

Policy 101 and Beyond: Policy, Systems, and Environmental Change

Introduction by

Assistant Commissioner Pat Adams, MPH

Monday, November 24, 2008

Statewide Health Improvement Program (SHIP)

Minnesota Department of Health
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Background for SHIP

- ★ Unsustainable rising health care costs for the state
- ★ Unhealthy behaviors (poor nutrition and physical inactivity) drive health care costs up
- ★ Minnesota's historically strong private health insurance market has eroded, and uninsurance has risen
- ★ Quality of health care is unevenly distributed for different segments of the state and population.
 - For many, quality is well below a level we should expect for the money we are spending

SHIP History - Legislation and Plan

- ★ Legislation was passed in 2007 calling for a creation of a plan
 - Fund and implement comprehensive statewide health improvement
- ★ Plan developed in consultation with State Community Health Services Advisory Committee (SCHSAC) and MDH Executive Office
- ★ Addresses risk factors for preventable deaths, decreased quality of life and financial costs from chronic diseases in four settings:
 - Community
 - Worksites
 - Schools
 - Health care
- ★ Incorporates expert knowledge from the state and local level
- ★ Based on Steps to a Healthier MN

The Process - Fall 2007

- ★ MDH Executive Office and SCHSAC adopted plan Fall 2007
- ★ Plan presented to Governor's Health Care Transformation Task Force and legislative committees including Health Care Access Committee
- ★ Details of evidence, cost-effectiveness of prevention, and examples of state/local policies provided to committees
- ★ Governor's Task Force included plan in recommendations to Governor Pawlenty for health care reform
- ★ Plan introduced by legislature as part of broader health reform bill

The Process - Spring 2008

2008 Minnesota State Legislative Session:

- ★ Plan elements include House and Senate versions of health reform bill
 - Revised numerous times

- ★ Public health element in addition to other reforms in:
 - Health care coverage/affordability
 - Chronic care management
 - Payment reform and price/quality transparency
 - Administrative efficiency
 - Health care cost containment

Model for Statewide Health Improvement

- ★ Community input into planning, implementation and evaluation
- ★ Adherence to socio-ecological model
- ★ Health promotion in four settings: community, schools, worksites, health care
- ★ Local program advocates
- ★ Informed by evidence-based interventions
- ★ Focus on common risk factors
- ★ Extensive and comprehensive evaluation linked to program planning
- ★ Policy, systems, and environmental change that supports healthy behavior
- ★ Accountability and oversight

MDH Guiding Principles for Health Reform

- ★ Purpose of reform is to improve health of Minnesotans and redesign care to improve value (quality/costs).
- ★ We must “start with end in mind” and always remain focused on what we want to accomplish and what success looks like.
- ★ To ensure all Minnesotans benefit, we will aim for market-wide implementation of health reforms –not just reforms for government programs.
- ★ We will seek—and expect—unprecedented collaboration among public and private partners as we implement comprehensive health reform initiative.

Description of SHIP

- ★ Program intended to reduce obesity and tobacco use in Minnesota
- ★ \$47 million appropriated for SHIP for fiscal years 2010 and 2011
- ★ Competitive grants to Community Health Boards and tribal governments will be rolled out beginning July 1, 2009
- ★ SHIP funding will not supplant other funds

