POLICY CHANGE MODEL

HEALTHY COMMUNITIES HEALTHY PEOPLE

Oregon Health Authority

COORDINATION

COMMUNICATION

COLLABORATION

CONTINUOUSLY EVALUATE THROUGHOUT THE PROCESS

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

Identify the problem

Engage stakeholders

Assess readiness for policy change

Is there political will? — no → Is there community support? — no → Public education

yes

Decision-maker education

yes

Draft policy & plan implementation → Adopt policy → Implement policy & support compliance → Evaluate impact
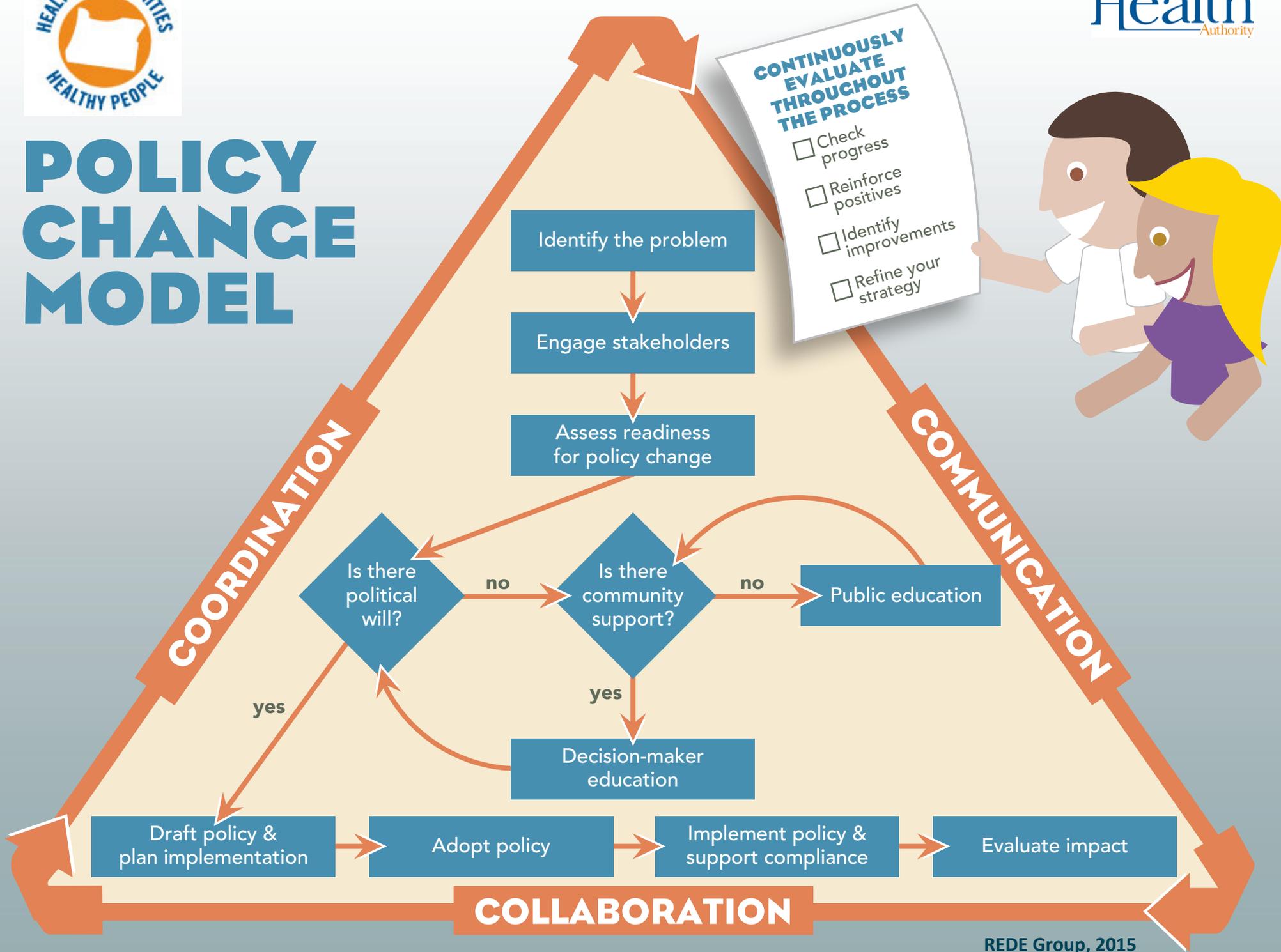
REDE Group, 2015

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 assement 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 roll out
»   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.