Extension's Role in Policy, Systems & Environment Change:

Fostering PSEC strategies among community stakeholders

THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES

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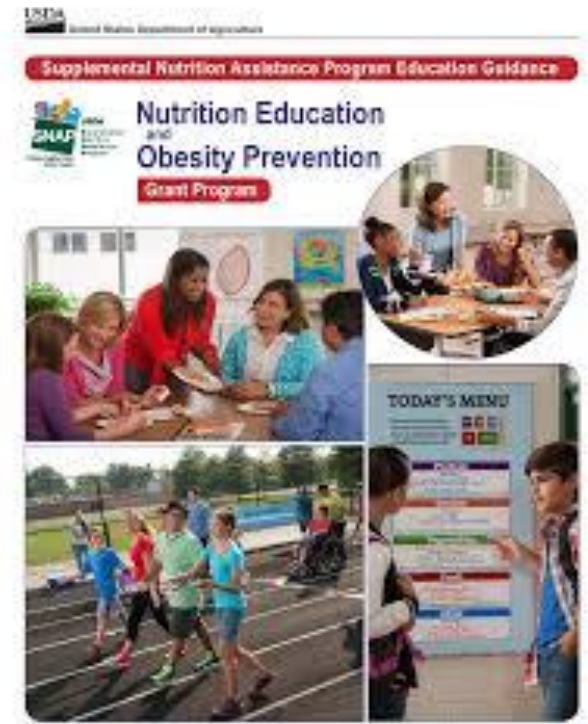Jenny Lobb, MPH, RD, LD
October 13, 2015

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.
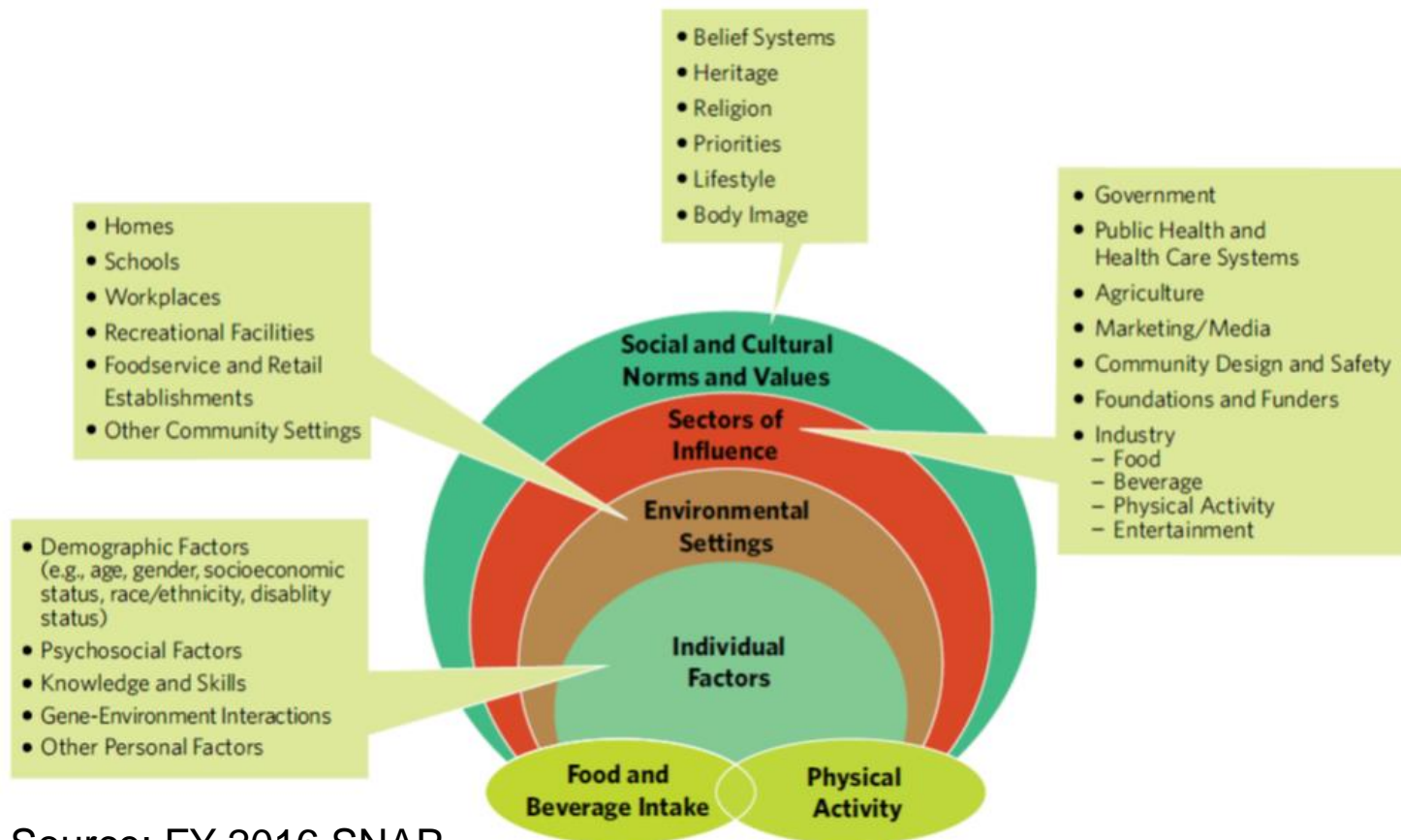
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The FY 2016 SNAP Education Plan Guidance

