PSE 101

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

THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES

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SNEB Pre-Conference Session
July 30, 2016

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

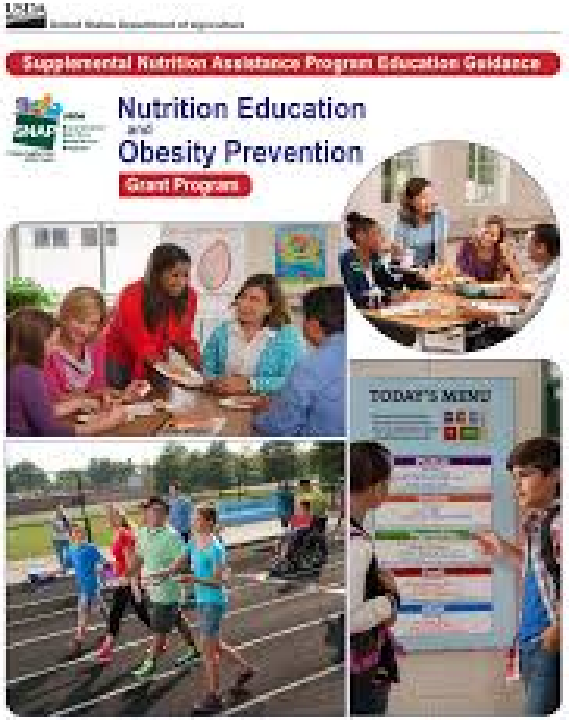
Why is PSE important?

- 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.

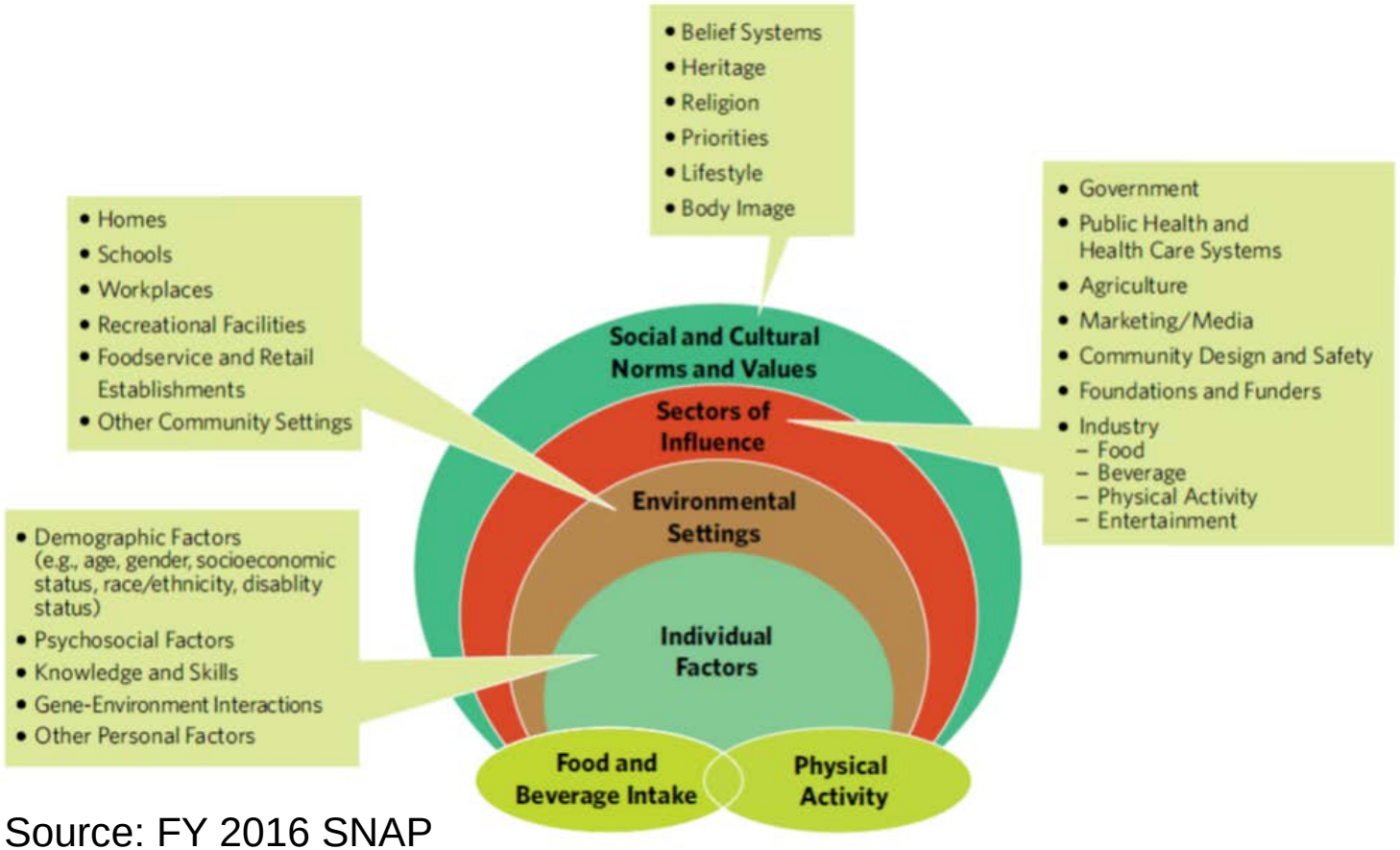
As faculty, we want to share feedback about the game in upcoming presentations and publications. **Please check "yes" or "no" to indicate your willingness to let us use your feedback this way.**

