Policy, Systems and Environmental Change 101: Achieving Meaningful Tobacco and Cancer Control in Hispanic Communities

Recorded on September 24, 2015

• CDC-funded national network addressing tobacco and cancer disparities among Hispanics.
• 11 Subnetwork Lead Partner Agencies across the U.S.
• Brings together partners to leverage resources and share successful strategies.
• Facilitates the implementation of evidence-based tobacco and cancer interventions.
• Disseminates tobacco and cancer developments, research, and news through webinars, training and TA, and the Network website.
• Increases tobacco and cancer awareness and education through national media activities and social media.

9 Elements of a Sustainable Public Health Policy

Presented by
Ian McLaughlin, JD
OVERVIEW

1. What do we mean by policy, systems, and environmental change, and what are the advantages of policy?

2. The elements of a strong and sustainable public health policy.
What Makes Strong Policies

What is policy, system, & environmental change?

What is policy, system, & environmental change?
Policy Change: Creating or changing a written statement of an organizational position, decision, or course of action. Made in public, non-profit, and business sectors.

System Change: Unwritten, ongoing, organizational decisions or changes that result in new activities reaching large proportions of people. Alter how the organization conducts business.

Environmental Change: Changes to the built/physical, economic, social, normative, or message environments that are visual/observable.

Policy change: Re-write your vending machine contract to require only healthy beverages

System change: Ask vending machine distributor to only stock healthy beverages

Environmental change: Remove sugary drinks from your office's vending machine

What is policy?
- Local ordinances
- Zoning language
- Resolutions
- School/agency policy language
- Contracts/agreements
- State/federal laws
- University policy
- Organization policy
- Hospital policy
What do these have in common?

- a statement in writing
- binding or some mechanism of accountability
- sets out a general approach to be applied broadly

Policy allows for accountability & enforcement

Policy reaches more people

Policy institutionalizes good ideas
Tobacco Policy Tools

- Smokefree workplaces
- Smokefree public places
- Smokefree multi-unit housing

Tobacco Retailer Licensing Requirements

- Retailer density and location limits
- Display and sales restrictions

Retail Policy Tools

find
- Zoning
- Licensing Restrictions & Incentives

afford
- Taxes
- Financial Program Incentives

choose
- Health Education
- Labeling & Displays

use
- Education
- Cultural Awareness
ELEMENTS OF STRONG PSE CHANGE

1. It is a policy, system, or environmental change.
2. It is data driven and grounded in community.
3. It is ambitious, yet feasible.
4. It addresses health disparities.
5. It is financially feasible.
6. It is legally feasible.
7. Its implementation and enforcement are clear and feasible.
8. It changes the conversation.
9. It is one piece of a larger puzzle.

ELEMENT #1:

It is a policy, system, or environmental change.

GREENWAYS MASTER PLAN

- Applies broadly across county
- Ensures that all future road work considers greenways
- Provides guidelines for greenway plans

Granville County, NC
Population: 58,500
ELEMENT #2:
It is data driven and grounded in community.

Marlen Garcia
Baldwin Park, CA
Councilmember 1999-2014

Extensive work in Baldwin Park in tobacco control and in combatting childhood obesity.
Advocate for creation of Baldwin Park’s People on the Move Collaborative.
During her time on the council, Baldwin Park banned smoking at all public parks, city facilities, and multi-housing units.

Get Up, Get Out, Get Active!
City of Baldwin Park Highlights
June 2, 2004

As a result of Baldwin Park’s strong commitment to provide healthy lifestyles for its residents, the City Council spun off the “Healthy Policy Yields Healthy Minds Initiative”, to pass and implement a No Smoking Ordinance at all City facilities, parks and adjacent sidewalks. Baldwin Park became the first city in the San Gabriel Valley to establish this kind of policy.
Get Up, Get Out, Get Active!

Healthy Alternatives

No Smoking Signs Found At All City Park and Buildings

Get Up, Get Out, Get Active!

How Much Did It Cost?

To implement the no smoking policy, the City simply purchased the signs and utilized maintenance staff to do the installation.

There were no costs to convert the soda and snack machines, it was a matter of the vendor cooperating and fulfilling our request.

ELEMENT #3:

It is ambitious, yet feasible.
BALANCING HEALTH AND POLITICS

1. Start with a robust vision
2. Assess readiness for an idea
3. Work with community partners and experts
4. Recognize that your idea will probably get weaker or smaller in scope

WATSONVILLE, CALIFORNIA

Students and community leaders shared a vision for healthier menu options at local restaurants

WORK WITH COMMUNITY PARTNERS AND EXPERTS

- Know the data
- Listen to partners and experts
- Understand the interests on all sides
RESULTS
Healthy Eating Options Ordinance
• Reward existing restaurants that offer healthy options
• Require new restaurants to offer healthy options in order to get a building permit

ELEMENT #4:
It addresses health disparities.

Questions?
ADDRESSES HEALTH DISPARITIES

- Community-wide PSE change
- Narrow/Focused PSE change
- Implement priorities

Stop the Pop Resolution

Lummi Nation (WA)
Population: 6,590
ELEMENT #5:
It is financially sustainable.

EVERYONE’S FAVORITE FINANCIAL STRATEGY
- Low or no cost
- Uses existing funding
- Generates revenue

Low Cost to Government
Pixley, CA
Population: 3,310
Dr. Elizabeth Ortiz de Valdez

- Co-founder, President, and CEO of Concilio Latino de Salud, Inc., dedicated to improving the overall health of the Hispanic/Latino and other underserved minority communities in Maricopa County, Arizona.
- Founder and member of many coalitions and organizations focusing on health promotion and disease prevention.
- Adjunct faculty appointee at the College of Public Health, University of Arizona.