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

- Multi-level obesity prevention interventions

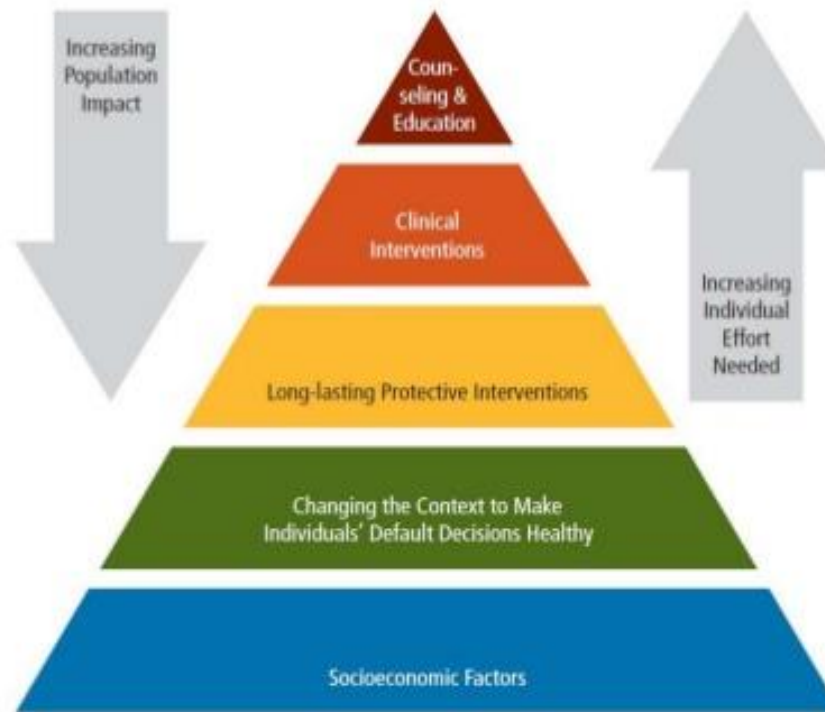- Community or public health based approaches to obesity prevention

The Social Ecological Framework

Source: FY 2016 SNAP
Education Plan Guidance

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The Health Impact Pyramid

Accelerating Progress in Obesity Prevention

Source: Institute of Medicine (2012). Accelerating Progress in Obesity Prevention. Retrieved from http://www.iom.edu/Reports/2012/Accelerating-Progress-in-Obesity-Prevention/Infographic.aspx.

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Making the Environment Match the Message

Nutrition messages displayed in front of unhealthy options

Healthy food with no messaging

Better Lives.
Stronger Communities.

