PSE 101

Using Policy, Systems and Environmental Change (PSE) Interventions to Build Healthy Communities
Objectives

1. Define terms and the framework for PSE in nutrition education.

2. Describe the evolution of PSE approaches in public health.

3. Identify evidence based strategies for PSE in nutrition education.

4. Explore potential PSE strategies that participants can foster in their own programs and communities.
What is PSE?

- A way of modifying the environment to make healthy choices practical, available, affordable and appealing to all community members
- Changing the culture to make the healthy choice the easy choice
Why is PSE important?

• The choices we make are shaped by the choices we have

• Health problems are influenced by policies and environments that promote unhealthy behaviors or fail to foster healthy behaviors
The FY 2016 SNAP Education Plan Guidance

In addition to direct education, SNAP-Ed may reach its audience through:

• Multi-level obesity prevention interventions
• Community or public health based approaches to obesity prevention
Let’s Play a Game!
Levels of Community Change Evaluation

Please provide feedback to help us understand the effectiveness of the game in reaching its objectives.

The survey should take 2-3 minutes to complete.

As faculty, we want to share feedback about the game in upcoming presentations and publications. Please check “yes” or “no” to indicate your willingness to let us use your feedback this way.

Your participation is anonymous and voluntary. The survey presents minimal risk and no benefit.

Questions: Carol Smathers, smathers.14@osu.edu
Theresa Ferrari, ferrari.8@osu.edu
Or, to share concerns with someone at the OSU research practices office: hsconcerns@osu.edu

Enter to win LLC game materials today!
Five sets will be given.
Write your name on a ticket to enter.
The Social Ecological Framework

Source: FY 2016 SNAP Education Plan Guidance
The Health Impact Pyramid

“Making the Healthy Choice the Easy Choice”

Accelerating Progress in Obesity Prevention

Policy Change

- Written plan or course of action designed to influence and determine decisions
- Includes the passing of laws, ordinances, resolutions, mandates, regulations or rules
Systems Change

Involves changes made to the rules or procedures within an organization
Environment Change

Includes changes made to the physical, social or economic environment
# PSE vs. Programming

<table>
<thead>
<tr>
<th>Characteristics of PSE</th>
<th>Characteristics of Events/Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Policy level</td>
<td>• Individual level</td>
</tr>
<tr>
<td>• Ongoing or long-term</td>
<td>• One time or short-term</td>
</tr>
<tr>
<td>• Sustaining</td>
<td>• Non-sustaining</td>
</tr>
<tr>
<td>• Often part of a larger plan</td>
<td>• Not part of an ongoing plan</td>
</tr>
</tbody>
</table>
PSE or not?...

”Bulletin boards” (this was listed by at least 10 different PAs)

”Posters at the schools”

“Displaying nutrition information”

“Giving out nutrition posters”

“Hanging up nutrition flyers”
PSE or not?

“Food collection focusing on each food group on Myplate”

“Implementing a new nutrition program for a community safe house”

“Promoting healthy snacks in after school programs”

-Relating fruits and veggies being served at meals into lessons at Head Start
Making the Environment Match the Message

Nutrition messages displayed in front of unhealthy options

Healthy food with no messaging
Are the following examples of PSEC?

1. Hosting a community fun run
2. Adopting a healthy vending policy
3. Adopting healthy meeting guidelines
4. Offering breastfeeding classes for new moms
5. Offering fall prevention classes for seniors
6. Starting a farm to school program
Evidence-based PSE Strategies

• Policies and interventions that have been evaluated and demonstrated to be effective in preventing health problems
• Supported by research
Types & Categories of Evidence

- Research-tested, Practice-tested & Emerging

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type 1</td>
<td>Suggests that something should be done</td>
</tr>
<tr>
<td>Type 2</td>
<td>Suggests specific approaches that should be taken</td>
</tr>
<tr>
<td>Type 3</td>
<td>Shows how an intervention should be done</td>
</tr>
</tbody>
</table>
Where to find evidence-based interventions

• The Community Guide
• Expert Recommendations (USDA, IOM, etc.)
• Journal Articles & Literature Reviews
• The Center for Training and Research Translation
Active Transportation

Use of active transportation can increase physical activity by integrating activity into daily routines. Examples of active transportation are biking/walking to a destination, such as work or school, rather than driving. Policies can encourage active transport by affecting the physical and social environment.

Changing Access and Availability to Favor Healthy Foods and Beverages
THE RE-AIM FRAMEWORK

- Reach: How do I reach those who need this intervention?
- Effectiveness: How do I know my intervention is effective?
- Adoption: How do I develop organizational support to develop my intervention?
- Implementation: How do I ensure this intervention is delivered properly?
- Maintenance: How do I incorporate this intervention so it is delivered over the long-term?
Activity: Using PSEC to Amplify your Message
Activity: Using PSEC to Amplify your Message

Example: Encouraging People to Bike More Often
Activity: Using PSEC to Amplify your Message

Turn to a partner and share:

1. A way you would like to use PSEC to support the programming in your community, OR

2. A barrier or challenge to implementing PSEC in your community
Questions? Takeaways?
Resources

**PSE 101:**
http://www.healthpolicyohio.org/what-is-policy-system-and-environmental-change/
http://www.he.k-state.edu/fnp/program-management/pse-resources.html

**Evidence-Based Practice:**

**The RE-AIM Framework:**
http://www.re-aim.hnfe.vt.edu/
http://www.cdpbh.caq.gov/programs/cpns/Pages/PSEEvaluationRE-AIM.aspx