



**ACTIVATE**  
**AMERICA®**



**Connecticut Summer Symposium**  
**June 23, 2010**

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# My Mission Today

- Keep you awake
- Explain why policy change is critical to achieving health impact
- Offer lessons learned from policy change initiatives and describe key indicators of successful policy change
- Help you gauge and assess your practices





**Activate America® shifts the way YMCAs work **internally** and **externally** to better support “**health seekers.**”**

# Healthier Communities Initiatives (HCI)

- ***Three Initiatives***
  - **Pioneering Healthier Communities – CDC**
  - **Statewide Pioneering Healthier Communities - Robert Wood Johnson Foundation**
  - **Action Communities for Health, Innovation, and EnVironmental ChangE (ACHIEVE) – CDC**

# Healthier Communities Initiatives (HCI)

- ***Part of a national Movement***
  - **164 Healthier Communities teams**
    - 102 in PHC
    - 30 in ACHIEVE
    - 32 and 6 states – including CT – in Statewide PHC

**Stay tuned for new application opportunities:**

- PHC Fall 2010
- ACHIEVE late Fall 2010

# Healthier Communities Initiatives

## The Secret Sauce Ingredients

1. Employs a leadership model

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2. Utilizes multiple sectors and diverse organizations to maximize experiences, assets, resources, and skills.

# Healthy Communities Roundtable Members



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3. **YMCA serves as convener in the community and co-leads with partners**

# Healthier Communities Initiatives

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1. Employs a leadership model
2. Utilizes multiple sectors and diverse organizations to maximize experience, assets, resources, and skills.
3. YMCA serves as convener in the community and co-leads with partners
- 4. Focuses on policy, systems and environmental change**

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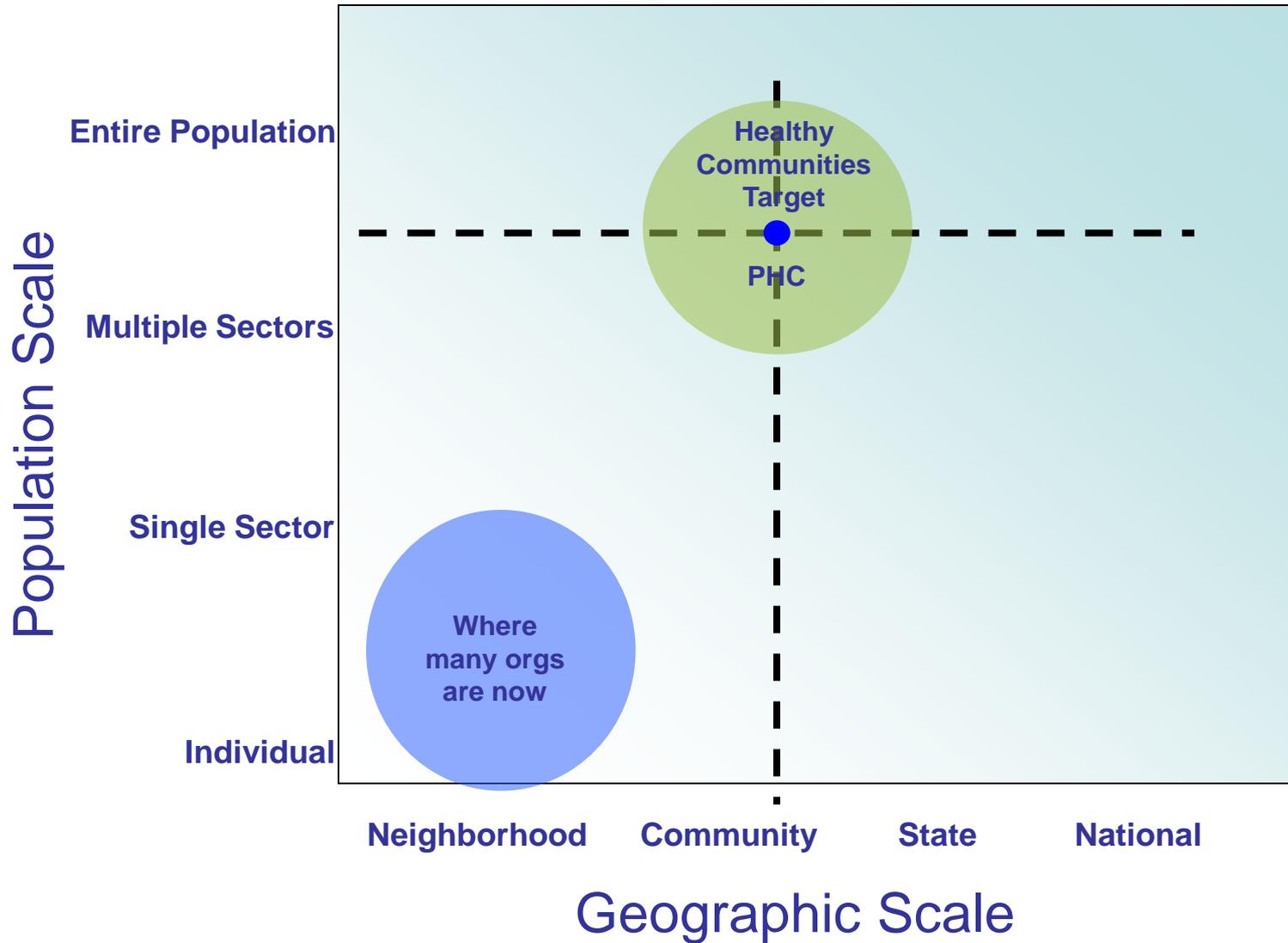
# Why focus on policy?

