


Big “P” Policy: Local Movements for Healthy Places

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Today we are going to talk about ...


- Brief legislative recap
 - Participants will know where to go to get the most accurate and up to date information
- What is Big “P” policy and little “p” policy
 - Participants will be able to articulate the difference
- You are the experts. You know how to do this work, and you know your community the best.
 - Participants will identify and share three action steps for Big “P” policy work in the first quarter of their work plan.



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2011 Oregon Legislative Update

- Victory
 - The TPEP budget was protected!
- HPCDP-related policies that passed
 - Health care transformation
 - Farm to school
 - Prohibiting commercial vehicle idling
 - Definition of a mastectomy updated
 - Require private insurance to cover US Preventive Services Task Force (USPSTF) recommended A and B clinical preventive services.




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2011 Oregon Legislative Update, cont.

- Losses
 - Indoor Clean Air Act took a big hit
 - HB 2726 grandfathers currently certified smoke shops (may continue operating as smoking lounges, including hookah lounges)
 - Removes stand-alone business requirement for some smoke shops (may operate in a mall or other shared structured)
 - **Preemption not added – stronger local ordinances may be enacted**


To learn more about legislation in the 2011 Session:
<http://www.leg.state.or.us/>



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What is Policy?


- A plan or course of action intended to influence and determine decisions, actions and other matters.
 - **Big P**- set of rules (via statute, ordinance, resolution, or administrative rule) that the **public** must follow.
 - little p- rules (via volunteer policy) imposed by a non-governmental body.
- Buzz Groups (6 minutes)
 - Share what policies you have most recently been working on.
 - Which are Big P and little p?
- Large Group (6 minutes)
 - Share comments



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Big P policy examples

- Federal
 - Affordable Care Act- all Americans are required to have health insurance by 2014.
- State
 - Tax rate on cigarettes and other tobacco products
 - All chain restaurants are required to provide nutritional information at point of purchase (menu labeling)
 - K-12 tobacco-free school property 24/7
- Tribal
 - Navajo smoke free workplace law
- Local jurisdiction (county or city)
 - Tobacco retail licensing
 - Integrating Smart Growth Principles in local planning and transportation planning



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Little p policy examples

- Tobacco free hospitals
- Tobacco free campuses for private businesses
- Worksite vending and food procurement policies
- HPCDP's healthy meeting policy
- A small convenience store increases healthful food options and moves sugary drinks to a small back corner of the store
- A school principal requires recess for all kids as a way to increase physical activity and implements a safe routes to school program
- A worksite establishes a wellness committee

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Community Program Focus: Big P policy

- We all work on Big P policies using little p policy efforts as stepping stones.
- You are not preempted from working on the following local policies:
 - Indoor Clean Air Act
 - Tobacco retail licensure
 - Tobacco free public outdoor spaces (parks, fairgrounds, etc.)
 - County or City public building vending and food procurement policies
 - Zoning ordinances for fast food or tobacco retailers
- Oregon needs your expertise, innovation, and vision for moving forward on each of these issues.

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Working on Big P policy

- Identify and understand the problem
- Identify the policy solution based on:
 - Evidence to reduce the impact
 - Public acceptability
 - Political feasibility
 - Administrative feasibility
- Involve partners (private and public) and be clear about roles

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Working on Big P policy

- Know all of the stakeholders and understand their political values
 - Efficiencies (economics): getting the most output for a given input
 - Liberty (free choice): free to do what you want unless it harms other people
 - Equity (fairness): fair distribution of goods, resources, and services
 - Security (need): minimum needed for survival
- Prepare for what happens after the policy passes, at the beginning of the policy process.

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Working on Big P policy: Group Activity

- At your table is a bright yellow piece of paper with a Big P policy outcome
- Individual work (5 minutes)
 - What is the community problem?
 - Identify stakeholders and partners in the policy outcome
 - What political values support this policy, which may be barriers
- Buzz Groups (5 minutes)
 - Share thoughts
- Large Group (6 minutes)
 - How is this information helpful in trying to change policy?

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There is always a way

"When you have exhausted all possibilities, remember this: you haven't"

Thomas Edison

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Take Away Messages

- Big “P” policy and little “p” policy are both important.
 - Big “P” policy is a priority.
 - Local ordinances and tribal resolutions are great opportunities for innovation that often lead to state and federal laws.
- Leave these two days with your next three steps in your hand so you are ready to go.
- You are the right people!
“Believe in something big. Your life is worth a noble motive.”
Walter Anderson

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