SHIP Description Continued

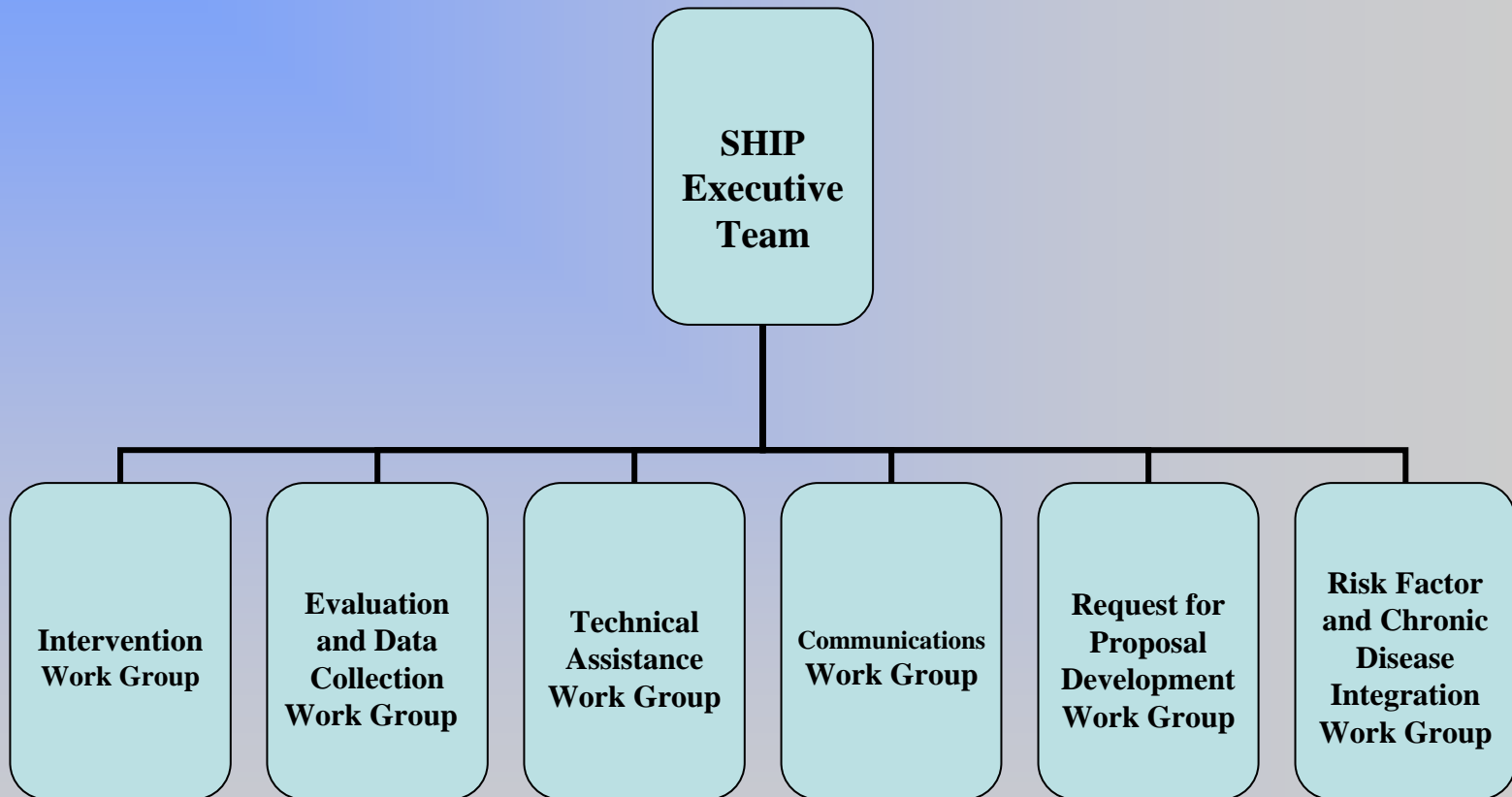
Communities and Tribal Governments required to:

- ★ Match 10% of funding
- ★ Submit community action plans, establish partnerships, and develop community leadership team
- ★ Develop policy, systems, and environmental changes in four settings
- ★ Work with MDH to evaluate programs

MDH will:

- ★ Set outcomes to support obesity and tobacco goals
- ★ Measure current status (baseline)
- ★ Provide content expertise, technical expertise, and training
- ★ Conduct comprehensive biennial evaluation
- ★ Provide biennial reports to legislature

SHIP Internal Structure



SHIP Planning and Implementation

- ★ Planning and workgroups are fully underway
- ★ Involving key stakeholders - local public health, tribal governments, and others
 - SCHSAC SHIP Ad Hoc Workgroup
- ★ MN specific - builds on existing efforts
- ★ Utilizing/modifying existing data collection, assessment, and reporting systems
- ★ Using evidence-based interventions to ensure maximize program impact in communities

SHIP Planning and Implementation Continued...