fcs.osu.edu

Healthy People

OSU Extension Healthy Eating at Meetings Guidelines
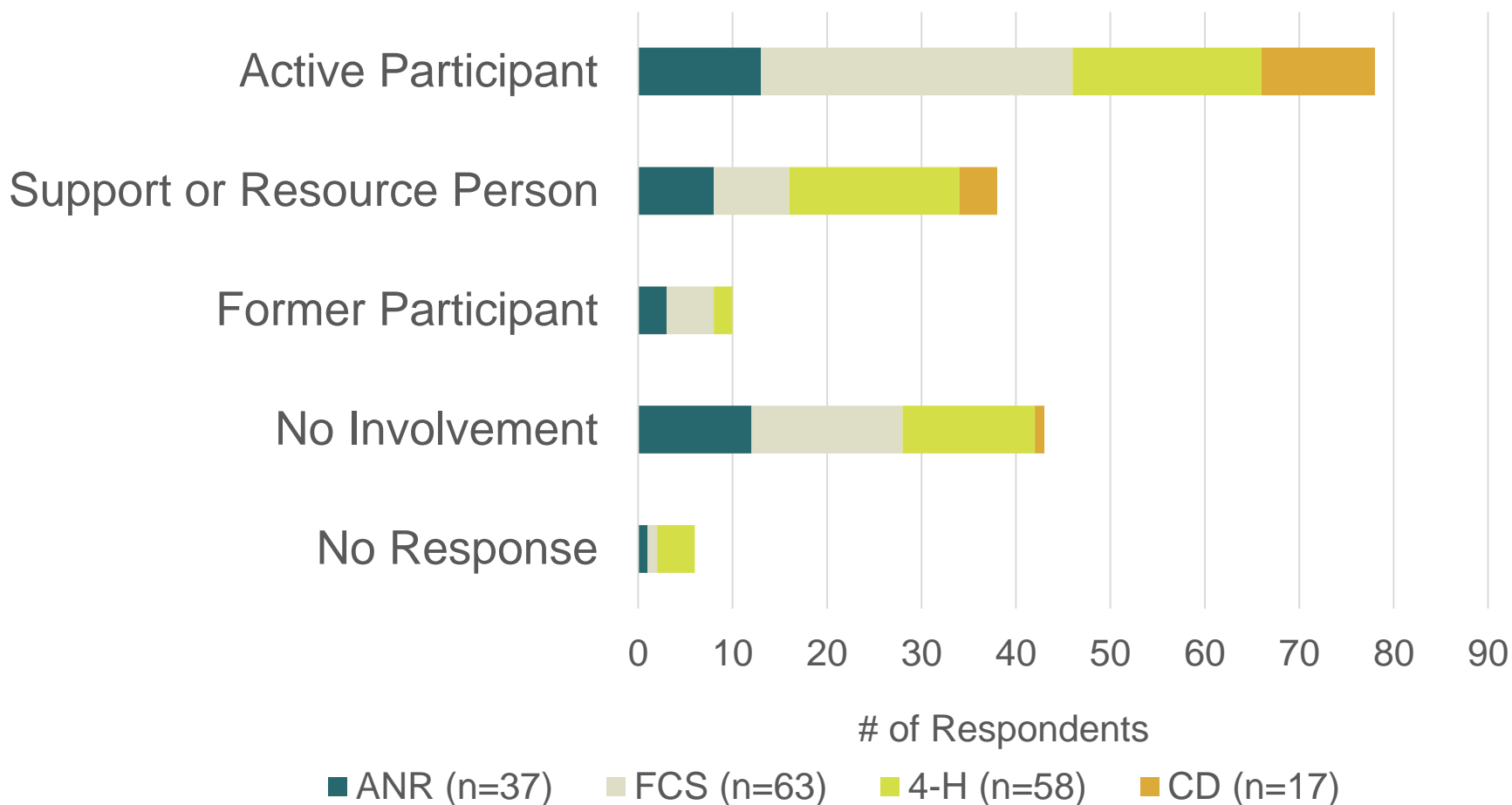
Barriers and Challenges to PSEC

