Where Can Champions Plug into the Policy Process?

Identify Problem

- Champions can bring light to previously unnoticed problems, inspiring scientists and policymakers to conduct research.
- *Example: Doctors observe a greater number of patients with diabetes and request that their local medical center analyze changes in diabetes rates over the past decade.*

Verify Problem

- Champions can partner with relevent organizations to examine the problem in a rigourous, scientifically sound manner. Concrete evidence can then confirm providers' suspicions.
- *Example: Physicians work with their medical center to expand research capabilities, partner with external organizations and develop an organized method to investigate the source of rising diabetes rates.*

Analyze Solutions

- Policy changes don't have to involve government. Policies can be implemented within hospitals, corporations and non-profits, as well as local, state and federal agencies or governing bodies. Champions can examine and highlight solutions by testing strategies in their practice, observing trends and influencing the conversation.
- *Example: Physicians start to discuss physical activity at their hospital. They champion stairwell changes that encourage use of stairs instead of the elevator. Increased stair use is documented and experiences are shared with local media.*

Propose Solutions

- Once a solution to a problem is identified, Champions can take action to influence policy on any level by introducing it in partnership with select leaders with influence over the issue.
- *Example: Providers approach county supervisors, city councilmembers, corporate board directors or legislators on legislative health committees to ask them to introduce a policy proposal requiring diabetes education.*

Advocate for Solutions

- Champions can aggressively advocate for their solution by testifying at hearings, meeting with community leaders, writing op-eds, providing media interviews, circulating petitions and even organizing rallies or special events.
- *Example: If a school board is considering a new requirement to require diabetes and obesity education in city schools, doctors can place an op-ed in the local newspaper to focus public pressure on board members.*

Enforce Solutions

- Champions can follow up and enforce existing policy by keeping media attention focused on its implementation, preventing repeal efforts and ensuring that adequate resources and time are allocated to it.
- *Example: Dentists and doctors can continue to advocate for health education funding that will maintain the mandatory curriculum's maximum impact on the community.*

Source: Brown·Miller Communications, Inc.