSEC** accomplished by Extension professionals in other states.
4. Explore potential **PSEC strategies** that participants can foster in their own programs and communities.
The FY 2016 SNAP Education Plan Guidance

In addition to direct education, SNAP-Ed may reach its audience through:

• Multi-level obesity prevention interventions
• Community or public health based approaches to obesity prevention
The Social Ecological Framework

Source: FY 2016 SNAP Education Plan Guidance
The Health Impact Pyramid

“Making the Healthy Choice the Easy Choice”
Accelerating Progress in Obesity Prevention

Making the Environment Match the Message

Nutrition messages displayed in front of unhealthy options

Healthy food with no messaging
Barriers and Challenges to PSEC

• Not sure what PSEC is
• Not sure who to work with
• Not sure how to build partnerships without appearing as though “taking over”
• Not sure how to report/evaluate PSEC efforts
• Lack of financial support
Community Coalitions: Vehicles for PSEC

A coalition is a type of collaboration consisting of mutually beneficial and well-defined relationships among organizations that come together to work for a common goal.
Coalition Involvement of Extension Professionals

- **Active Participant**
- **Support or Resource Person**
- **Former Participant**
- **No Involvement**
- **No Response**

# of Respondents

- ANR (n=37)
- FCS (n=63)
- 4-H (n=58)
- CD (n=17)
To what extent has your coalition worked to implement PSE change strategies?

- The coalition has PSE change objectives & activities
- The coalition has discussed the possibility of promoting PSE change
- The coalition has not been involved with PSE change
Are the following examples of PSEC?

1. Hosting a community fun run
2. Adopting a healthy vending policy
3. Adopting healthy meeting guidelines
4. Offering breastfeeding classes for new moms
5. Offering fall prevention classes for seniors
6. Starting a farm to school program
Are the following examples of PSEC?

1. Hosting a community fun run – No, this is a one-time event. Complete street interventions would be PSEC.
2. Adopting a healthy vending policy - Yes
3. Adopting healthy meeting guidelines - Yes
4. Offering breastfeeding classes for new moms – No, this is education. Baby friendly hospital interventions would be PSEC.
5. Offering fall prevention classes for seniors – No, this is education. Universal design would be a PSEC.
6. Starting a farm to school program - Yes
PSEC Case Study 1: Washington State University Extension

- A track was built around the perimeter of an elementary school
- Nutritious food in one school cafeteria was renamed (i.e. Beast Mode bananas)
- Farm to School “Harvest of the Month” program
- School wellness policy development

PSEC Case Study 2: University of California Cooperative Extension

- School wellness policy development
  - No SSBs at fundraisers
  - Healthy foods at sporting events

- Healthy meeting guidelines
  - Healthy foods
  - Walking breaks

Activity: Using PSEC to Amplify your Message
Activity: Using PSEC to Amplify your Message

Example: Encouraging People to Bike More Often
Activity: Using PSEC to Amplify your Message

Turn to a partner and share:

1. A way you would like to use PSEC to support the programming in your county, OR
2. A barrier or challenge to implementing PSEC in your county
Evaluation and Reporting of PSEC

Center TRT Evaluation Framework

**Inputs**
- Problem
  - Surveillance Data
  - Mapped Data
  - Audits, Surveys, Interviews
- Solutions
- Politics/Readiness
- Existing Policies
- Other

**Activities**
1. Formulation
2. Enactment
3. Implementation
4. Maintenance/Modification

**Outputs**
- Engagement
- Proposed & Enacted Plans & Policies
- Reach
- Adoption
- Implementation
- Maintenance/Sustainability

**Outcomes/Effectiveness**

- **Short Term**
  - Physical Environment
    - Dietary Intake
    - Physical Activity
    - Breastfeeding
  - Other

- **Intermediate**
  - Behaviors
    - Dietary Intake
    - Physical Activity
    - Screen Time
    - Breastfeeding

- **Long Term**
  - Population Health Status
  - Cost
Questions? Takeaways?
Resources

Coalition Building Factsheet Series:
http://ohioline.osu.edu/bc-fact/

PSEC Evaluation:
http://www.centertrt.org/?p=evaluation_overview

Additional PSEC Resources:
http://www.healthpolicyohio.org/what-is-policy-system-and-environmental-change/
http://www.he.k-state.edu/fnp/program-management/pse-resources.html