



CALIFORNIA DIALOGUE ON CANCER
Preventing Cancer & Saving Lives through Collaboration

PSE CHANGE

Approaches to Cancer Control

*Comprehensive Cancer Control Program
Marilyn Kempster, MPH*



Policy Change

Policy change strategies are:
 policies
 procedures
 rules
 ordinances
 laws
 regulations
 etc.

Settings
 government
 administrations
 healthcare settings
 worksites
 companies
 organizations
 etc.

Examples

San Francisco's Tobacco Ordinance
 California's Healthy Communities Act
 California's Tobacco Ordinance

What is PSE Change?

A shift from focusing on changing individual behavior to infrastructure to support healthy behavior for whole populations

"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." Smedley and Syme (2000) Institute of Medicine

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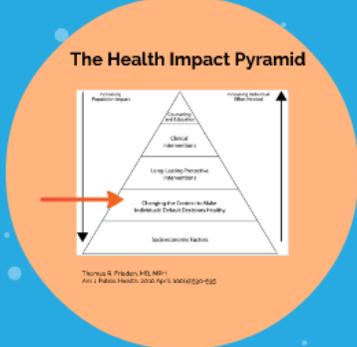
Systems Change

Systems change strategies are changes that impact all elements of an organization, institution, or system.

Settings
 healthcare delivery
 insurance systems
 worksites
 schools
 etc.

Examples

The use of cancer survivorship care plans as part of cancer care
 Inclusion of tobacco cessation services for patients being screened for lung cancer
 Health care facilities to offer the first mammographical test (MTO) on the calendar of cancer screening
 Multiple wellness program implementations



Environmental Change

Environmental change strategies are changes made to the physical environment to promote healthy behaviors and lifestyles.

Settings
 health clinics
 recreational space
 communities
 neighborhoods
 safe routes
 businesses

Examples

Access to safe streets and recreational space within a neighborhood can have big impact on the physical activity level of a population
 Cancer clinics on food deserts: Making in-person food and beverage less available and/or making fresh fruits and vegetables more readily available can impact healthy and not-so-healthy food consumption

PSE Change in Cancer Control

What is PSE Change?

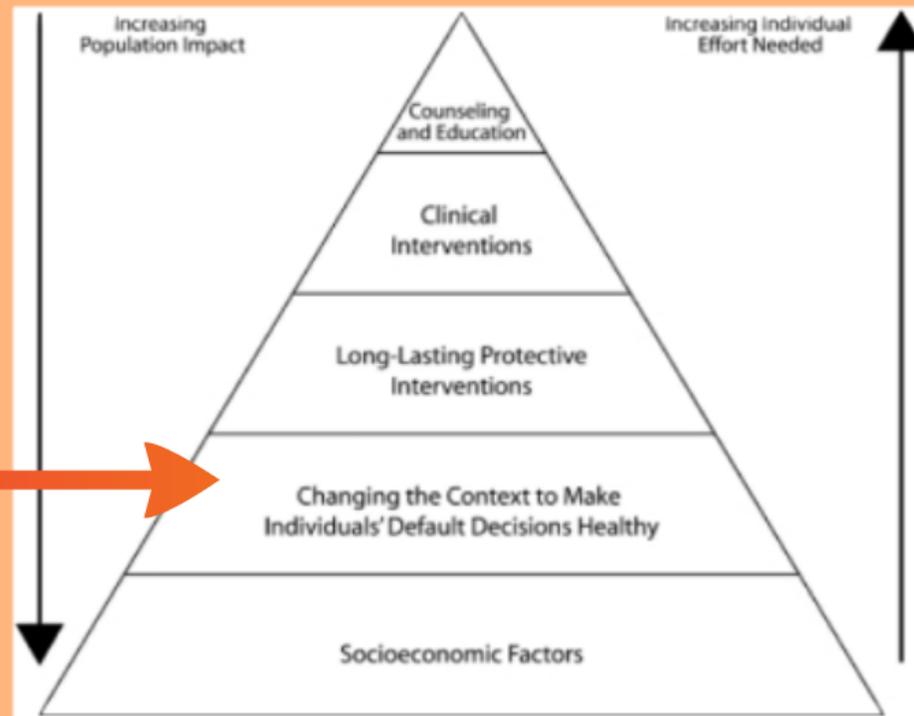
A shift from focusing on changing individual behavior to infrastructure to support healthy behavior for whole populations