- ★ Terminology - “competitive” and “10% match”
- ★ Communications - Internal/External
- ★ Community assessment and reporting system (CHAAP and PPMRS)
- ★ Surveillance system - BRFSS, MSS, other surveys
- ★ Evaluation - Lessons learned from Steps communities
- ★ Implementation Toolkit - Menu of Intervention options



Policy 101 and Beyond: Policy, Systems, and Environmental Change

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Minnesota Webcast
November 24, 2008



All Eyes Are on Minnesota... We Congratulate You!



Directors of Health Promotion and Education (DHPE) Mission

To Strengthen, Promote, and
Enhance the Professional Practice of
Health Promotion and Education
across the Nation

Purpose

1. To have a robust dialogue about what PES changes are and their importance
2. To share principles and concepts associated with PES changes and their implementation

Public Health Issues

**Many obese kids have arteries of a
45-year-old
Study shows them headed for heart disease in
their 20s or 30s**

-LA Times, 11/12/2008

**Follow guidelines, or waists will
grow, Baylor expert says
Obesity summit urges folks to use federal standards
-Houston Chronicle, 11/15/2008**

Schools Found Improving on Nutrition and Fitness

-New York Times, 10/19/2007

Bill would prod students to walk, not ride, to school
-Boston Globe, 5/31/2007



Study Finds Big Social Factor in Quitting Smoking

-New York Times, 5/22/2008

In Adolescents, Addiction to Tobacco Comes Easy

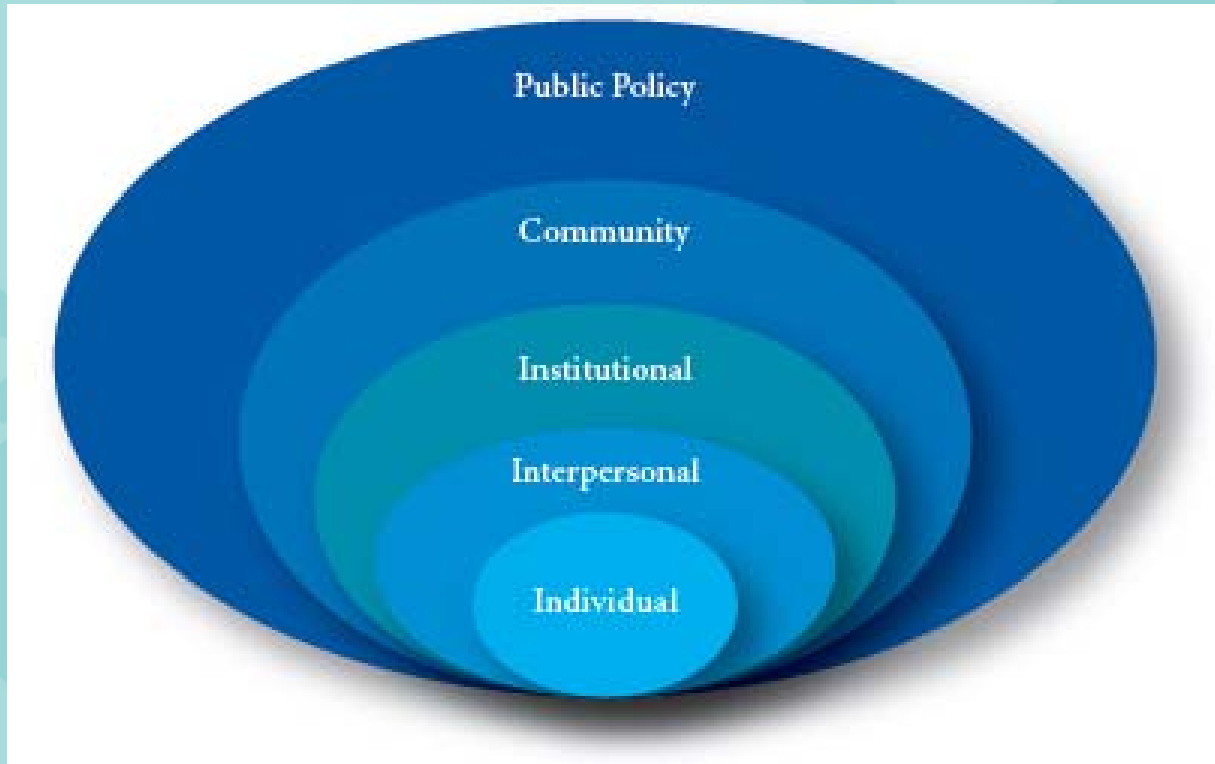
-New York Times, 2/12/2008



Your Community



Social-Ecological Model



Making the Case for PES Change

- Traditional Health Promotion Paradigm
 - Focus on individual behavior change
 - Strategies include: Education for individuals and Awareness Programs
- Need Paradigm Shift
 - Focus on creating a supportive infrastructure for health
 - Strategies include changing: Public policies, built environments and systems

Shifting the Paradigm

Population-based Strategies

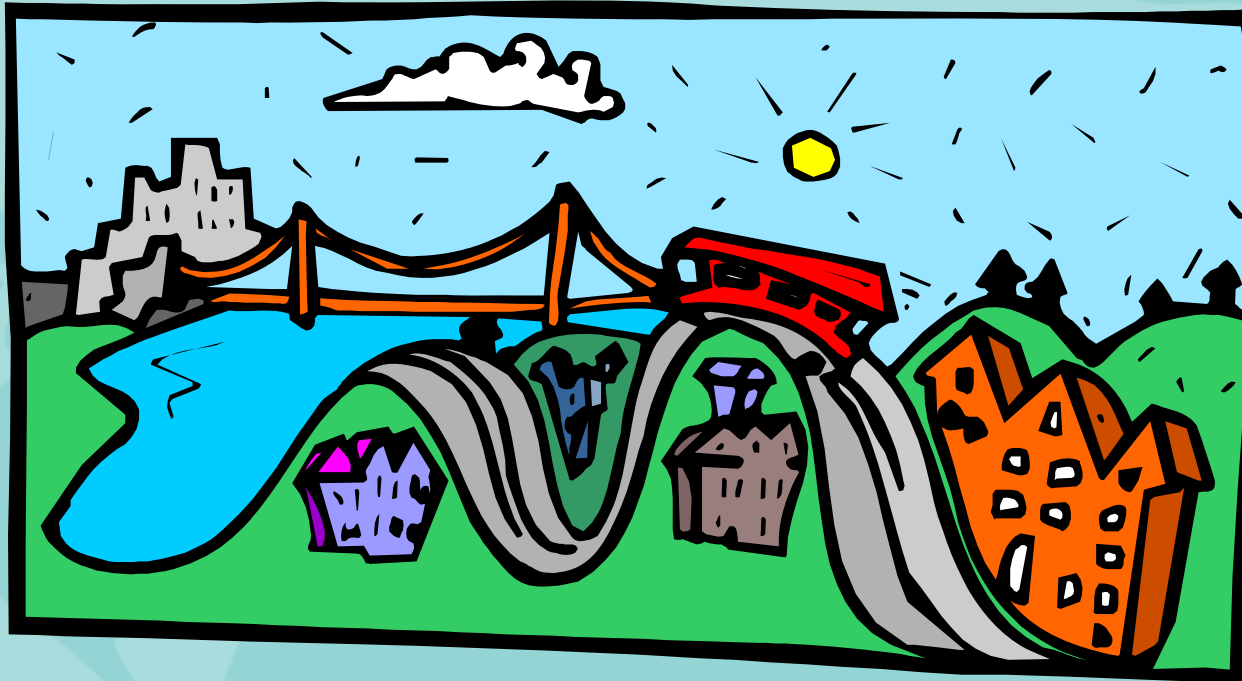
- Public Policies
- Organizational Policies
- Built environments
- Social environments



