

ChangeLabSolutions



PSE 101: *Building Healthy Communities Through Policy, Systems & Environmental (PSE) Change*

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Presented in partnership with the Network for a Healthy California



ChangeLabSolutions



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ChangeLab Solutions

ChangeLab Solutions creates innovative law and policy solutions that transform neighborhoods, cities, and states. We do this because achieving the common good means everyone has safe places to live and be active, nourishing food, and more opportunities to ensure health. Our unique approach, backed by decades of solid research and proven results, helps the public and private sectors make communities more livable, especially for those who are at highest risk because they have the fewest resources.



Agenda

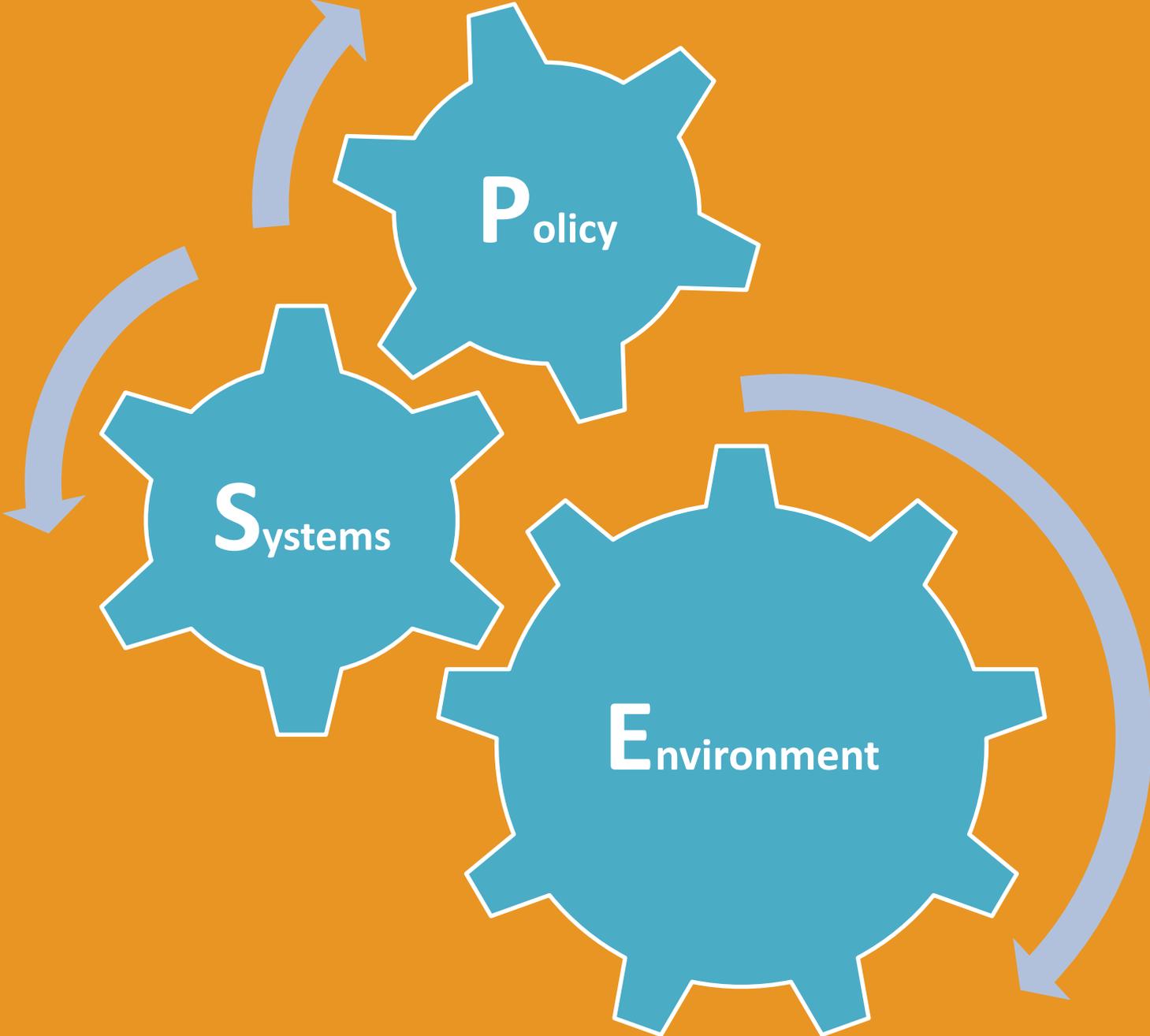
- PSE Definitions
- 8 Essential Elements of A Strong Prevention Strategy
- Discussion