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.

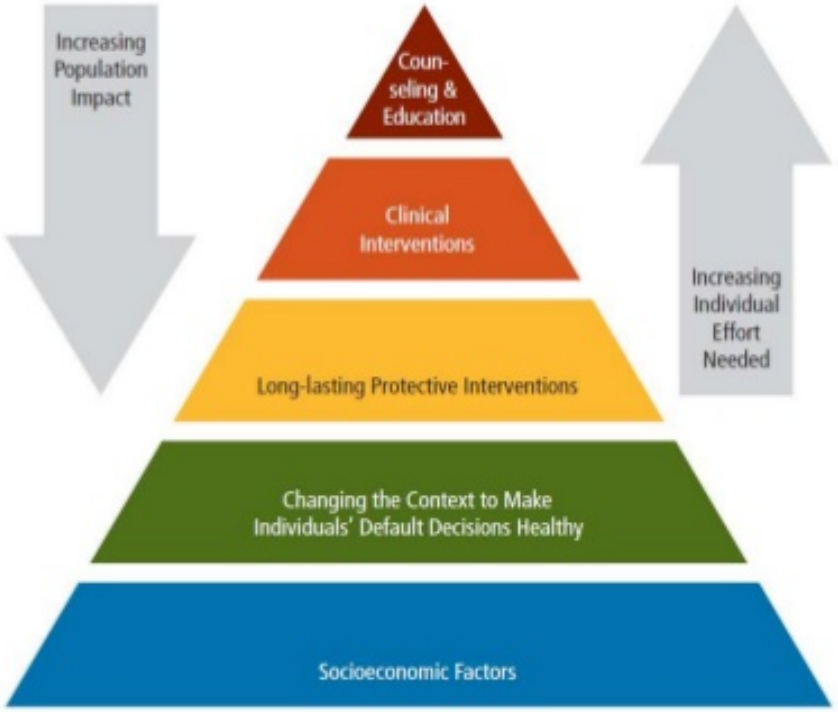
The Social Ecological Framework



Source: FY 2016 SNAP Education Plan Guidance

The Health Impact Pyramid

"Making the Healthy Choice the Easy Choice"



Health Impact Pyramid

Source: Thomas R. Frieden, A Framework For Public Health Action: The Health Impact Pyramid, 100 Am. J. Pub. Health590, 591 (2010).

Accelerating Progress in Obesity Prevention

Source: Institute of Medicine (2012). Accelerating Progress in Obesity Prevention. Retrieved from http://www.iom.edu/Reports/2012/Accelerating-Progress-in-Obesity-Prevention/Infographic.aspx.