Population Effect

Entire populations adopt health behaviors because they CAN

Your Community



Health Policy

- **Public**
- **Organizational**
- **Regulatory**

Environmental Change

- **Economic**
- **Social**
- **Physical**

Systems Change

**Impacts all Elements of
an Organization**

Principles and Concepts

- **Health is MORE than the absence of Disease.**
 - **Make the Healthier Choice the Easier Choice.**
- **Health is Everyone's Business.**
 - **Look for the Health Agenda in Everything We Do.**
- **Policy Change is Incremental.**
 - **Know how decisions are made and who makes them.**
 - **Understand what influences decisions.**
- **Best practices and evidence-based policies are critical to success.**
 - **Impact the entire population through proven strategies.**

Your Community



Key Definitions

- **Evidence-Based**
- **Practice-Based**

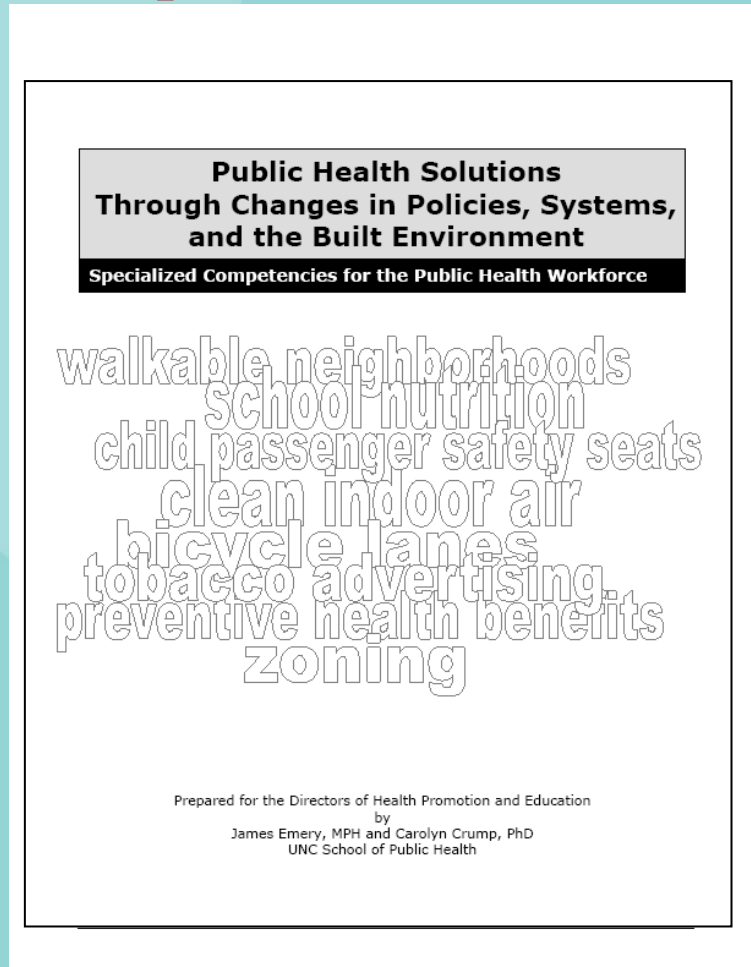
It's All About Relationships!