PSE DEFINITIONS



Photo: Groundswellmurals.org



Policy

Systems

Environment



Farms...but no farmers markets?

A photograph of two men in business attire standing in a modern office, looking at a large map spread out on a table. The man on the left is wearing a dark suit, glasses, and has a beard. The man on the right is wearing a dark jacket over a light blue shirt and glasses. They are both pointing at specific locations on the map. The office has large windows in the background showing green trees. A semi-transparent dark banner with yellow text is overlaid across the middle of the image.

**Amend code to define farmers markets
& Create new permitting process**



Farms

ECKO

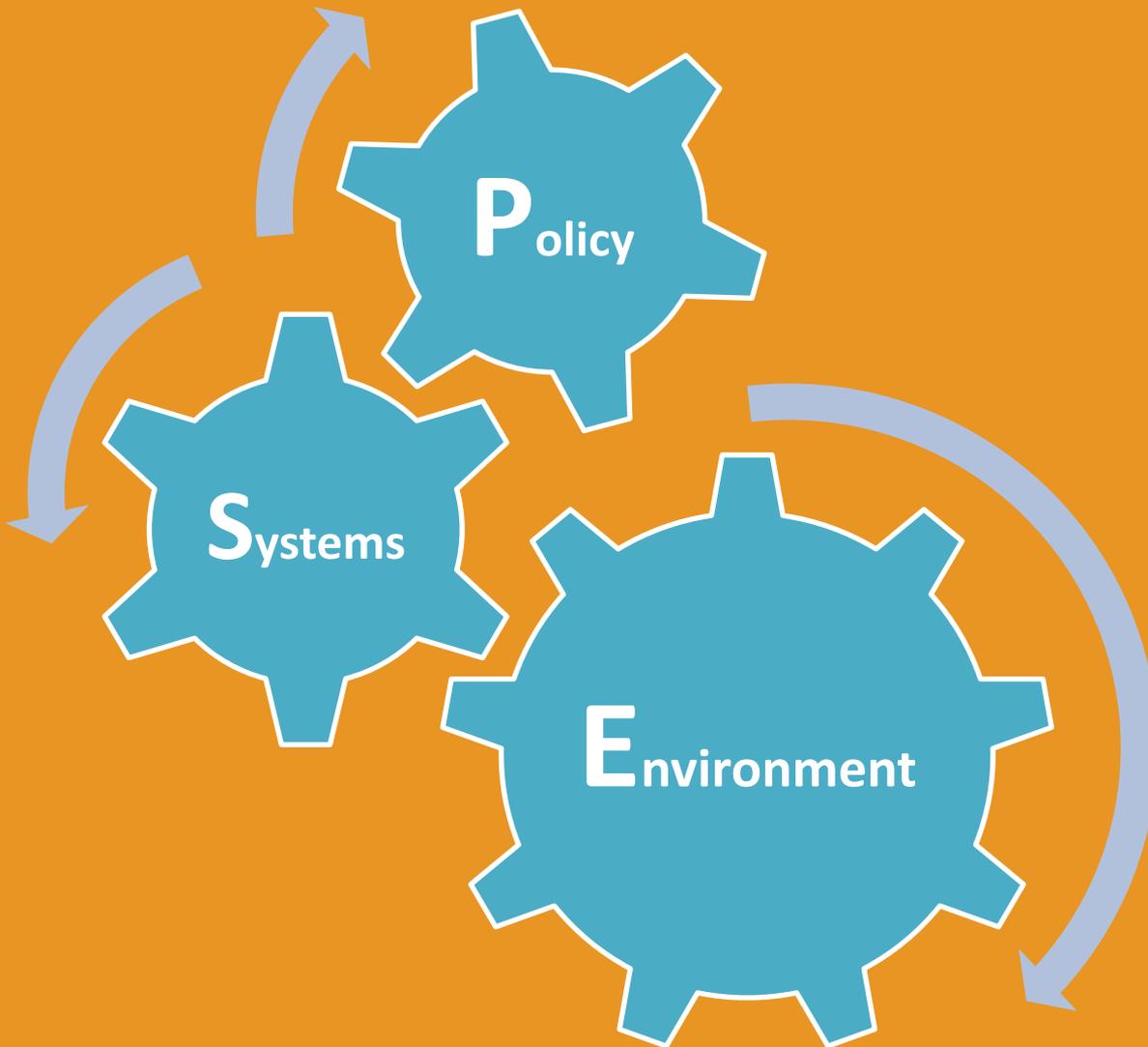
Organic Valencia Oranges
.99/lb. Sweet & Juicy.
Eat 'em or Juice 'em.
10 lbs. \$7.00