Adapted from Maryland Department of Health and Mental Hygiene

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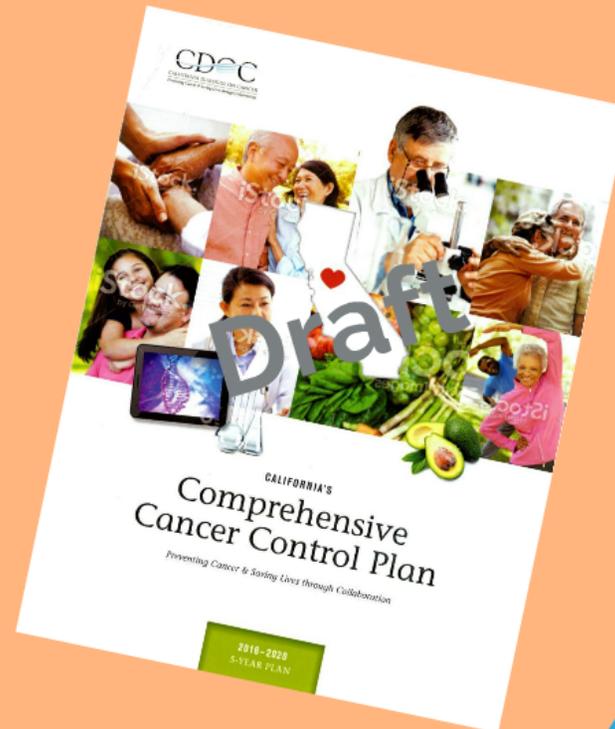
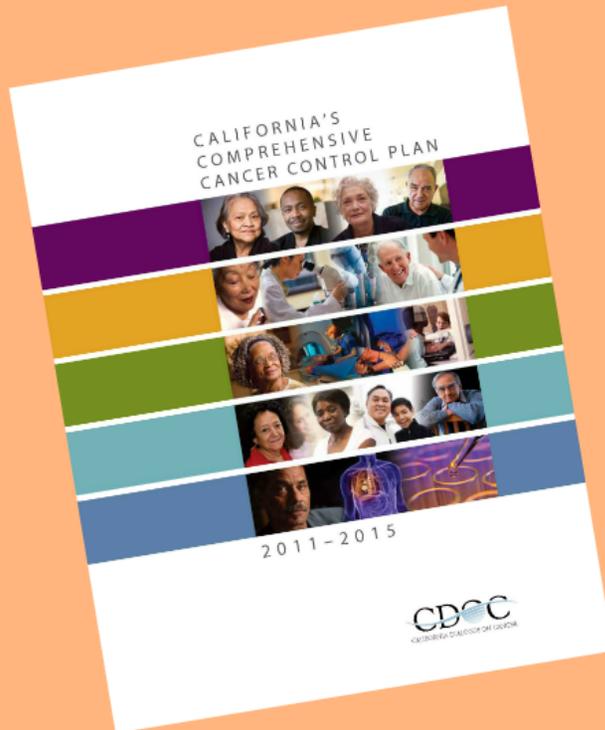


The Health Impact Pyramid



Thomas R. Frieden, MD, MPH
Am J Public Health. 2010 April; 100(4):590-595

PSE Change in Cancer Control



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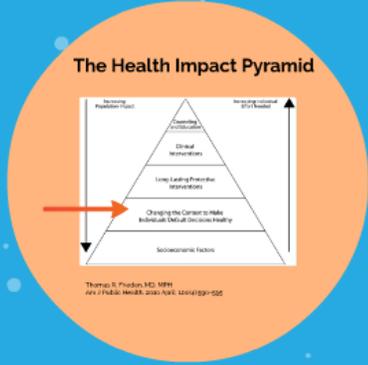
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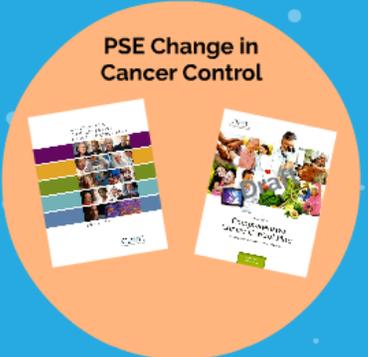
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Examples



Raising the legal minimum age for tobacco purchase.



Quality measures for health systems.



Wellness policies at schools to reduce access to sugary foods and beverages.

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CANCER SURVIVORSHIP
CARE PLANS:
A TOOL FOR HEALTH CARE PROVIDERS



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The use of cancer survivorship care plans as part of cancer care.