## Why not just start new programs?



- Population-wide impact
- Little amount of money goes a long way
- Sustainable

# Policy Change Target



# What's the difference?

## PROGRAMS/EVENTS

- Short term
- Generally has beginning and end of intervention
- Distinct target audience
- Reliant on funding or other support for replication
- Doesn't impact environment
- Lessons learned can inform policy

Examples: "6 week curriculum," health fair, healthy eating billboard, etc.

## POLICY OR ENVIRONMENT

- Institutionalized
- Demands funding or support
- Equitable reach
- Sustained beyond individual champion or specific funding
- Ongoing without start and stop times.
- May still need programmatic elements to achieve desired impact

Examples: Education requirement, zoning change, menu labeling requirement, etc.

**Policy expands reach, breath, and sustainability of intervention = IMPACT**

# BIG P, little p

## **BIG P: Public policy**

- Legislation
- Regulations
- Zoning/land use
- Taxes
- Public budgets

## **Little p: Institutional policies**

- Worksite policies/investments
- NGO policies
- Individual school policies
- Norms and standards that drive other action

**Example: A business decides to require calorie information on all cafeteria items (little p) vs. a city passes a restaurant labeling law (BIG P).**

# Lessons Learned

- **Little p can lead to BIG P and BIGGER P** (and vice versa)
  - Ex. ‘Competitive food policies’ (school vending, stores, etc.)
- **Addressing health disparities requires policy change**
- **Process counts**...get the right people at the table, evaluate the baseline, set goals, plan for action that addresses specific needs, and get buy-in.
- **Developing and adopting a policy is just the beginning.** Once adopted it must be implemented, evaluated, and improved as necessary.
- **BUILD IN IMPLEMENTATION, EVALUATION and ACCOUNTABILITY.**
  - Ex. wellness policies

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# Policy Indicators

- Political will
- Community receptivity
- Sustainability
- Effectiveness in key communities
- Cost Effectiveness/ Feasibility



See Worksheet !

# TIPS FOR BUILDING & SUSTAINING POLITICAL WILL!

Engage policy-makers!

Tailor arguments according to policy-maker type and interests.

Be familiar with co-benefits of childhood obesity prevention.

Publicly recognize positive policy-maker efforts.

Target your desired policies toward the appropriate level of or agency within government.

Encourage collaboration across levels of and agencies within government.