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

Characteristics of PSE	Characteristics of Events/Programs
• Policy level • Ongoing or long-term • Sustaining • Often part of a larger plan	• Individual level • One time or short-term • Non-sustaining • Not part of an ongoing plan

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

Healthy food with
no messaging

Nutrition messages displayed
in front of unhealthy options

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

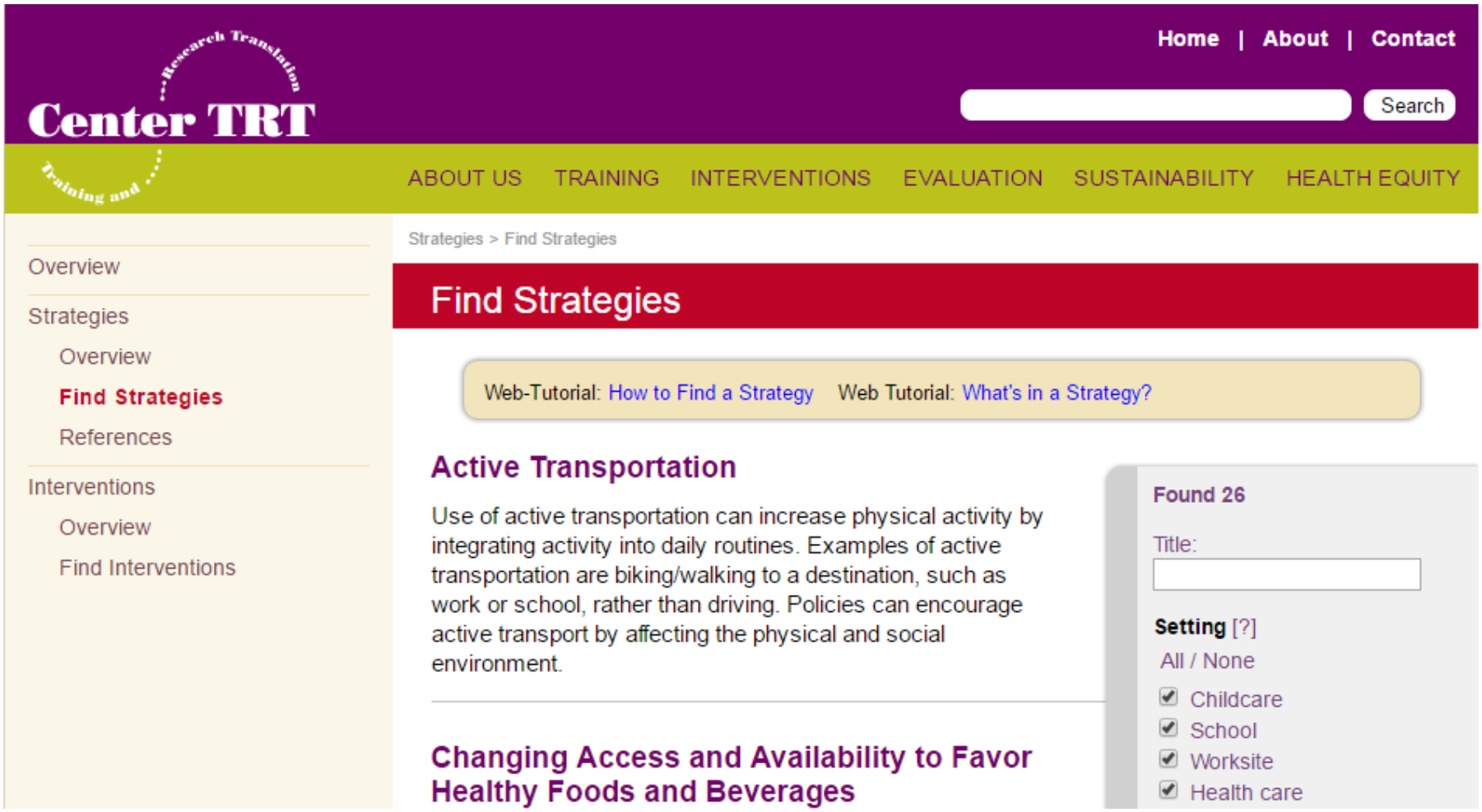
Types & Categories of Evidence

- Research-tested, Practice-tested & Emerging

Type 1	**Suggests that something should be done**
Type 2	**Suggests *specific approaches* that should be taken**
Type 3	**Shows *how* an intervention should be done**

