

Identify the Problem

A statement that frames the issue, why it's important, and how the chosen policy solution can impact positive change.

- Identify, define and quantify the public health need
- Synthesize evidence about effective public health policy options
- Select policy solution

E.g. Tobacco use is the number one preventable cause of death in the US.

In Oregon, tobacco rates are X. In [my County] tobacco impacts XYZ. Policy success in [X County] achieved X. Policy success in [my County] could have the following impact:

Develop Overall Strategy

Planning the policy trajectory in order to identify elements/actions necessary to ensure success.

- Make a plan for assessment, stakeholder engagement, policy adoption/enactment/communication
- Make a plan to evaluate policy impact
- Develop measures of success

Engage Stakeholders

A relationship building and strategic communication effort identifies and cultivates the support needed to pass the desired policy. Stakeholders include key people and local organizations.

- Build trust
- Build and/or maintain relationships
- Build consensus for chosen course of action
- Engage and collaborate with community stakeholders and key decision makers
- Convene a coalition

Assess

A process that frames the problem and gathers information in order to inform policy development and implementation.

- Assess current local policy
- Assess local stakeholders
- Assess political feasibility (*Poll county commissioners, police, sheriff, etc*)
- Collect and share other's policies and successes
- Collect public and stakeholder opinions through informational interviews, focus groups, polls/surveys
- Estimate the health, fiscal, administrative, legal, social and political implications
- Predict expected outcomes

If political or social will is lacking....

Reach Out & Educate

A continued effort in collaboration, coordination and communication in order to foster the political and social will to support policy passage.

- Network, dialogue, & strengthen relationships

Policy Change Model: Stages of Change

- Communicate with stakeholders
- Research and resolve concerns
- Leverage media/earned media/media advocacy
- Plan events and presentations
- Track support and its' change over time

Draft Policy

- Identify roles and responsibilities
- Identify resources (sample model policy and language)
- Incorporate legal and policy consult and review
- Enact a drafting/editing/finalization plan

Plan Implementation

A detailed plan that outlines the activities, protocols and schedules needed to achieve the objective of the policy.

- Develop plan to monitor and assist with...
 - Enacting the change (develop budgets, rules, procedures, materials)
 - Assisting entities with structural and programmatic adjustments
 - Tracking how the success/challenges of the implementation process

Pass Policy

- Enact implementation/communication plan

Ensure Compliance

An ongoing plan to monitor implementation and communication.

- Identify any barriers to success
- Plan remediation
- Consider how environmental design advances or hinders policy impact

Evaluate Impact

A process to measure the effectiveness of the policy change.

- Monitor policy/systems/environment change
- Evaluate impact of the change
- Use evaluation findings to inform future planning and analysis