Fresno, CA example

POLICY:
Zoning code

SYSTEMS:
Community groups have
a new process to start a
farmers market

ENVIRONMENT:
New healthy food
options in communities





POLICY:

Written statement of organizational position, decision or course of action. (Such as ordinances, resolutions, mandates, guidelines, or rules)



SYSTEMS:

Changes in organizational procedures (such as personnel, resource allocation, programs)



ENVIRONMENT:

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

WHAT DO WE MEAN BY POLICY?

A policy is:

- a statement in writing
- binding
- setting out a general approach to be applied broadly



Photo: Making Health Easier

WHAT DO WE MEAN BY POLICY?

- Local ordinances
- Zoning language
- Resolutions
- Standards
- School/agency policy language
- Contracts/agreements
- State/federal laws
- Organization/company policies



Photo: Making Health Easier



Example:
healthy vending machines

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:
urban agriculture

POLICY:

Policy to allow on-site sales of urban agriculture produce.

SYSTEMS:

Work with city to connect new community gardens with water/utilities and other resources.

ENVIRONMENT:

Create new community gardens.



Example:
farm to school

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.

INSTITUTE OF MEDICINE: AREAS OF FOCUS TO ACCELERATE PROGRESS IN OBESITY PREVENTION (2012)



**FOOD FOR
THOUGHT!**



What's one policy idea that would support your current nutrition and physical activity education efforts?

Examples:

School district policy to improve school meals

Zoning policy to attract grocery stores

Organizational policy to require healthy vending

How can PSE strategies create sustainable improvements in health?



ESSENTIAL ELEMENTS OF A STRONG PREVENTION STRATEGY

- 1. It is data driven and grounded in community.**
- 2. It is ambitious, yet politically feasible.**
- 3. It is financially feasible.**
- 4. Its implementation and enforcement are clear and feasible.**
- 5. It is legally feasible.**
- 6. It addresses health disparities.**
- 7. It changes expectations.**
- 8. It is one piece of a larger puzzle.**

ELEMENT #1

- ✓ **It is data-driven and grounded in community**



Local policymakers want LOCAL data



GARDES
2.99 LB

APPLES + PEARS
\$1.99 PER POUND

ORANGES
75¢ EACH

LEMONS
75¢ EACH

GREEN PEPPERS
\$1.99 PER POUND

CORNY
1 EACH

ONION
.89¢ lb

TOMATOES
\$2.49 lb

36 CARTONS 275
CARNIVAL
Red

Photo: Angie Schmitt



Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention

Neighborhood Nutrition in Focus

What does an “excellent community” look like? How does your community measure up? Is your community a healthy place to be?

Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³) is a program planning framework that involves taking an in-depth look at communities to identify areas in need of improvement. Because the community itself has a critical role to play in preventing obesity, CX³ examines communities in relation to a variety of obesity prevention benchmarks referred to as community indicators and assets. These CX³ indicators and assets set standards of “excellence.” They define what a community itself should look like in order to help prevent the devastating chronic diseases related to overweight and obesity for its residents.

The local data compiled in evaluating the indicators and assets is what makes CX³ such a powerful tool for local groups. It shows how your community currently “measures up” and where it needs to improve to become a community of excellence for its residents.

A special focus on low income communities. Lower income populations are disproportionately affected by environmental conditions that don’t support healthy eating and physical activity¹. CX³ indicators and assets pay special attention to

low-income neighborhoods where people live, work, recreate, socialize, go to school and shop for food. And, at the heart of CX³ concept is that people, residents, can change their communities to become healthier places to live.

CX³ is a work-in-progress! While the benchmark community indicators and assets are finalized, CX³ data collection tools and measurements are being developed in phases. The California Department of Public Health’s *Network for Healthy California (Network)* is working side-by-side with local health departments in implementing the first phase of CX³, which focuses on neighborhoods. This fact sheet is being shared to update interested health programs and community groups on our progress.

How does CX³ work?

As they are the lead health agency at the local level throughout California, CX³ is designed for local health departments to use, working in collaboration with neighborhood groups. But others can benefit from using it as well. CX³ follows four steps:

1. Compile localized data to evaluate a community’s strengths and weaknesses in relation to CX³ indicators and assets
2. Set priorities based on localized data
3. Implement strategic, community-focused action plans
4. Evaluate progress over time.

Resource: Network for a Healthy CA

CX³: Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention



San Bernardino, CA
California Gardens
Neighborhood Clusters
Association



ELEMENT #2

- ✓ **It is ambitious, but politically feasible.**





Columbia, MO
Safe Routes to School Programs



PedNet Programs:

- Walk to School Days
- Walking School Bus program
- Cycling education
- Bike, Walk & Wheel Week

BALANCING HEALTH WITH POLITICS



ARE YOU POURING ON THE POUNDS?

BALANCING HEALTH WITH POLITICS



ELEMENT #3

✓ **It is financially feasible.**



WHAT IS FINANCIAL FEASIBILITY?

- Low or no cost
- Uses existing funding
- Saves money
- Generates revenue





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We Accept Women Infant Children Nutrition Vouchers

Fresno, CA
SNAP/EBT at local store

In CA, SNAP reaches
55%
of those eligible for
the program.



WE GLADLY ACCEPT
CON MUCHO GUSTO ACEPTAMOS SU TARJETA

EBT



PAGUE CON SUS MONEDAS EBT
SPEND YOUR EBT SCRIP HERE



GRACIAS POR HACER NEGOCIO CON NOSOTROS
THANK YOU FOR YOUR BUSINESS!

Joint-use Agreements

Example: Pixley & Earlimart, CA



ELEMENT #4

- ✓ **Its implementation and enforcement are clear and feasible.**



Example: New York City, NY



Who will implement the policy?



Who will enforce the policy?

**FOOD FOR
THOUGHT!**



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

ELEMENT #5

✓ It is legally feasible.



Rational basis
“smell test”





Photo: Prevention Works in Seattle



Photo: The Food Trust

ELEMENT #6

✓ It addresses health disparities.