Partnerships, Partnerships, Partnerships

Training Sneak Preview

Published Competencies

- Sponsorship
 - DHPE
 - CDC DACH
- Downloadable PDF
 - www.DHPE.org

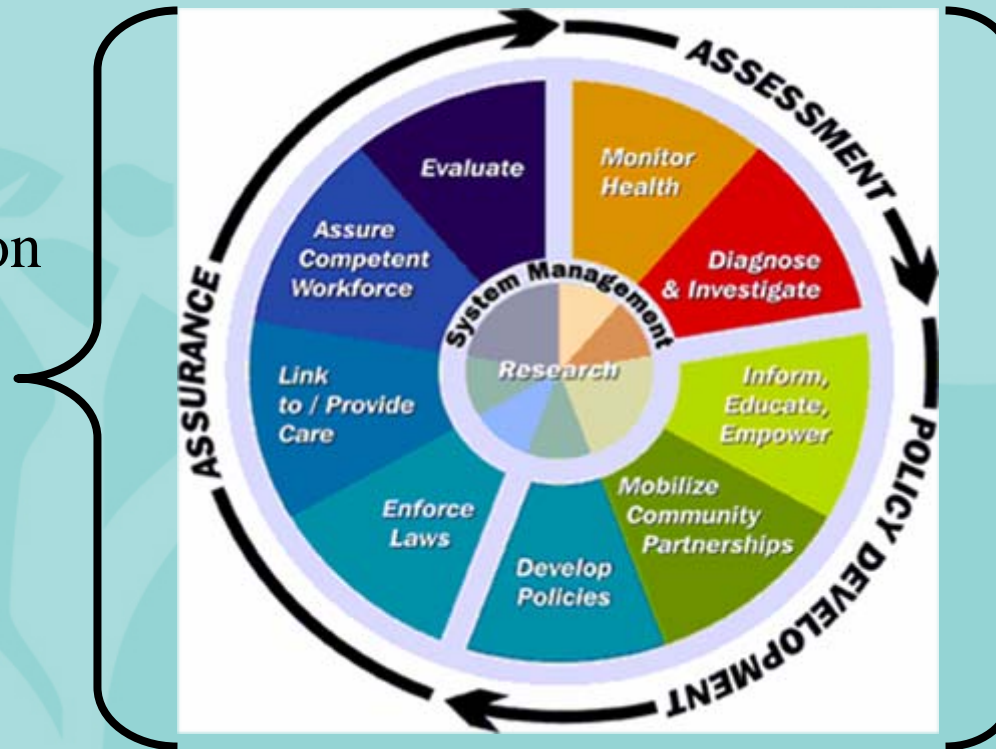


Competencies & Core Functions

Public Health Core Functions and Ten Essential Services

Domain 4:
bureaucratic
implementation

Domain 5:
evaluation



Domain 1:
problem
identification

Domain 2:
policy
analysis

Domain 3:
advocacy

Reflects the Change Process

- Domains follow a generic “process” of changing policies, environments, systems

Changing Health Promotion Policy Competency Curriculum
Handout 1: Linking Competencies to Process

Public Health Solutions through Changes in Policies, Systems, and the Built Environment
 Specialized Competencies for the Public Health Workforce

Domain 1: Analyze and articulate the problem

- Collects, summarizes, and interprets information relevant to an issue
- Defines the problem needing a policy, system, or environmental solution

Domain 2: Propose a solution

- Defines criteria for selecting among proposed options to improve the problem
- Records the options in clear and concise written statements
- Estimates the health, fiscal, administrative, legal, social, and political implications of each option
- Predicts the feasibility and expected outcomes of each option
- Analyzes the options using decision analysis methods (e.g., cost-benefit)
- Builds consensus for the chosen course of action

Domain 3: Influence the change process

- Plans a policy/system/environmental change approach
- Educates decision-makers, media, partners, and the general public by providing relevant information (i.e., become an informational resource)
- Frames messages and tailors materials to influence the change process
- Implements policy-advocacy strategies
- Implements communications strategies to impact social learning, agenda setting, and message framing
- Monitors the change process and its outcome

Domain 4: Monitor the implementation process

- Predicts how the relevant bureaucratic entities (e.g., agencies, departments) might implement the enacted changes
- Plans how to monitor and assist each entity as it develops the budgets, rules, guidelines and procedures necessary to implement the enacted change
- Assists entities with planning for structural and programmatic adjustments
- Monitors the implementation process to document how the solution is or is not functioning as intended

