What is your PSEC IQ?

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What Is Policy, Systems and Environment Change?
A way of modifying the environment to make healthy choices practical and available to all community members
Define a Community

A group of people living in the same place or having a particular characteristic in common.
PSE Does Not *Replace* Direct Programming,
It *Complements* Direct Programming!
It’s Not One Or The Other!
What do we mean by policy?

- A statement in writing
- Binding
- A general approach to be applied broadly
Policy Change

• Policy change includes the passing of laws, ordinances, resolutions, mandates, regulations, or rules.

• Government bodies, school districts, schools, park districts, healthcare organizations, worksites and other community institutions all make policy changes.

• Policies greatly influence the decisions we make about our health.
Some Examples of Policy:

- Local ordinances
- Zoning language
- Resolutions
- Standards
- School/agency policy language
- Contracts/agreements
- State/federal laws
- Organization/company policies
PSE:
WHAT DO WE MEAN BY SYSTEMS?

Changes in organizational procedures
Systems Change

• Systems change involves changes made to the rules within an organization. Often work hand-in-hand with policy change.

• Systems change often impacts all elements of an organization. Often it focuses on changing the foundation within a school, park, worksite or health setting.
PSE:
WHAT DO WE MEAN BY ENVIRONMENT?

Physical, observable changes in the built, economic, and/or social environment.
About Environmental Change

Examples:

• Beautifying workplace stairwells (adding art, plants, etc.) to encourage people to take the stairs.
• Adding a bulletin board space in a school, or other environment.
• Changing the cover on a vending machine.
EXAMPLE:

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
EXAMPLE:

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

POLICY: wellness policy directing nutrition services departments to increase purchases of fresh and 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 & marketing materials to highlight new menu items.
## Differences between Traditional Programs & PSE

<table>
<thead>
<tr>
<th>Setting</th>
<th>Traditional Program</th>
<th>PSE</th>
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<tbody>
<tr>
<td>School</td>
<td>Celebrate National Nutrition Month</td>
<td>• Promote and add fruit and vegetables to the a la carte options at schools</td>
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| Community   | Host a community bike event                  | • Working with a collaborative install bike racks at a community center  
|             |                                               | • Add sidewalks, cross-walks, bike lanes, and bike racks to make biking and walking safer and more enjoyable. |
| Worksite    | Worksite wellness campaign                   | • Implement “walking meetings”                                      
|             |                                               | • Implement a healthy vending machine policy that offers healthy snacks at an affordable price. |
Let’s think about what we are already doing. Is some of it PSE?
Know your Community and your Environment
You don’t have to do it alone. You don’t have to do it at all.
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
How can you identify and work with the unique needs of your community?
idealized Behavior Change Navigation

**CELEBRATE ME**
Celebrate and reinforce my ongoing successes.

**SIMPLIFY IT for ME**
Help me make easy, small changes that lead to bigger success.

**BOOST ME**
Help me build self-efficacy and leverage my habits to make sustained behavior change.

**CONNECT ME**
Help me find my way by linking me to internal and external resources, connecting with others.

**GUIDE ME**
Advise, support, coach and help me develop a shared plan.

**KNOW ME**
Know what change I want to make, my motivation and what is important to me.

**OUTSIDE INFLUENCES**
- Programs and policies
- Social and economic factors
- Physical environments
- Family, community and social networks

**ENGAGE ME**
Get me started on my journey to better health.

**Behavior Change Pathway**

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PSEs: The ‘Third Leg’ of the Stool
Direct Education, Collaboration and Policy, Systems and Environmental Change = Large-Scale Community Change
Embrace the opportunity that PSE provides to describe the impact you have and to create opportunities for impact in the future