Moving beyond the individual: Focusing on upstream factors that influence behavior

Prevention Research Center for Rural Health

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Learning objectives

► To increase individual capacity to help communities access healthy food and activity options through policy, systems, and environmental approaches (PSEs).

► The webinar series will provide both an introduction for those new to PSE approaches and a more in-depth overview for those with more experience with PSEs.

Webinar 2: More about policies, systems, and environment

Review from last session

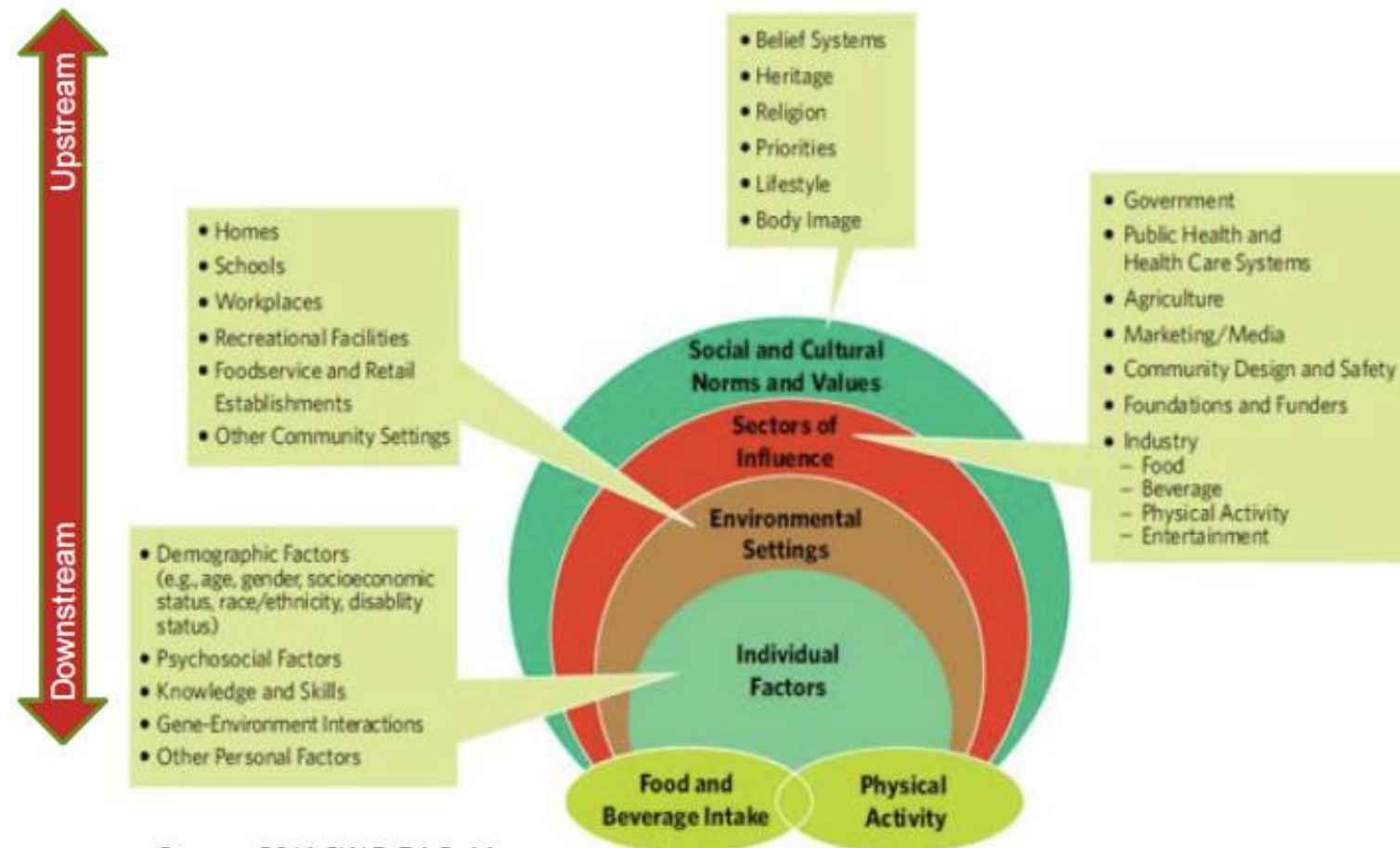# What role does education play?

