Is there community support?

Is there political will?

Identify the problem

Engage stakeholders

Assess readiness for policy change

Draft policy & plan implementation

Adopt policy

Implement policy & support compliance

Evaluate impact

Decision-maker education

Public education

CONTINUOUSLY EVALUATE THROUGHOUT THE PROCESS

- Check progress
- Reinforce positives
- Identify improvements
- Refine your strategy

POLICY CHANGE MODEL

COORDINATION

COMMUNICATION

COLLABORATION

REDE Group, 2015
The Policy Change Model - Step by Step

**Identify and Describe the Problem**
Identify, define and quantify the public health need and the policy solution.
- Define the problem using the most current and relevant information available
- Assess current policies to identify gaps and necessary improvements
- List best practices to address problem
- Synthesize evidence about effective public health policy options
- Define policy solution

**Engage Stakeholders**
Identify and reach out to organizations and individuals with a stake/interest in the policy change.
- Network, build and/or maintain relationships
- Find champions and supporters
- Develop a diverse coalition
- Build consensus for chosen course of action

**Assess Readiness for Policy Change**
Assess if there is political will and community support for policy change.
- Assess community support for policy change: poll county commissioners, the general public, and other important groups
- Identify stakeholder support for policy change through informational interviews, focus groups and polls/surveys
- Collect and review actions and successes from other jurisdictions
- Estimate the health, fiscal, administrative legal, social and political implications
- Note: think through to end game – plan for evaluation now!

*Based on assessment findings, is there political will to pass the policy? If not, conduct education with decision makers and, if necessary, the public.*

**Reach Out and Educate**
Expand networks, strengthen relationships and engage in media advocacy.

**Decision-Maker Education**
- Engage with decision-makers about the public health need and policy solution
- Reach out to decision-makers through champions and networks
- Identify, research and resolve concerns
- Track support and its change over time

**Public Education**
- Develop a cohesive education plan that incorporates multiple methods of outreach
- Use information gained from assessments to create effective messages
- Conduct meetings, events, presentations and other types of outreach, including media when appropriate

**Draft Policy and Plan Implementation**
Draft the best possible policy, given political and other constraints.
- Clarify agency process for drafting and proposing policy
- Identify resources, such as a model policy, and examples from other jurisdictions
- Plan a policy review process that incorporates legal and policy expertise
- Monitor the policy drafting process
- Develop plan to monitor and assist with enacting the change (e.g., develop budgets, rules, procedures, materials)
- Create a communication plan for policy rollout
- Work with other entities on structural and programmatic adjustments to assist with effective implementation

**Adopt Policy**
Work with policy makers to formally adopt the policy.
- If a formal adoption process will take place, plan for public comment to support the policy
- Provide information to decision-makers
- Count votes before the actual vote
- Anticipate possible last minute amendments

**Implement Policy and Support Compliance**
Communicate policy change with all affected audiences.
- Develop a comprehensive communication plan
- Redesign environments to support effective implementation and compliance
- Monitor implementation

**Evaluate Impact**
Evaluate impact of the policy change.
- Track the implementation process (Is the policy and plan functioning as intended?)
- Monitor policy/systems/environment change
- Evaluate effectiveness of the policy change process
- Incorporate evaluation findings into future planning

**Continuous Quality Improvement**
Develop measures of success in order to: Check progress; Reinforce positive work; Identify areas needing improvement or more attention; Reassess and make course corrections.