

# Community Intervention and Policy Changes for Health

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# Learn how the CHANGE Tool can help:

- Paint a picture of **current prevention policies and strategies**
- Provide a systematic way to **assess and document community needs and assets**
- Optimize the use of available **local resources and partnership** for addressing community needs
- Monitor and track progress across one or more years by using a 1-to-5 rating scale that allows users to **measure incremental changes**



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# Community Health Assessment and Group Evaluation (CHANGE)

- ✓ Developed by the CDC
- ✓ Used for the past 2 years across the country in ACHIEVE and Healthy Community (CDC-funded) sites
- ✓ Evidence-based best practices



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# Community Health Assessment and Group Evaluation (CHANGE)

- ✓ Collect data
- ✓ Determine areas for improvement
- ✓ Plan policy, systems, and environmental change strategies to advance efforts to reduce risk factors for cancer



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# Areas of Best Practice Identified

Nutrition

Physical Activity

Tobacco

Chronic Disease Management

Leadership



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# Sectors

Community at Large

Worksite

Community Organization or Institution

School

Health Care



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# Creating CHANGE in your Community



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# Silo Approach

One site, one  
change, some  
progress.

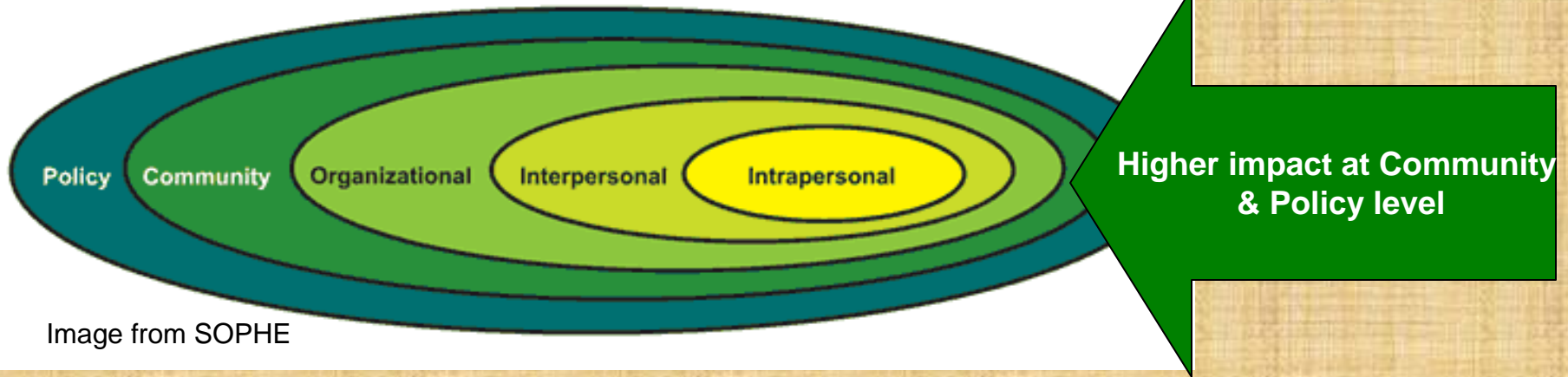


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# Ecological Model

## Ecological Model for Health Promotion Interventions



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# Ecological Model

- Build a **C**ommunity **H**ealth **A**ction **R**esponse **T**eam (CHART)
- Assess sectors in community & the community at large (CHANGE Tool)
- Create an Action Plan
- Empower CHART to carry out Action Plan & create change in their community circles through PSE best practices



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# Best Practice

Through Policy, Systems, and  
Environmental Change



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# What we know...

Common practices & environmental situations in our communities, organizations, institutions, and homes do not necessarily support health and prevent cancer such as:



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**Processed Foods**

**Endless Opportunities**



**Screen time**



**Sedintary Life**



**Fast Food**



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MISSION  
POSSIBLE!

Increase opportunities for  
Healthy Eating and Active  
Living through PSE Best  
Practices



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# What we know...

Policy, practices, & environmental changes that make it *easy* to eat nutritious foods, be physically active, and avoid tobacco products support good health.



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# Examples of Best Practices



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**Cancer**

**Chronic Disease**

**Obesity**

## CDC Publication

**Recommended Community Strategies  
and Measurements to Prevent ~~Obesity~~  
in the United States (2009)**

**Poor nutrition &  
Inactivity**



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# CDC CHANGE Tool

**Contains over 50 best practices for  
each sector such as:**



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## **Worksite Best Practices:**

**Provide access to a free or low cost employee health risk appraisal or health screenings.**

**Institute healthy food and beverage options in vending machines.**

**Implement a referral system to help employees' access tobacco cessation resources or services, such as quitline (e.g., 1-800-QUIT-NOW)**