► Education-only interventions can have limited impact

  ► What are the other factors that influence behavior beyond education or information?

  ► How much information is retained?

  ► How sustainable is education?

Policies, systems, and environment strategies

FIGURE 6 1: A Social Ecological Framework for Nutrition and Physical Activity Decisions

- Belief Systems
- Heritage
- Religion
- Priorities
- Lifestyle
- Body Image

- Homes
- Schools
- Workplaces
- Recreational Facilities
- Foodservice and Retail Establishments
- Other Community Settings

- Government
- Public Health and Health Care Systems
- Agriculture
- Marketing/Media
- Community Design and Safety
- Foundations and Funders
- Industry
  - Food
  - Beverage
  - Physical Activity
  - Entertainment

- Demographic Factors (e.g., age, gender, socioeconomic status, race/ethnicity, disability status)
- Psychosocial Factors
- Knowledge and Skills
- Gene-Environment Interactions
- Other Personal Factors

Upstream

Downstream

Social and Cultural Norms and Values

Sectors of Influence

Environmental Settings

Individual Factors

Food and Beverage Intake

Physical Activity

Source: 2016 SNAP-Ed Guidance

CDC definition

Policies to protect communities from harmful agents or elements (such as indoor tanning policies to limit exposure to ultraviolet rays or smoke-free policies to limit exposure to secondhand smoke).

Systems to increase the use of client reminders to get people screened for cancer, or to increase access to healthy food choices in schools and workplaces.

Environments to encourage communities to be active (such as pedestrian-and bike-friendly streets).

USDA definition- Policy

"A written statement of an organizational position, decision or course of action. Ideally policies describe actions, resources, implementation, evaluation, and enforcement. Policies are made in the public, non-profit, and business sectors. In the public sector, policies may be determined by the legislative, executive or judicial branches of government at the city, county, district or state levels. In the non-profit and business sectors, organizational policies may be established by boards of directors, executive officers, managers or supervisors. Because they are written, policies are the easiest type of PSE change to characterize."

USDA definition- Systems

"Systems changes are unwritten, ongoing, often qualitative organizational decisions/changes that result in new activities reaching large proportions of people the organization serves. An organization may adopt a new intervention, assign its people, reallocate other resources, or in significant ways modify its direction to benefit low-income consumers in qualifying sites and communities. Systems changes may occur in all three sectors (public, non-profit, and business). They may precede or follow a written policy."

USDA definition- Environmental

"Includes the built or physical environments, which are visual/observable, but may include economic, social, normative or message environments."

Policy, systems, and environment

HEALTHY EATING
AND ACTIVE LIVING
STRATEGIES FOR IOWA

► A cross-cutting priority for CDC

► USDA has moved/is moving in this direction

► Priority for IDPH

IDPH
IOWA Department
of PUBLIC HEALTH

PSE intervention examples

- Increasing access to places where people can be physically active
  - Increasing public use of facilities
  - Modify places to be safer for physical activity
  - Improving zoning codes in community to promote physical activity friendly environments
- Increase access to healthier food and drink options
  - More offerings in retail stores (increased variety)
  - Encourage better placement of healthy foods
  - Improve transportation to healthier food locations