Cleveland, OH

urban agriculture policies

Photos: Morgan Taggart, Ohio State University Extension

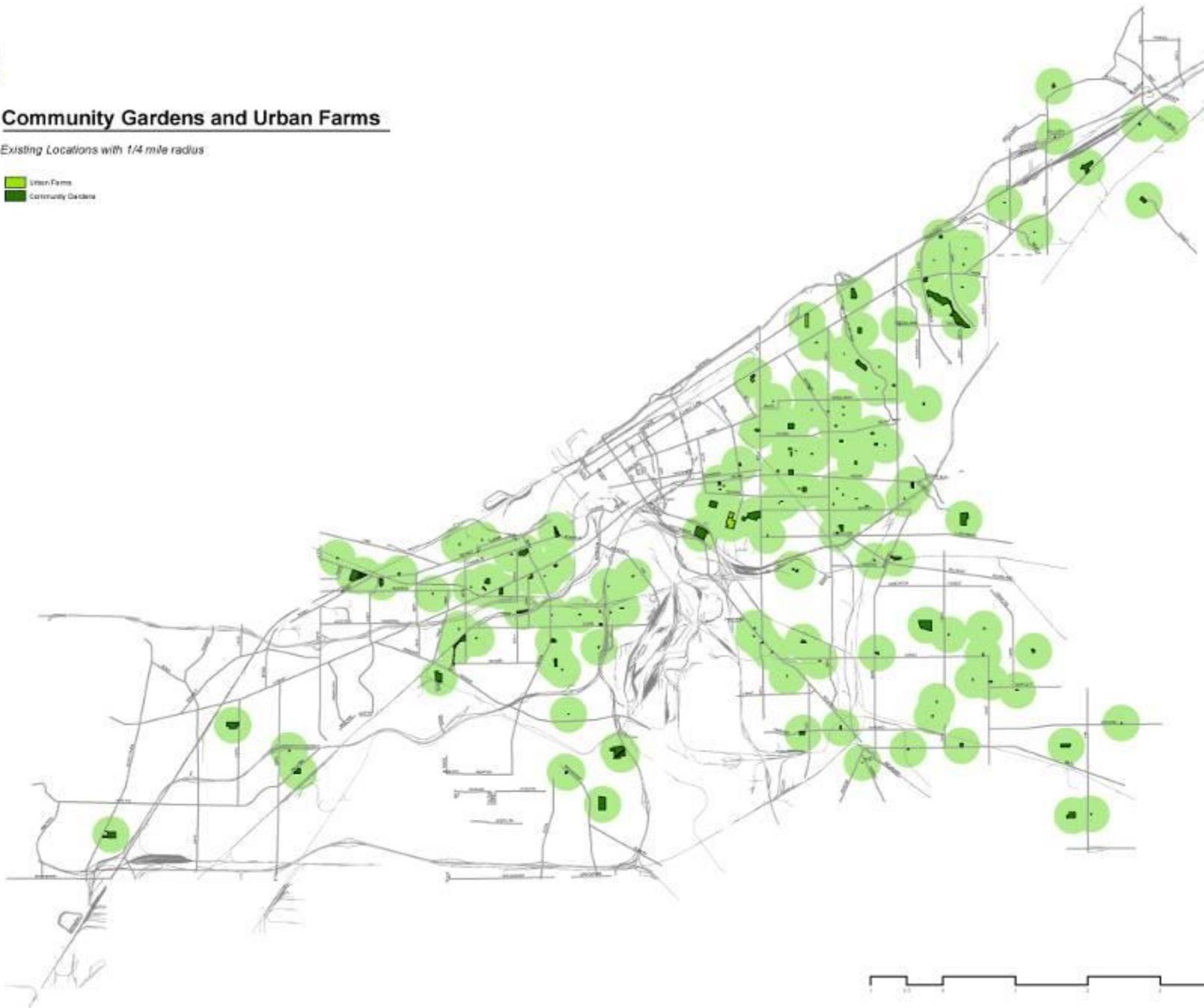




Community Gardens and Urban Farms

Existing Locations with 1/4 mile radius

- Urban Farms
- Community Gardens





afterschool policies & programs

Photo: NPR



Montebello, CA
healthy afterschool snacks

Improve Academic Success

Through Nutrition and Physical Activity Policy and Practice



Resource:

CA Afterschool Network

www.afterschoolnetwork.org

TIPS FOR CREATING HEALTHY AFTER SCHOOL PROGRAMS

Seven Simple Steps for Program Directors

After school programs are the perfect time and the place to ensure that youth are fit, healthy, and ready to learn. Below are seven simple tips for **program directors** to create high quality programs and an organizational culture of health!