Domain 5: Evaluate the impact

- Develops mechanisms to monitor policy/system/environmental change
- Evaluates the impact of the change
- Incorporates evaluation findings into future planning and analysis efforts

Process for Changing Policies, Environments and Systems

Problem identification
 Clarify the problem and frame/define it for policy agendas

Policy formulation
 Conduct analyses to identify a solution to promote

Advocacy
 Promote the solution to decision-makers

Bureaucratic implementation
 Ensure that enacted changes become rules/processes/budgets

Evaluation
 Evaluate impact in terms of each process and overall goal

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Thank You and Best Wishes



Policy, Environmental, and Systems Change into Practice

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Policy, Environmental, and Systems Change into Practice

- ★ Currently developing Menu of Interventions to be part of Request for Proposals
- ★ Grantees select specific interventions from Menu to focus work
- ★ Each intervention has linked evaluation measures
- ★ Interventions included on Menu validated by national, state, and local experts
- ★ Menu accompanied by “Guide to Implementing Interventions”

Menu of Interventions

- ★ **Strategies linked short, intermediate, long term outcomes**
 - Ex. Increasing/enhancing access to places for physical activity
- ★ **Interventions by setting**
 - Ex. Facilitating the development of a community park/trail and promoting its use to increase physical activity in youth and adults
- ★ **Action Steps**
 - Core - Getting Started
 - Intermediate - Moving Forward
 - Advanced - Looking Beyond

Example Action Steps for Trail Development and Promotion

★ Getting Started

- Begin organizing resources for trail development and promotional activities.
- Engage existing partners and stakeholders by informing them about your plans to develop a community trail.
- Identify trail locations for partners to consider and establish criteria to make final selection.

★ Moving Forward

- Apply for trail funding, continue to build community support, and wait for funding approval.
- Once funding approved and land use easements secured or properties acquired, ensure preparations for groundbreaking are complete.

★ Looking Beyond

- Conduct community promotional activities during construction.
- Once construction is complete, organize kick-off event and ongoing promotional activities.

Guide to Implementing Interventions

For each intervention:

- ★ Background and evidence
- ★ Description of intervention
- ★ Detailed Action Steps (some flexibility)
- ★ Description of available technical assistance for implementing
- ★ Linked evaluation measures
- ★ Description of available technical assistance for evaluation

Policy, Systems, and Environmental Intervention Examples in Minnesota

★ School

- Safe Routes to School
- Farm to school

★ Community

- Active Living
- Farmers Market Licensing/Healthy Corner Stores Initiative
- Smoke-free parks, beaches, playgrounds, etc.

★ Worksites

- Worksite Wellness
- Point of decision prompts (stairwell campaigns)

★ Health Care

- Smoking cessation and weight management program coverage
- ICSI Obesity and Community Partnership guidelines

Policy, Environmental, and Systems Change into Evaluation

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Purpose of Evaluation

- ★ Document SHIP efforts at the local and state levels
- ★ Modify intervention activities as needed
- ★ Measure progress towards goals
- ★ Provide evidence of progress to Legislature

Evaluation Goals

- ★ Assess capacity and readiness to implement policy, systems, and environmental change
- ★ Document process of planning and implementing policy, systems, and environmental change from start to finish
- ★ Understand how policy, systems, and environmental change shape health behaviors
- ★ Track health behaviors, risk factors, and chronic diseases

Evaluation Framework

★ Community and Tribe Assessment

- For CHBs: CHAAP and additional SHIP-related questions
- For tribes: Alternate assessment will be developed

★ Process Evaluation & Outcome Evaluation

- Linked evaluation options for Menu of Interventions
- Guidance for how to conduct evaluation
- PPMRS

★ Surveillance

- Use systems that are already in place (BRFSS, MSS, etc.)
- Augment existing systems

Community & Tribe Preparation for Evaluation

- ★ Grantees will be asked to set aside 10% of their state funding for evaluation purposes
- ★ Applicants should start thinking about past evaluation efforts and current capacity

SHIP Questions and Answers

- ★ Will infrastructure projects be funded by SHIP? What are not admissible uses of SHIP funds?
- ★ Beyond Freedom to Breathe, what should grantees do to support efforts in tobacco?
- ★ What is meant by environmental change? Will grantees be encouraged to provide a mix of programming, policy, promotion, evaluation activities? What will that mix be (i.e. 20% programs, 20% promotion, 50% policy/systems change, 10% evaluation)?
- ★ Someone suggested that policy change does not take large amounts of money. What are the anticipated expenses in this area if it is going to be a major push or part of SHIP?