Examples of where to find PSE interventions…

- **Healthy Eating:Active Living Document**
- **USDA has libraries:**
  - https://snaped.fns.usda.gov/snap-ed-works/policy-systems-and-environmental-change
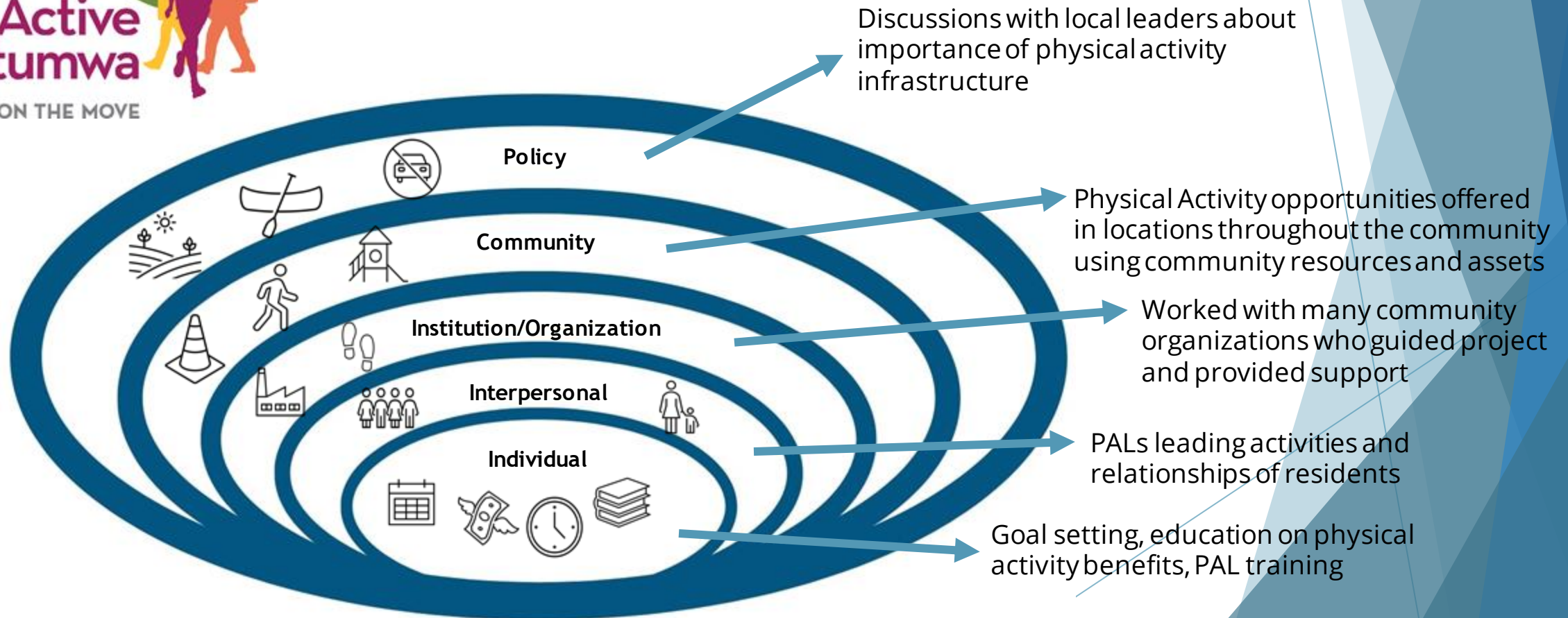- **So many resources out there:**
  - http://action4psechange.org/about-pse-change/
  - https://psechange.org/
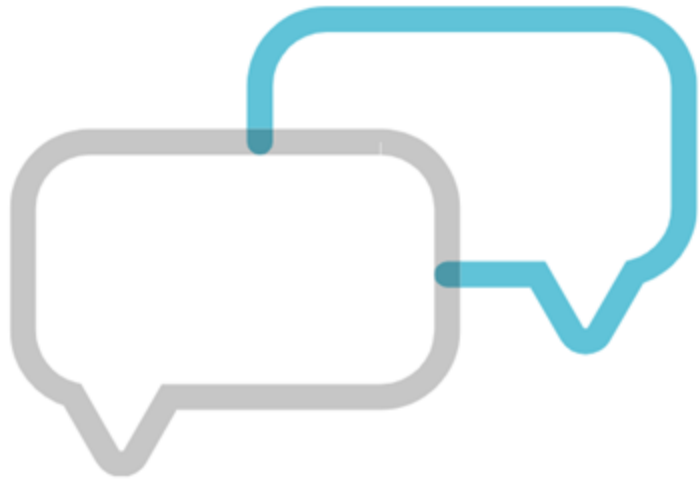 - https://ebccp.cancercontrol.cancer.gov/topicPrograms.do?topicId=102266&choice=default
  - https://ebccp.cancercontrol.cancer.gov/topicPrograms.do?topicId=102268&choice=default
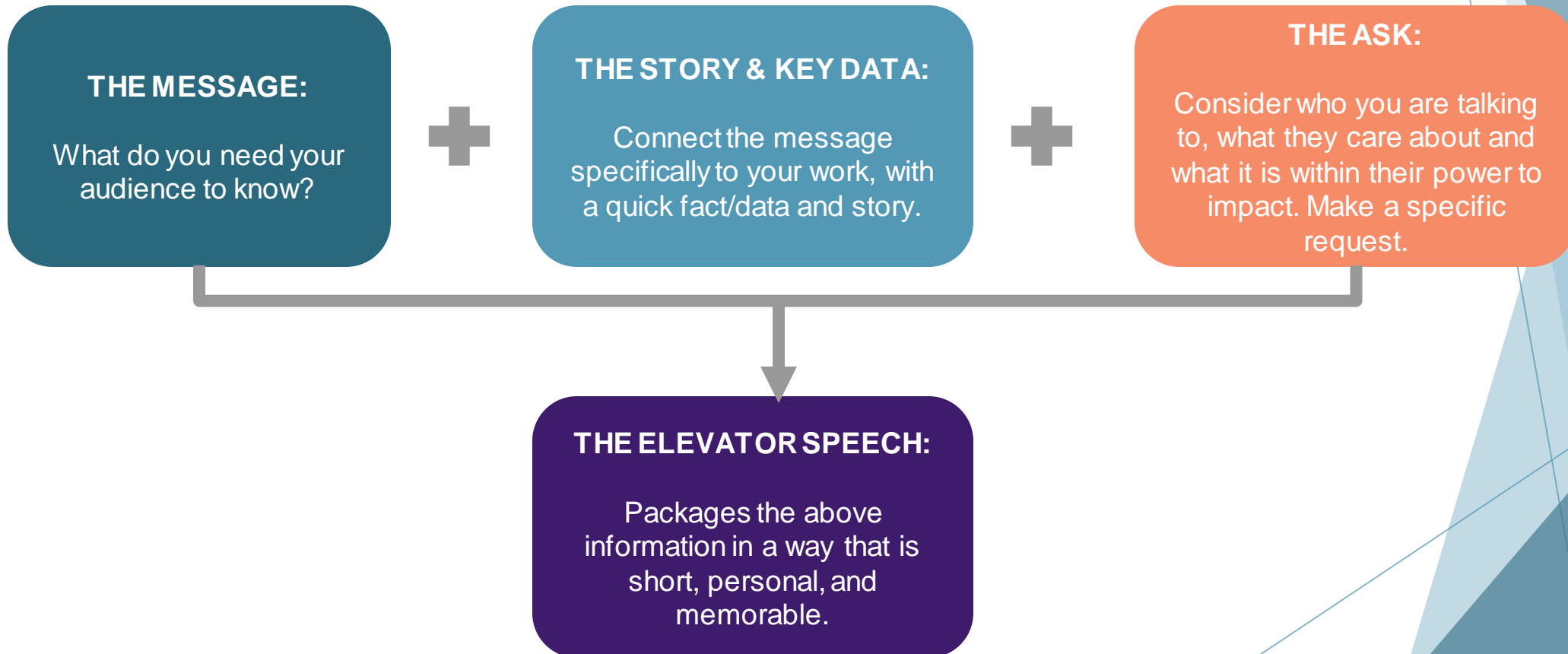 - https://snaped.fns.usda.gov/program-administration/snap-ed-toolkit-strategies-interventions