- 1. Start with your staff.**
 - Include nutrition and physical activity in your staff development plan.
 - Establish a policy that all staff model healthy eating and physical activity on site and at staff meetings.
- 2. Develop your budget to reflect programming priorities.**
 - Make physical activity and nutrition a key part of your core program.
 - Include nutritious snacks, physical activity equipment, gardens, and cooking classes.
 - Make events and fundraisers healthy, fun, active, and educational!
- 3. Provide physical activity every day!**
 - Build in 30-60 minutes of moderate to vigorous physical activity – it doesn't have to be all at one time.
 - Move It! Ensure a 5-10 minute activity break for each hour of sitting, including meetings.
- 4. Make healthy foods and fresh, free drinking water available.**
 - Be sure snacks meet California food standards.
 - Add fresh fruits and vegetables and whole grains.
 - Participate in the federally reimbursable snack and meal programs.
- 5. Engage youth!**
 - Train staff on how to involve youth in selecting and leading nutrition and physical activities.
 - Make it possible for all to be emotionally safe, physically active, and successful in their own way.
 - Go global. Include healthy food and physical activities from multiple cultures.
- 6. Promote healthy family involvement!**
 - Offer family fitness and nutrition nights.
 - Serve healthy foods at all family meetings and events.
 - Share information on CalFresh (formerly Food Stamps) and food banks.
- 7. Don't do it alone!**
 - Join your district's school health advisory council or local school wellness policy committee.
 - Reach out to local organizations such as grocery stores, fitness centers, hospitals, and health departments.
 - Recruit volunteers and parents.



For more information, please visit
www.afterschoolnetwork.org/nutrition_pa

Printing of this material is funded by USDA (SNAP, known in California as CalFresh (formerly Food Stamps)). USDA is an equal opportunity provider and employer. CalFresh provides assistance to low-income



Resources:

ChangeLab Solutions: How to Enforce a Wellness Policy



Action for Healthy Kids: Wellness Policy Tool

How to Enforce a Wellness Policy
A Guide for Parents and Community Advocates

All local educational agencies (LEAs) have a responsibility to ensure that their policies and programs are designed to help enforce policy in place. This wellness policy tool...

- Develop a local wellness plan that includes physical activity, and other school-based activities to promote student wellness.
- Establish a process to monitor the effectiveness of the wellness policy, including the role of parents and community advocates.
- Ensure that all stakeholders are involved in the development, implementation, and periodic review and update of the school wellness policy.
- Establish a process to monitor the effectiveness of the wellness policy and to report on the status of the school wellness program to students, parents, and the public.
- Inform and update the public, including parents, students, and other stakeholders, about the status and implementation of the school wellness policy. This responsibility should be shared by all stakeholders involved in the policy.

ChangeLab Solutions
nplan

ELEMENT #7

- ✓ **It changes people's expectations**



Changing the conversation

Workplace wellness

Example: Lundberg Farms;
Richvale, CA



Photos: Hitachi foundation, Winningworkplaces.org

Establishing a Worksite Wellness Committee



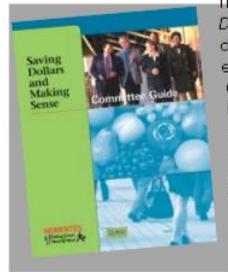
The Worksite Wellness Committee is an internal employee-driven committee that helps build and sustain the wellness culture across the worksite. Its primary purpose is to create an environment that supports healthy lifestyle behaviors and reduction of chronic diseases in the worksite.



