“Why Isn’t This Working?”

The Elusive Concept of P.S.E. Change

Tina Khan & Kolia Souza,
Kansas Alliance for Wellness
Scenario: The Community Meeting
Are you lonely?

Tired of working on your own?
Do you hate making decisions?

HOLD A MEETING!

You can —
• See people
• Show charts
• Feel important
• Point with a stick
• Eat donuts
• Impress your colleagues

All on company time!

MEETINGS
THE PRACTICAL ALTERNATIVE TO WORK
Question 1

What is my role at this meeting?

Seriously, why am I even here?...

a) As a KSRE agent, I represent the voice of “x” community.

b) To provide information resources for community members to use.

c) To provide direction and strategies for making progress.

What the professional you is thinking:

What the non-professional you is thinking:
They don’t have enough information to move forward. I’m the one getting paid to do this, so they probably expect me to do it. They aren’t really committed to this work, maybe too busy, etc.

Why aren’t they taking ownership of the work?

Why do we keep going in circles?...

a) They don’t have enough information to move forward.

b) I’m the one getting paid to do this, so they probably expect me to do it.

c) They aren’t really committed to this work, maybe too busy, etc.

What the professional you is thinking:

What the non-professional you is thinking:
Question 3

What is policy, systems, and environmental change and how do we do it?

Why are we even doing policy, systems, and environmental change work?...
Start with why.
Watch Simon Sinek
“Start With Why”
Activity.
Now, the what.
What are the misunderstandings about P.S.E. work?

What are the myths surrounding P.S.E. work?

What are the mental blocks that keep you from doing P.S.E. work?
Activity.

Preparing for P.S.E.
Change Exercise
Intro to P.S.E. Development

What Determines Health?

- Genetics 20%
- Health Care 20%
- Social, Environmental, Behavioral Factors 60%

Source: McInnis et al., 2002

Social Determinants of Health

The social determinants of health are the conditions in which we are born, we grow and age, and in which we live and work. The factors below impact on our health and wellbeing.

- Childhood experiences
- Housing
- Education
- Social support
- Family income
- Employment
- Our communities
- Access to health services

Source: NHS Health Scotland
Intro to P.S.E. Development

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Source: NHS Health Scotland

From The World as it Could Be: Human Rights Education Program
**Intro to P.S.E. Development**

**POLICY**
A written statement of organizational position, decision, or course of action.

Examples include:
- Ordinances
- Resolutions
- Mandates
- Guidelines/Rules

**SYSTEM**
A fundamental shift in the way problems are solved, affecting organizational purpose, function, and connections.

Examples include:
- Personnel structure
- Resource allocation
- Program development

**ENVIRONMENT**
Physical, observable changes in the built, economic, and/or social environment.

Examples include:
- Equipment
- Infrastructure
- Forms of access
**POLICY**

**HEALTHY VENDING**
Policy requiring minimum % of foods sold in vending machines on city property meets nutritional requirements.

**FARM TO SCHOOL**
Wellness policy directing nutrition services department to increase purchases of fresh & locally-grown produce.

**SYSTEM**

**HEALTHY VENDING**
Work with existing or new vending machine operators to change product mix.

**FARM TO SCHOOL**
Work with nutrition services, local farmers, and health stakeholders to inventory current practices & identify foods to purchase.

**ENVIRONMENT**

**HEALTHY VENDING**
Creating marketing & educational materials to inform customers about the healthy changes.

**FARM TO SCHOOL**
Create prominent displays and marketing materials to highlight new menu items.

From Changelab Solutions
ESSENTIAL ELEMENTS OF A STRONG PREVENTION STRATEGY

1. Data-driven and grounded in community.
2. Ambitious, yet politically feasible.
3. Financially feasible.
4. Implementation and enforcement are clear and feasible.
5. Legally feasible.
6. Addresses health disparities.
7. Changes expectations.
8. One piece of a larger puzzle.
Know the process.

Do what is feasible.

Scaffold for each successive activity.
Take A Break
Now, the how.

(*The Culture Shift)
GOAL: Develop a statewide food policy agenda with collective impact implementation plan

Collective Impact Approach

1. Common Agenda
   - Common understanding of the problem
   - Shared vision for change

2. Shared Measurement
   - Collecting data and measuring results
   - Focus on performance management
   - Shared accountability

3. Mutually Reinforcing Activities
   - Differentiated approaches
   - Coordination through joint plan of action

4. Continuous Communication
   - Consistent and open communication
   - Focus on building trust

5. Backbone Support
   - Separate organization(s) with staff
   - Resources and skills to convene and coordinate participating organizations

Step 1: Build Partnerships

Map of Kansas Food and Farm Councils

- Current Councils
- Emerging Councils
KAW P.S.E. Strategy

Step 2: Identify the Issue

Interviews
• What is your council currently working on?
• What are the council’s goals/objectives?
• What resources (i.e., tools, information, trainings) are needed?