Inclusion of tobacco cessation services for patients being screening for lung cancer.

Health care facilities to offer the fecal immunochemical test (FIT) as first line colorectal cancer screening.

Worksite wellness program implementation.



CDCC's CRC Workgroup is working on an effort to train community clinics to incorporate fecal immunochemical test (FIT) into systems of care for colorectal cancer screening.



**CANCER SURVIVORSHIP
CARE PLANS:
A TOOLKIT FOR HEALTH CARE PROFESSIONALS**



**Tobacco Cessation in Cancer Prevention and
Treatment: A Call to Action for California Cancer
Centers**

DRAFT: NOT FOR DISTRIBUTION

DRAFT: 1/1

CDOC

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 **EIGHTYBY2018**

CDOC's CRC Workgroup is working on an effort to train community clinics to incorporate fecal immunochemical test (FIT) into systems of care for colorectal cancer screening.

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for colorectal cancer screening.

WORKSITE wellness program

Small Steps Make a BIG Difference!

- Take the Stairs
- Walk to the Furthest Printer
- Take a Stretch Break
- Take Your Breaks Outside
- Walk to Get Coffee or Lunch
- Ride Your Bike to Work
- Find a Walking Buddy
- Form a Walking Group

Here are Two Programs that Can Help!

California State Office of Community Development
Address: 1010
www.cdofc.org
Phone: 916.227.1234

California Fit Business 100
www.cdofc.org/programs/fitbusiness100
California Fit Business 100
Helps small businesses and employers promote health...
A part of the California Department of Industrial Relations

Talk to your human resource representative to get more information and to help you get started!

CDOP California Department of Occupational Safety and Health
CDCE California Department of Community Care
CDWC California Department of Workers' Compensation
Employee Health and Wellness

This message was brought to you by the California Department of Occupational Safety and Health. If you would like to learn more about these two programs or other free resources to integrate wellness breaks into your working plan, contact the California Department of Occupational Safety and Health at 916.731.2100 or hr@cdofc.org.

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Corner stores vs. food deserts. Making sugary foods and beverages less available, and/or making fresh fruits and vegetables more readily available can impact healthy or not-so healthy food consumption.

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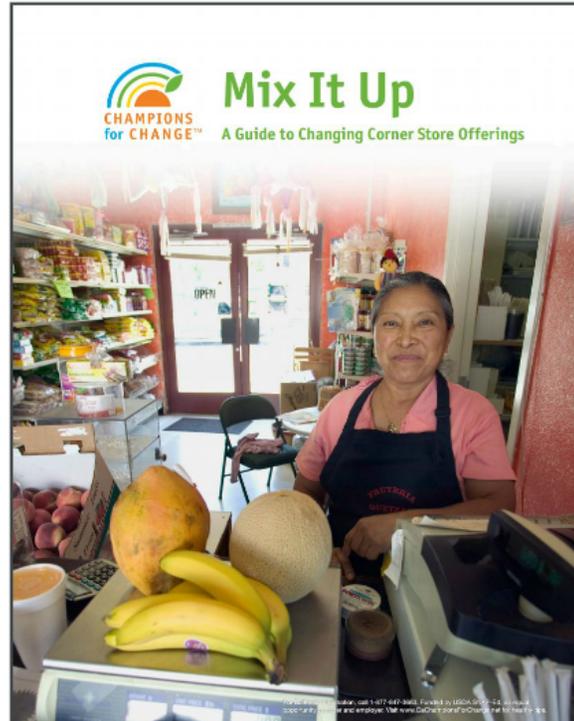


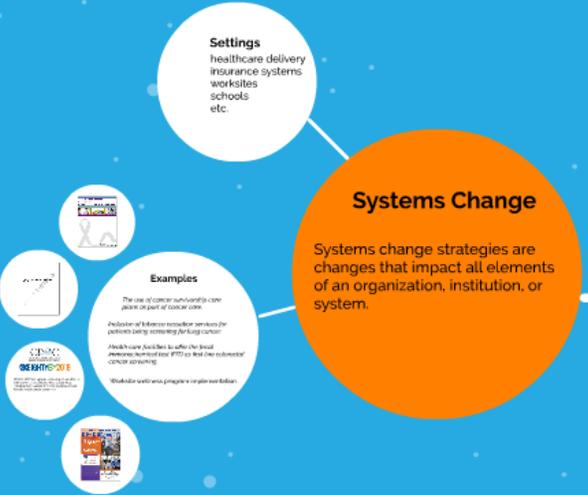


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