The Worksite Wellness Committee is the primary infrastructure that sustains long-term health promotion in the worksite. The members of the Worksite Wellness Committee work to promote better health to all employees. With surveys from employees and of the worksite, the Wellness Committee is empowered to design, plan, and implement worksite policies and employee health promotions that will lead to reduced risk of chronic diseases, increased productivity, and reduced health care costs.

The goal of the *Network for a Healthy California—Worksite Program* is to provide California businesses with low cost, effective, and easy-to-implement worksite wellness tools packaged under the California Fit Business Kit. Our research located a publication from North Carolina's Eat Smart, Move More Worksite Wellness Program.

Their Committee Guide, *Saving Dollars and Making Sense*, is a detailed workbook on how to establish an effective Wellness Committee.¹ This resource lays out a simple step-by-step process and also provides examples for employee surveys, meeting agendas, program design, strategies/planning, communication, and evaluating health promotion programs from start to finish.



The Guide's Table of Contents is summarized here:

- Establishing a Worksite Wellness Committee Page 6
- Getting Started: Identify and Recruit Committee Members. Page 7
- First Meeting: Bring the Committee Together Page 8
- Second Meeting: Review Survey Results Page 11
- Third Meeting: Write the Action Plan & Find Funding Page 13
- Fourth Meeting: Check Your Progress Page 16
- Fifth Meeting: Check Your Progress. Page 17
- Sixth Meeting: Year End Evaluation Page 19

Establishing the Wellness Committee provides a strong foundation for implementing additional worksite wellness tools. As an example, the California Fit Business Kit's 10-week *Take Action!* worksite employee wellness program creates teams and promotes individual goal setting to increase fruit and vegetable consumption and physical activity in the worksite and home.

The North Carolina *Saving Dollars and Making Sense* Committee Guide is located with the other ten California Fit Business Kit tools at: www.takeactionca.com/resources/wellnesscommittee or www.networkforahealthycalifornia.com/worksite.

¹ North Carolina Department of Health and Human Services, Division of Public Health, Physical Activity and Nutrition Branch (2017). *Saving Dollars and Making Sense*. Retrieved March 17, 2018 from http://www.outline-thewellness.com/pamgmc_kit/wellnessdocs/WellnessComm.pdf

Funding for this publication was provided by the Preventive Health and Health Services Block Grant of the Centers for Disease Control and Prevention (CDC) and the United States Department of Agriculture Food Stamp Program, an equal opportunity provider and employer, helping limited income Californians buy more nutritious foods for a healthier diet. For information about the California Food Stamp Program, please call 1-888-328-3463.

The contents of this publication are solely the responsibility of the authors and do not necessarily represent the official views of CDC.



BRC 9/04/12 04/08

Resource: Network for a Healthy CA

Worksite Program California Fit Business Kit!

ELEMENT #8

✓ It is one piece in the larger puzzle



CHANGE TAKES TIME



CHANGE TAKES TIME





A larger plan for health

Example: Baldwin Park, CA
Healthy Baldwin Park Initiative



ESSENTIAL ELEMENTS OF A STRONG PREVENTION STRATEGY

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Resolution No. _____ Committing [Municipality] to Fighting the Obesity Epidemic

PREAMBLE

WHEREAS, 16.3 percent of American children and adolescents ages 2 to 19 are obese, and 31.9 percent are obese or overweight, which translates into 12 million children and adolescents who are obese (BMI \geq 95th percentile) and more than 23 million who are either obese or overweight (BMI \geq 85th percentile).^{9,10}

WHEREAS, in [*Municipality/State*] ___ percent of children and ___ percent of adults are obese or overweight;

COMMENT: Insert obesity statistics specific to the state and municipality here.

WHEREAS, overweight children and adults are at greater risk for numerous adverse health consequences, including type 2 diabetes, heart disease, stroke, high blood pressure, high cholesterol, certain cancers, asthma, low self-esteem, depression and other debilitating diseases;¹¹

WHEREAS, the medical costs of obesity have risen to \$147 billion each year;¹²

WHEREAS, the cost of obesity in [*insert state or municipality*] is [*add state-specific data about obesity costs with citation*];

COMMENT: See http://cdc.gov/nodphp/dnpa/obesity/economic_consequences.htm for obesity expenditures by state.