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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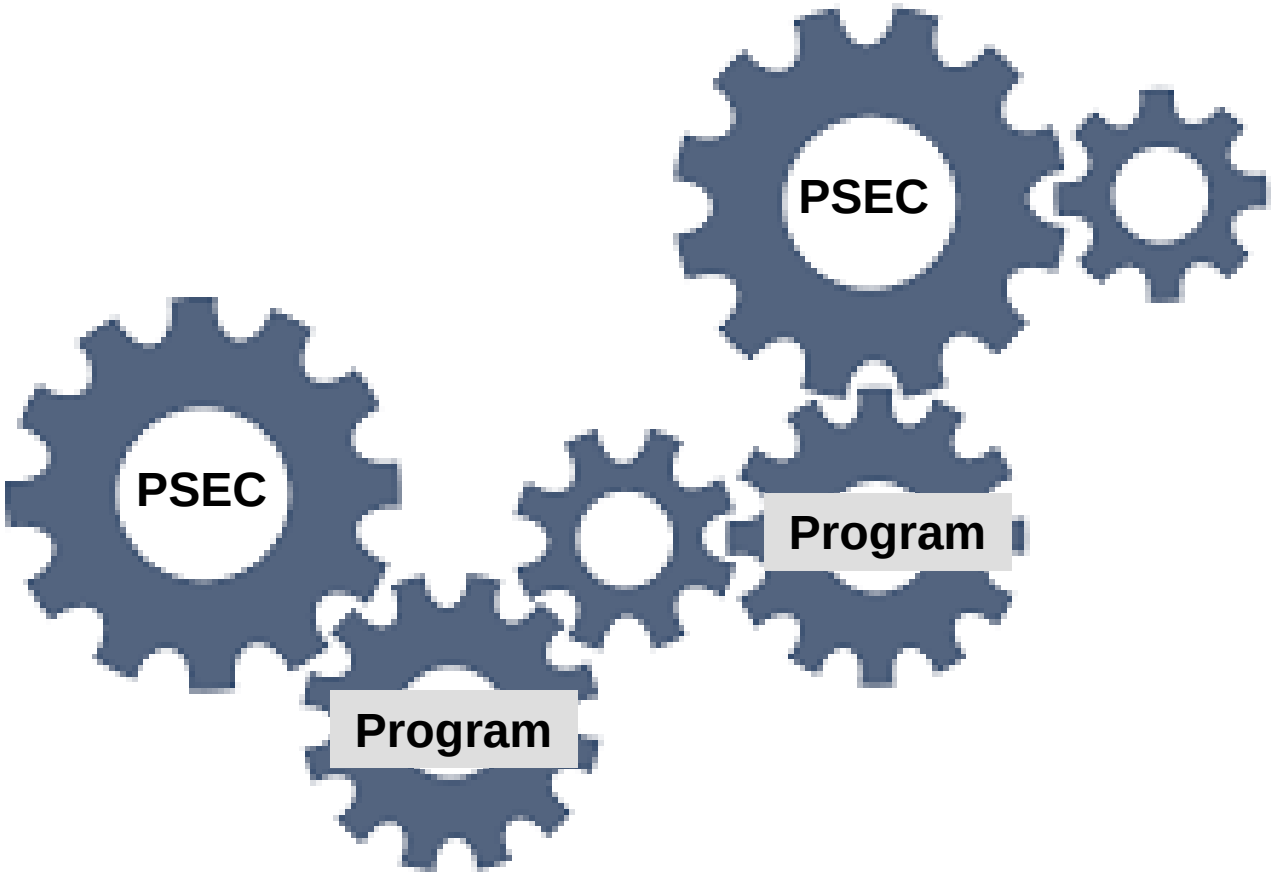
Find Strategies
Web-Tutorial: How to Find a Strategy Web Tutorial: What's in a Strategy?
Active Transportation
Use of active transportation can increase physical activity by integrating activity into daily routines. Examples of active transportation are biking/walking to a destination, such as work or 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
Found 26
Title:
Setting [?]
All / None
Childcare
School
Worksite
Health care