- 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

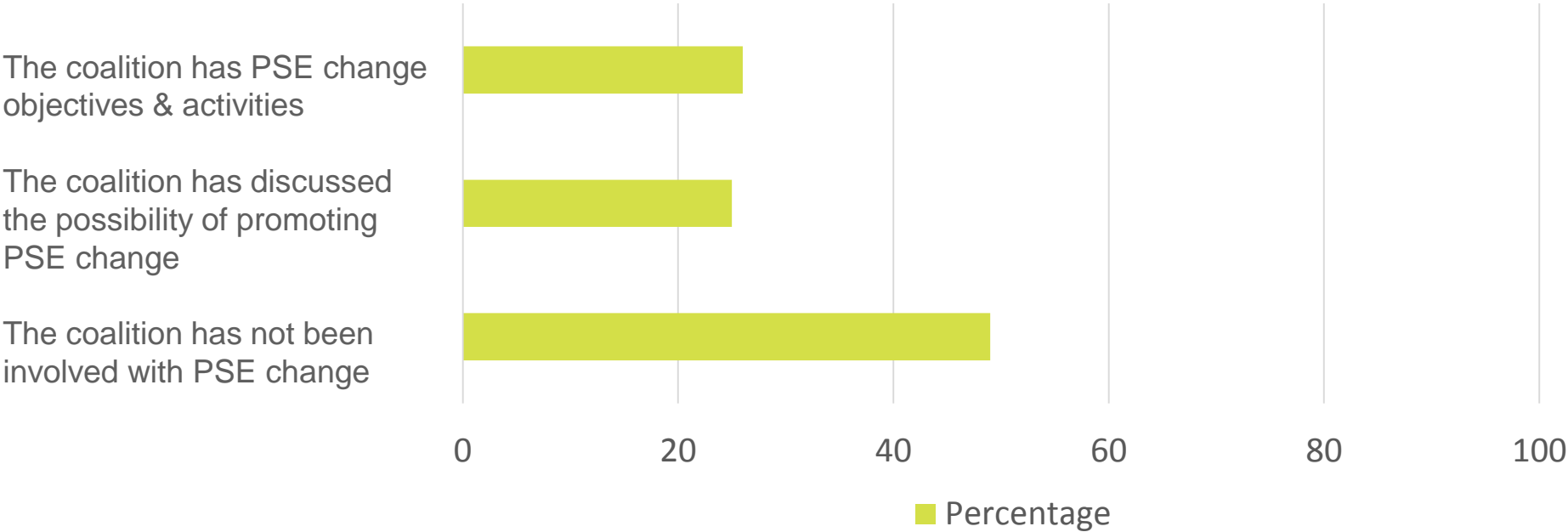- Lack of financial support

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

To what extent has your coalition worked to implement PSE change strategies?

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

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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

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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

Sources: http://www.he.k-state.edu/fnp/program-management/pses/Energize-Late-Winter-PSE-2015.pdf and http://www.he.k-state.edu/fnp/program-management/pses/Energize-Early-Winter-2014.pdf
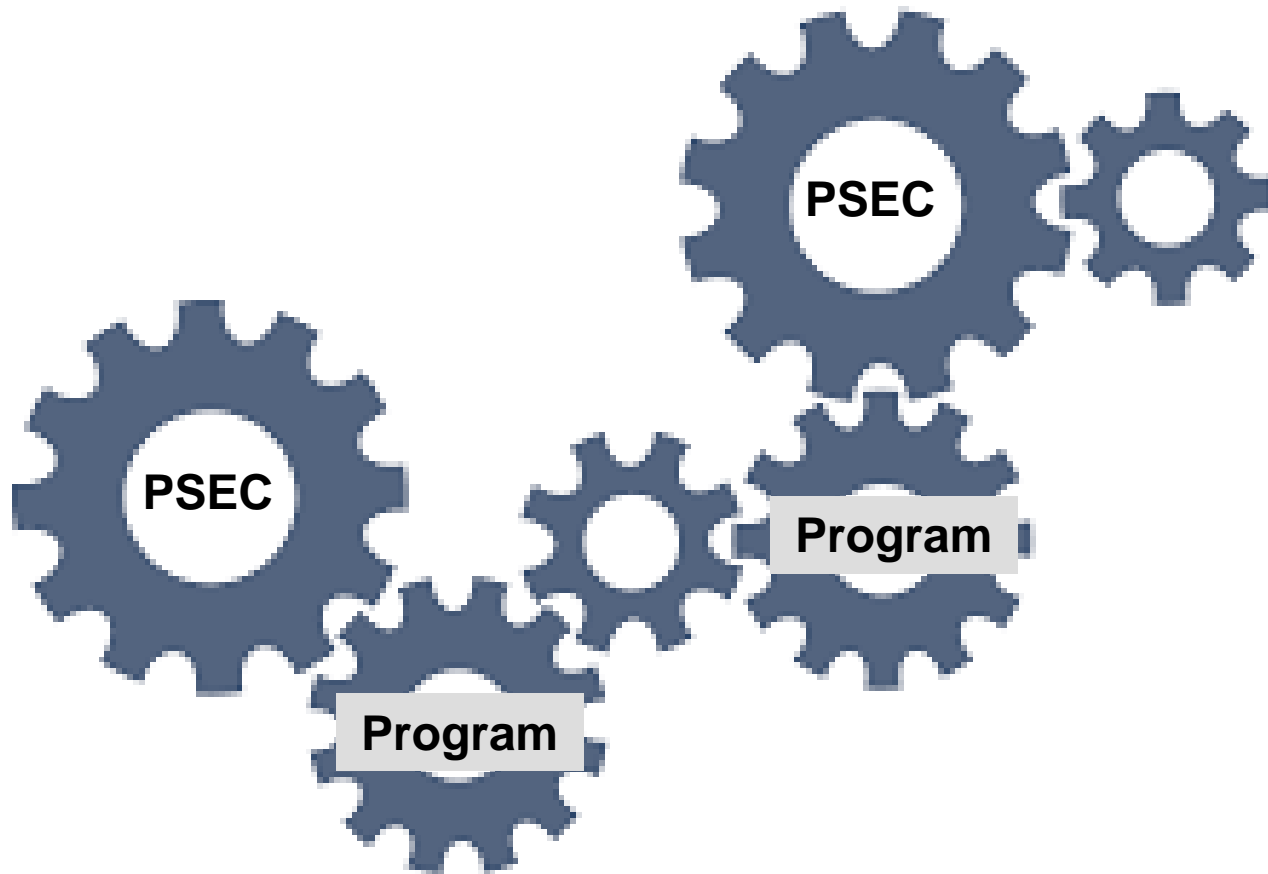
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PSEC Case Study 2:
University of California Cooperative Extension