## **School Best Practices:**

**Ban the use of or withholding of physical activity as a punishment.**

**Ban using food as a reward or punishment for academic performance or behavior.**

**Prohibit the sale of sugar-sweetened beverages.**

## **Community Organization Best Practices:**

**Institute pricing strategies that encourage the purchase of healthy food and beverage options.**

**Provide a safe area outside (e.g., through lighting, signage, crime watch) to walk or be physically active.**

**Institute a smoke-free policy 24/7 for outdoor public places.**



# CHANGE Tool Exercise



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## CHANGE Tool Rating Scale

| Response # | Policy   | Environmental Change                             |
|------------|--|--|
| 1          | Not identified as problem                        | Elements not in place                            |
| 2          | Problem identification/gaining agenda status     | Few elements in place and/or well developed      |
| 3          | Policy formulation and adoption                  | Some elements are in place and/or well developed |
| 4          | Policy implementation                            | Most elements are in place and/or well developed |
| 5          | Policy evaluation, adjustment and/or termination | All elements in place and well developed         |
| 99         | Not applicable                                   | Not applicable                                   |



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# CHANGE Data Planning Tool

## STEP 2: Sector Data Grid

For each sector, indicate where each site's module (row) percentages fall in the appropriate column. Example: For Worksite, place a W1 (for the first site assessed) in each row to denote this site's module percentages across the scale [low (0-20%) to high (81-100%)]. Continue to add additional sites (e.g., W2, W3, W4, W5) on the Sector Data Grid as needed until all sites are represented.

|                            | Low   |        | Medium |        | High    |
|----------------------------|-------|--------|--------|--------|---------|
|                            | 0-20% | 21-40% | 41-60% | 61-80% | 81-100% |
| <b>Physical Activity</b>   |       |        |        |        |         |
| <b>Nutrition</b>           |       |        |        |        |         |
| <b>Tobacco</b>             |       |        |        |        |         |
| <b>Chronic Disease Mgt</b> |       |        |        |        |         |
| <b>Leadership</b>          |       |        |        |        |         |



# Sector Data Grid

Tool can assist your community team in identifying

- > ASSETS (61% - 100%)
- > NEEDS (0% - 40%)



# CHANGE Data Planning Tool

## Sector Data Grid

|                     | Low   |        | Medium |        | High    |
|---------------------|-------|--------|--------|--------|---------|
|                     | 0-20% | 21-40% | 41-60% | 61-80% | 81-100% |
| Physical Activity   |       |        |        |        |         |
| Nutrition           |       |        |        |        |         |
| Tobacco             |       |        |        |        |         |
| Chronic Disease Mgt |       |        |        |        |         |
| Leadership          |       |        |        |        |         |

*Areas in Need*

*Community Assets*





# PSE Change

## Measuring Progress



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| <b>Response #</b> | <b>Policy</b>   | <b>Environmental Change</b>                             |
|-------------------|---|---|
| <b>1</b>          | <b>Not identified as problem</b>                        | <b>Elements not in place</b>                            |
| <b>2</b>          | <b>Problem identification/gaining agenda status</b>     | <b>Few elements in place and/or well developed</b>      |
| <b>3</b>          | <b>Policy formulation and adoption</b>                  | <b>Some elements are in place and/or well developed</b> |
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| <b>99</b>         | <b>Not applicable</b>                                   | <b>Not applicable</b>                                   |



| P / E | Change Identified                    | Sector    | Jan 2011              | Feb 2011                         | Mar 2011                                | Apr 2011                                  | May 2011                                | June 2011                 | July 2011                            | Aug 2011 | Sept 2011 | Oct 2011 | Nov 2011 | Dec 2011 |
|-------|--------------------------------------|-----------|-----------------------|----------------------------------|---|---|---|---------------------------|--------------------------------------|----------|-----------|----------|----------|----------|
| P     | Physical Activity Town Hall          | Work site | 1                     |                                  | 2 Mtg w/ TM CHANGE Tool                 |   |   |                           |                                      |          |           |          |          |          |
| P     | Physical Activity BOE                | Work site | 1                     |                                  | 2 Mtg w/ HR CHANGE Tool                 |   |   |                           |                                      |          |           |          |          |          |
| P / E | Snacks for children Parks/Rec        | CIO       | 3 P & R policy change |                                  |   |   |   |                           |                                      |          |           |          |          |          |
| P / E | Physical Activity/lake opportunities | CIO       | 2                     | 2 Presentation to P/R Commission | 2 Survey for community rowing developed | 2 Survey for community rowing distributed | 2 Key stakeholder meeting; analyze data | 2 Key stakeholder meeting | 2.5 Community Conversation / meeting |          |           |          |          |          |



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# Resources for PSE CHANGE

- [CDC CHANGE Action Guide](#)
- [CHANGE Tool Group Facilitation Cards](#)
- [CT ACHIEVE Website](#)
- [CDC Community Strategies & Measurements](#)
- [CT ACHIEVE FaceBook](#)



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# Evaluation of PSE

- ✓ Traditional methods of evaluating **programs** is not a good fit
- ✓ Evolving field of study & practice



# Evaluation of PSE Resources

## A Guide to Measuring Advocacy & Policy,

Annie E. Casey Foundation

Measure Core Outcome Areas:

- Shifts in Social Norms
- Strengthened Organizational Capacity
- Strengthened Alliances
- Strengthened Base of Support
- Improved Policies
- Changes in Impact



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# ACHIEVE Initiative Summary:

- Current prevention policies and strategies
- CHANGE Tool provides systematic way to assess and document policy and environment
- Use available local resources and partnerships to address community needs
- Monitor and track incremental progress



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# Questions?



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