Working at different levels...get bigger, better, more sustained impact

How do we communicate this to others….

Making your pitch:

THE MESSAGE:

What do you need your audience to know?

+

THE STORY & KEY DATA:

Connect the message specifically to your work, with a quick fact/data and story.

+

THE ASK:

Consider who you are talking to, what they care about and what it is within their power to impact. Make a specific request.

THE ELEVATOR SPEECH:

Packages the above information in a way that is short, personal, and memorable.

What might an elevator speech look like?

THE MESSAGE: Active Ottumwa was a community engaged project to increase physical activity of adults in Ottumwa.

THE STORY & KEY DATA: Through this project, volunteer physical activity leaders were trained and led physical activity programs using the parks, trails, and facilities existing in the community. Organizations and businesses throughout the community supported the program in marketing the program and providing space for the free activities to happen. Researchers of the project found a significant change in physical activity levels, specifically people who were the least active.

THE MESSAGE (part 2): To help keep this program growing, our team is looking to expand the program to new communities throughout the state of Iowa, including yours!

THE ASK: Would you have any connections in your community that you could help us make to get conversations about starting a program like this with your community's residents and resources?

Recap

▶ PSEs are a priority of many funding and public health agencies around the nation

▶ There are many examples of PSEs and resources to guide your efforts

▶ Elevator pitches can be a powerful tool

Questions?--Reach out!

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