Questions and Answers, Cont.

- ★ Will policy change and/or other efforts be coordinated or shared among LPHAs and in what forum?
- ★ Recognizing that local public health agencies do not want to get too far ahead of elected officials and that there are limitations on SHIP activities to encourage policy change, what should LPHAs areas of focus/concentration be?
- ★ Our county is very large geographically. We are considering a two prong approach to our SHIP planning. One is to use existing smaller coalitions to conduct evidence-based activities in their communities and the second is to start a coalition in one other large community. What recommendations would be available for this type of situation?

Audience Questions

Special Thanks to:

Amie Queensland

Anita Hoffmann

Ann Bajari

Ann Stehn

Bonnie Brueshoff

Brad Meyer

Cheryl Schneider

Deb Smith

Eileen O'Connell

Helene Kahlstorf

Jean Streetar

Jill Briggs

John D. Schuh

Judy Voss

Julie Myhre

Julie Seiber

Kara Zoller

Karen Zeleznak

Winona County CHS

Brown-Nicollet CHB

Meeker-McLeod-Sibley CHB

Kandiyohi County Public Health

Dakota County

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Morrison-Todd-Wadena Community Health Board

Fond du Lac Reservation

Bloomington CHB

North Country CHB

Washington Co. Dept of Public Health and
Environment

Chisago County Public Health

Lincoln-Lyon-Murray-Pipestone Public Health
Services

Olmsted County Public Health Services

Carlton-Cook-Lake-St. Louis CHB

St. Paul-Ramsey County Department of Public Health

Sherburne County Public Health

City of Bloomington Division of Public Health

A Special Thanks to:

Larry Kittelson

Lisa Mueller

Lowell Johnson

Marina McManus

Pat Butler

Pat Splett

Patty Bowler

Rina McManus

Ruth Pierce

Sandra Driscoll

Stafford Hansen

Susan Morris

Todd Monson

Grant-Pope-Stevens-Traverse CHB

Hennepin County Human Services and Public Health
Department

Washington County Public Health and Environment
Anoka Community Health and Environment Services
Department

White Earth Reservation

St. Paul-Ramsey County Department of Public Health
Minneapolis Department of Health and Family Support
Anoka Community Health and Environmental Health
Services

Aitkin-Itasca-Koochiching Community Health Board

Morrison-Todd-Wadena CHB

Fillmore-Houston CHB

Isanti-Mille Lacs CHB

Hennepin County Human Services and Public Health

SHIP Announcements

★ SHIP Funding

- Funding availability document to be released December 1st, 2009
 - Legislative session begins January 6th 2009

★ Request for Proposal (RFP)

- RFP "How To" January 21st 10:00am-12:00pm
- RFP to be released February 2009

★ SHIP Policy Conference

- March 2009 (Specific date forthcoming)

SHIP Technical Assistance

SHIP Website & Frequently Asked Questions (FAQs)

<http://www.health.state.mn.us/healthreform/ship/index.html>

SHIP Plan Summary Details

<http://www.health.state.mn.us/healthreform/ship/plandetail.pdf>

Webcast Announcement:

<http://www.health.state.mn.us/healthreform/ship/webcast.pdf>

Archived Webcast:

Windows Archive: <mms://stream2.video.state.mn.us/OET/MDH-Policy-101-112408.wmv>

Real Archive:

<http://stream1.video.state.mn.us:8080/ramgen/OET/MDH-Policy-101-112408.rm>

Thank You!

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