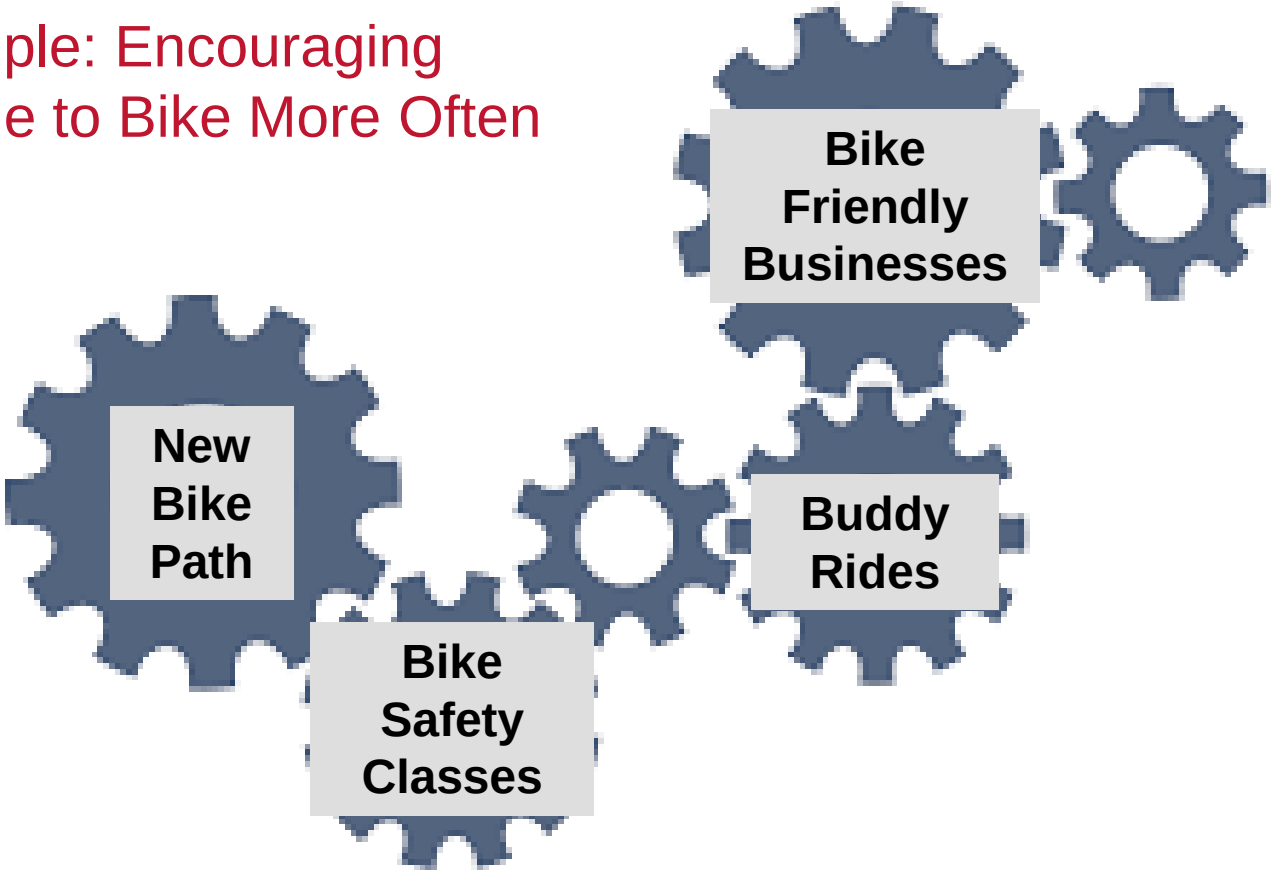
THE RE-AIM FRAMEWORK

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:

http://www.healthpolicyohio.org/guide-to-evidence-based-prevention/

The RE-AIM Framework:

http://www.re-aim.hnfe.vt.edu/

http://www.cdph.ca.gov/programs/cpns/Pages/PSEEvaluationRE-AIM.aspx