Concilio Latino de Salud
### Key Comprehensive Policies

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<tr>
<th>Policy Components</th>
<th>Example: Financing mechanisms for sustainable employment</th>
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<tr>
<td>• Reimbursable by public payers (e.g., Medicaid, Medicare, SCHIP) and private payers, including fee-for-service and managed care models</td>
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<tr>
<td>• Reimbursable in specific domains (e.g., federally qualified health centers, community health centers)</td>
<td></td>
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<tr>
<td>• Reimbursable to public health and community-based organizations</td>
<td></td>
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<tr>
<td>• Reimbursable on levels that are commensurate with a living wage</td>
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### Workforce Development

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<tr>
<th>CHW training</th>
<th>Example: Allocates specific resources for the CHW workforce</th>
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<tr>
<td>• Focuses on core skills and competency-based education</td>
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<tr>
<td>• Includes core training and disease-specific training needed by CHWs for the jobs for which they are hired</td>
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<tr>
<td>• Includes continuing education to increase knowledge and improve skills and practices</td>
<td></td>
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<tr>
<td>• Includes programs for supervisors of CHWs as well as the CHWs themselves</td>
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### Classification

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<th>Occupational regulation</th>
<th>Example: Develop competency-based standards for CHWs that are compatible with a set of core competency skills recognized statewide</th>
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<td>• Include state-level standards for certification that are determined by practitioners (CHWs) and employers</td>
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<td>• Include a defined &quot;scope of practice&quot;</td>
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<tr>
<td>• Recognize the CHW Standard Occupational Standards/guidelines for publicly funded research and program evaluation on CHWs</td>
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### Generates Revenue

### Navajo Nation enacts junk food tax

### ELEMENT #6: It is legally feasible
LEGAL AUTHORITY

- Police power
- Local boards of health

The Smell Test

Rational Basis

Resources
ChangeLab Solutions

- Healthy Planning Guides
- Model Policies
- Fact Sheets
- Toolkits
ELEMENT #7:
Its implementation and enforcement are clear and feasible

FARM-TO-SCHOOL IMPLEMENTATION

<table>
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<tr>
<th>Goal</th>
<th>Objective</th>
<th>Responsible</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>1.1</td>
<td>Continue to expand local procurement from Alaska sources with a focus on providing fresher, more nutritious food while reducing shipping and handling costs.</td>
<td>Farm to School Director, child nutrition staff.</td>
<td>At least 20% local source by 12/31/16.</td>
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<tr>
<td>1.2</td>
<td>Produce, process, and serve vegetables and greens from the district greenhouse for use in the child nutrition programs. Larger harvests will be preserved and packed in appropriate volumes for each school site for ongoing use.</td>
<td>Farm to School Director, District administration.</td>
<td>Staff online by 12/31/16; Harvest ongoing.</td>
</tr>
<tr>
<td>1.3</td>
<td>Equip and set up district processing facility for efficient and safe handling, processing and preserving of produce.</td>
<td>Farm to School Director.</td>
<td>By 4/1/2015.</td>
</tr>
<tr>
<td>1.4</td>
<td>Develop guidelines for school-size appropriate packaging of preserved produce for later use at the various district sites.</td>
<td>Farm to School Director, child nutrition staff.</td>
<td>By 5/1/2015.</td>
</tr>
<tr>
<td>1.5</td>
<td>Conduct staff training on the preparation, trimming, portioning and preservation of fresh harvested produce.</td>
<td>Farm to School Director, child nutrition staff.</td>
<td>Quarterly starting 12/1/15.</td>
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Alaska Gateway School District  Enrollment: 400

Questions?
ELEMENT #8: It changes the conversation

ELEMENT #9: It is one piece of a larger puzzle
Congregation Wellness Policy

Christ's Kingdom Builders Church
Muskogee, OK
Congregation: 100 members

Safe Routes To School
Wellness Policy
Healthy Housing
Healthy Retail
Complete Streets
Shared Use

Change Takes Times & Vision
Worksheet

ChangeLab Solutions’ Resources

Healthy Retail Policy Resources

- Childhood Obesity General Information Page
  http://www.changelabsolutions.org/childhood-obesity
- Healthy Food Retail Publications
  http://www.changelabsolutions.org/healthy-food-retail
- Check Out Healthy Retail Policies That Put Health on the Shelf
  http://www.changelabsolutions.org/healthy_retail

Tobacco Control Policy Resources

- Tobacco Control General Information Page
  http://www.changelabsolutions.org/tobacco-control
- Tobacco Retailer Licensing Playbook
  http://www.changelabsolutions.org/publications/tobacco-retailer-licensing-playbook
- Comprehensive Smokefree Places Checklist and Model Ordinance
  http://www.changelabsolutions.org/publications/comprehensive-smokefree-places

Thank you!
Additional Resources

- Nuestras Voces Network - www.nuestrasvoces.org
- National Alliance for Hispanic Health - www.hispanichealth.org
- CDC Division of Community Health - www.cdc.gov/nccdphp/dch
- Guide to Community Preventive Services - www.thecommunityguide.org/index.html
- NACCHO Model Practice Database - www.naccho.org/topics/modelpractices/database
- The Community Toolbox - www.ctb.ku.edu
- Comprehensive Cancer Control National Partnership PSE Resources Library - www.dropbox.com/sh/t4q4hskg8jwq8j8/Ab6v9d7vPb?dl=0&rlang=en
- American Cancer Society Public Policy Resources - www.cancer.org/policy-resources
- Americans for Nonsmokers’ Rights - www.nosmoke.org/goingsmokefree.php

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Save the dates!

Upcoming Webinars

Tobacco Control 101, January 6, 2016 @ 2:00 pm EST
Healthy Retail Environment, March 30, 2016 @ 2:00 pm EST

Thank you!