WHEREAS, good nutrition is a central part of any obesity prevention effort as healthier diets could prevent at least \$71 billion per year in medical costs, lost productivity and lost lives;¹³

WHEREAS, studies show that most Americans do not eat enough fruits, vegetables or whole grains;^{14, 15,16}

WHEREAS, infants who are breastfed are less likely to become obese children or adults;¹⁷

WHEREAS, most Americans are failing to meet the Center for Disease Control and Prevention's recommendations of at least 30 minutes of moderate physical activity at least

Resource: ChangeLab Solutions

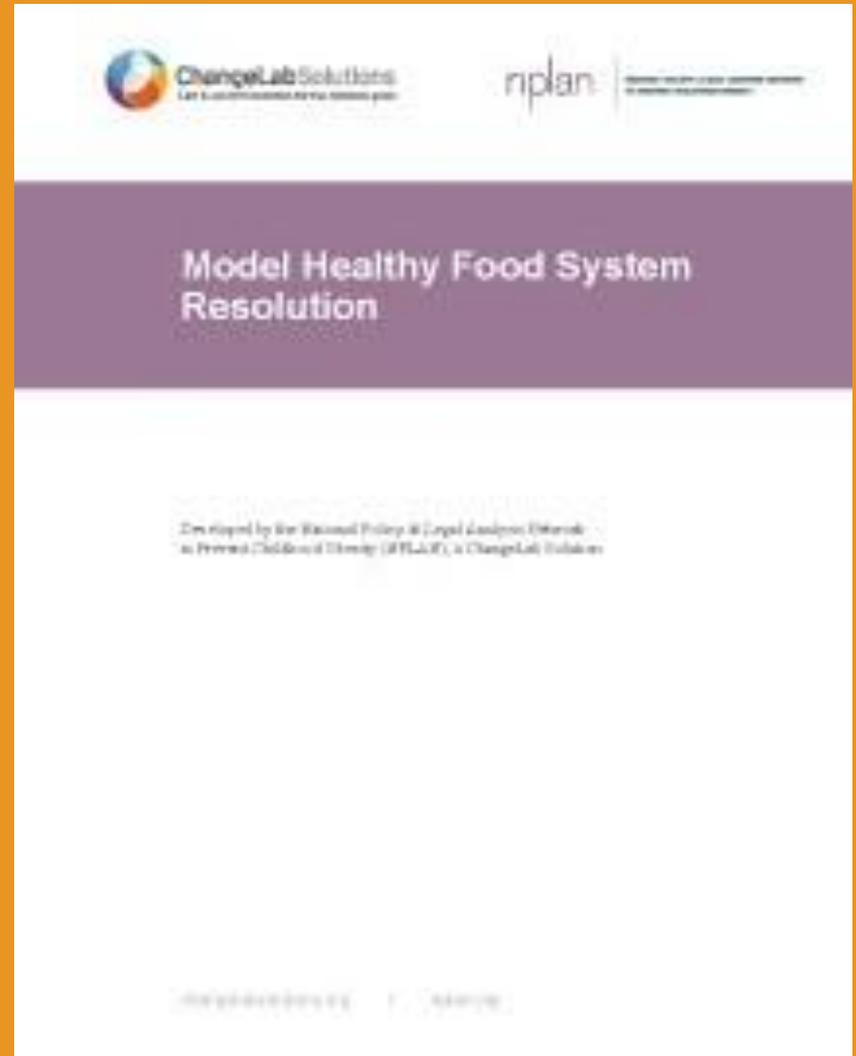
Model Obesity Prevention Resolution

Available on
changelabsolutions.org

Resource: ChangeLab Solutions

Model Food Systems Resolution

Available on
changelabsolutions.org



FOR MORE INFORMATION:

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DISCUSSION