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

- Healthy meeting guidelines
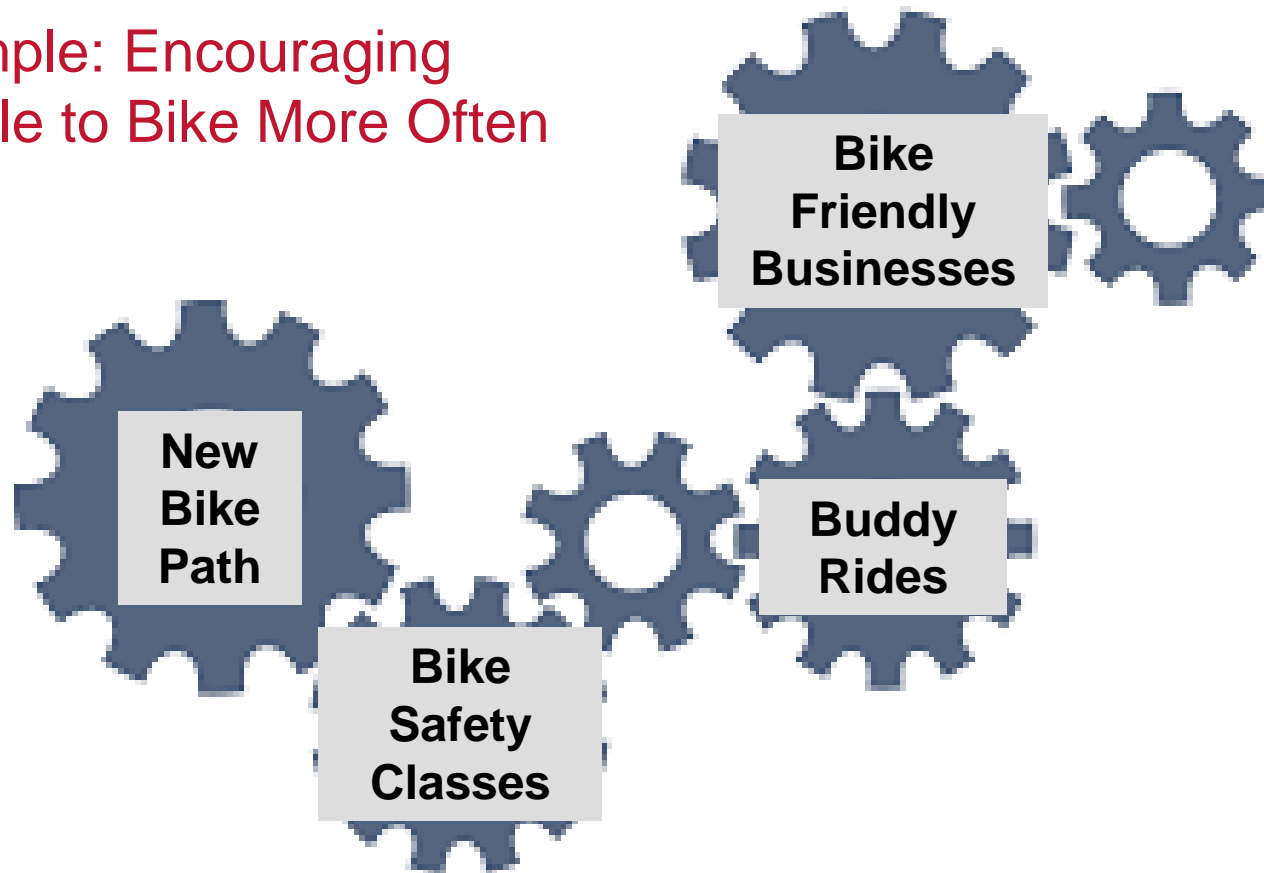 - Healthy foods
  - Walking breaks