Responsive Trainings
• KAW Convening (May 2018)
• Food Waste + Strategic Communications (June 2018)
• Internal Group Processes + Engagement Strategies (August 2018)

Step 3: Determine Options

Cross Comparison
• Current activities/Goals
• Identified needs
KAW P.S.E. Strategy

Step 3: Determine Options - Policy Pathways

1. Vending
   Strategies to encourage healthier options (pricing, placement, promotion, etc.)
   • “Smart Snacks” toolkit

2. Service
   Food and beverage offerings in PUBLIC buildings

3. Institutional Foods
   Juvenile justice facilities
   Public hospitals
   Senior feeding programs
   Long-term/short-term care facilities
   Correctional facilities

Regional Development of Food Policy Councils
### KAW P.S.E. Strategy

#### Step 4: Review Feasibility

**KAW/phE Collaboration: 18 Model Development for Policy Change**
- **Preparation:** Review and understand key principles, issues, and alternative forms of policy frameworks.
- **Implementation:** Engage stakeholders and develop feasible policy proposals.
- **Evaluation:** Monitor and evaluate the effectiveness of the policy.

**Step 5: Develop Advocacy Plan**

**Community Government Food Procurement Policy Advocacy Campaign Plan:**

- **Campaign Goal:** City/County, Wedding/Procurement, Type of Policy
- **Campaign Approach:**
  - **Organizational Capacity**
    - **Programs/Landscape:**
      - **Financial Capacity:**
        - **Revenue Source:**
          - **Contract/Grant:**
            - **Other:**
  - **Internal/External Resources:**
    - **Human Resources:**
      - **Professional:**
        - **Specific:**
          - **Training:**
            - **Program:**
              - **Budget:**
                - **Funding:**
                  - **Sponsorship:**
                    - **Volunteer:**
                      - **Support:**
                        - **Other:**

**SECTION 1: ORGANIZATIONAL CAPACITY**

**Procurement Landscape Assessment**

<table>
<thead>
<tr>
<th>Components</th>
<th>Description</th>
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<tbody>
<tr>
<td>Revenue</td>
<td>Length</td>
</tr>
<tr>
<td>Expenses</td>
<td>Landscape</td>
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<tr>
<td>Cash</td>
<td>Management</td>
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<td>Grants</td>
<td>Evaluation</td>
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<tr>
<td>Subsidies</td>
<td>Evaluation</td>
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This document outlines the steps and considerations for developing an advocacy plan for community food procurement policies, focusing on organizational capacity and procurement landscape assessment. It includes financial capacity, human resources, and internal/external resources, providing a structured approach to advocacy efforts.
KAW P.S.E. Strategy

Conditions for Systems Change

People as resources
• FPC members, TAPs, producers, commissioners, etc.

Partnerships as roots
• Live well coalitions, community foundations, governing bodies, school districts, etc.

Financing as a catapult
• Grants, institutional purchasing, HFFI, etc.

Policy that opens doors
• Healthy public spaces, worksite wellness, big “P” vs. little “p”, etc.
Activity. Community Building Exercise
Activity.

Part 1 Directions
Indicate what KSRE “house” you operate in.

With the Group…(15 minutes)
Roof construction: Work with your KSRE “faction” to come to an agreement on a shared P.S.E. goal.

On Your Own…(15 minutes)
Pouring foundation: Indicate what value drives your P.S.E work

Setting posts: Indicate what support is needed to accomplish P.S.E. in your context

Building floors: Indicate the progressive activities you need to engage in to achieve the P.S.E. goal
Part 2 Directions
Tape your houses to the paper on the wall.

With the Group… (25 minutes)
Follow the directions and use the tools provided to create a P.S.E. neighborhood.

*If you do not have time to add the finishes to your house, that is okay. But do think about what this means to you!
Now, the who.
Activity

Engagement Mapping Exercise
P.S.E. Engagement Strategy

Approach to P.S.E. Change

“TO” vs. “FOR” vs. “WITH”

SILOS → COLLECTIVE SILOS → COLLABORATIVE INTENT → COLLECTIVE IMPACT

Public Engagement +
Inter- and Intra-Organizational Engagement
Reference Activity. Public Policy Strategy Framework Exercise
Rome wasn’t built in a day.
P.S.E. training doesn’t happen in a day.
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