Source: Espinosa-Hall, G.B., Metz, D., Johns, M., Smith, D., Crawford, P.B., Siemering, K. & Ikeda, J. (2007). UCCE helps community coalitions reduce childhood overweight. *California Agriculture*, 61(3), 124-130. DOI: 10.3733/ca.v061n03p124.

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Activity: Using PSEC to Amplify your Message

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Example: Encouraging People to Bike More Often

Bike Friendly Businesses

New Bike Path

Bike Safety Classes

Buddy Rides

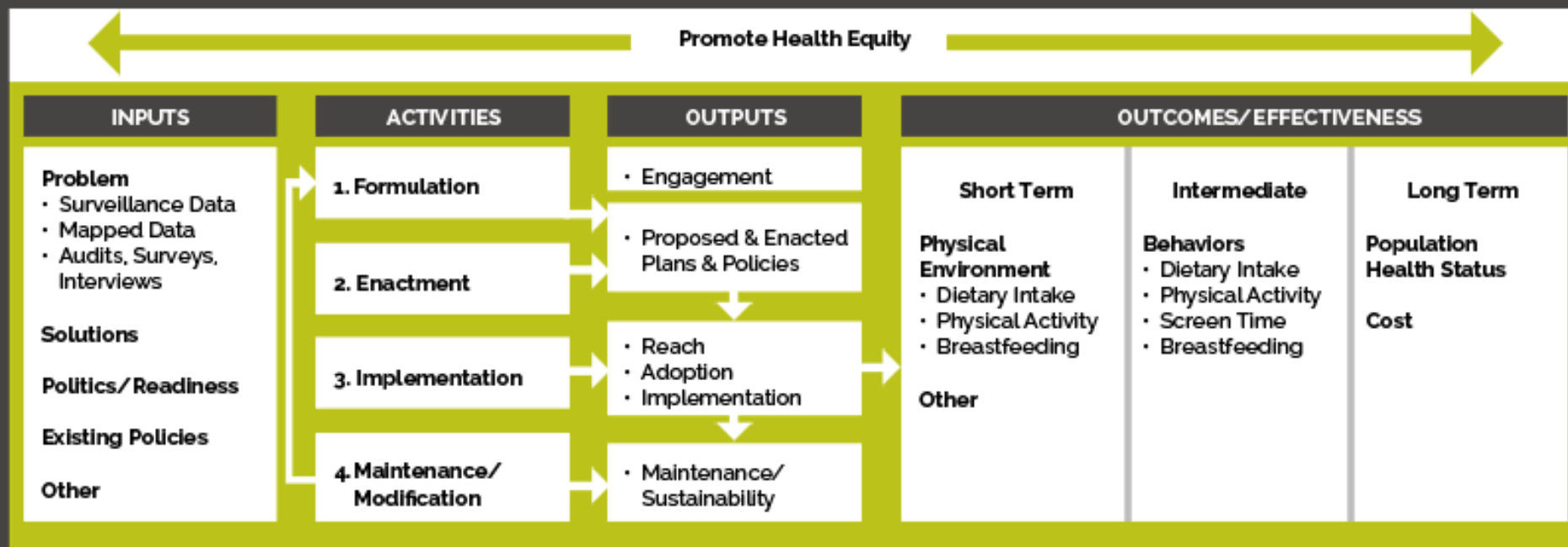# Activity: Using PSEC to Amplify your Message

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

Questions? Takeaways?

Resources

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

PSEC Evaluation:
http://snap.nal.usda.gov/snap/WesternRegionEvaluationFramework.pdf

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