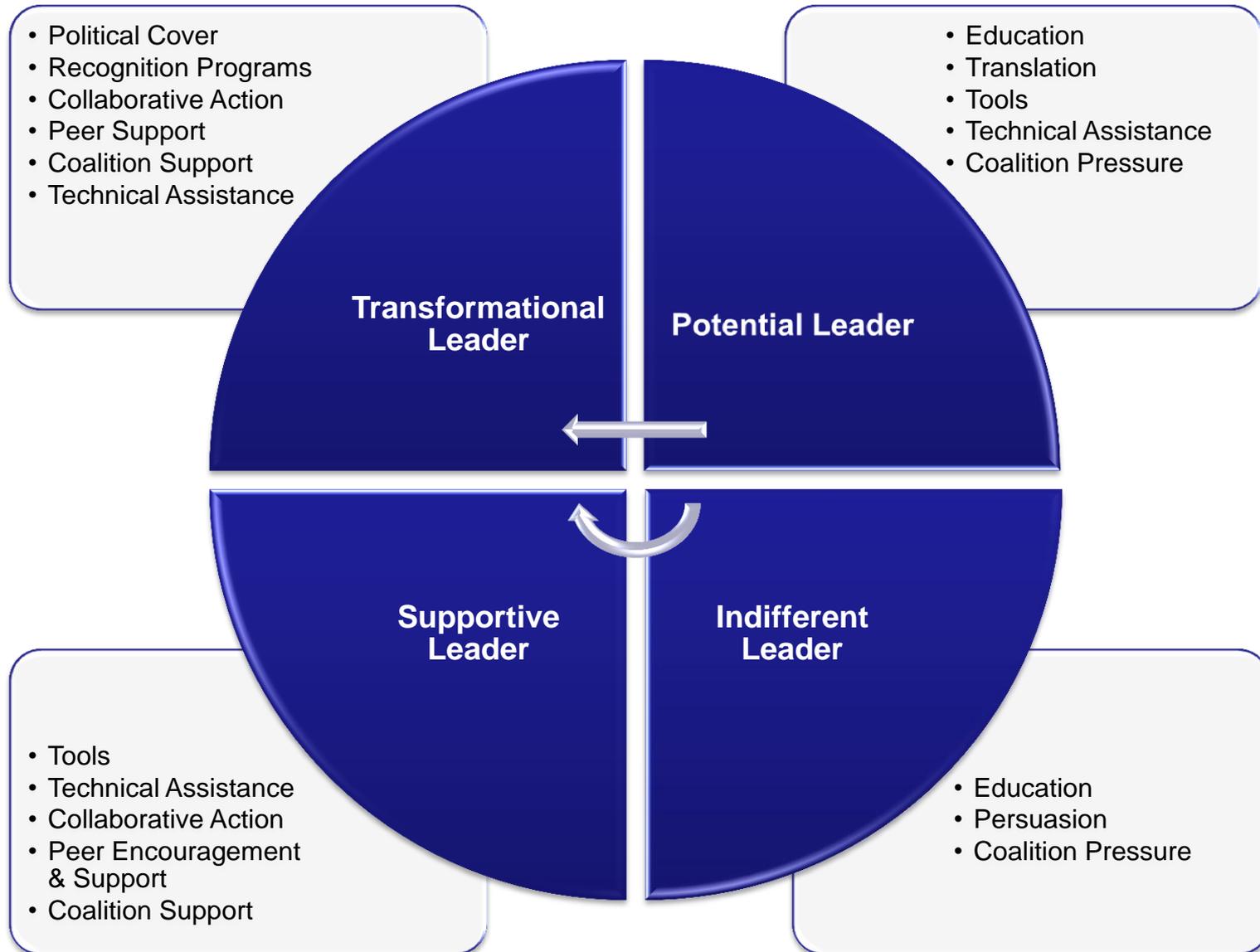
Forge public/private partnerships and other collaborative efforts.

Foster expansive, inclusive, and active coalitions.

Engage non-traditional partners.

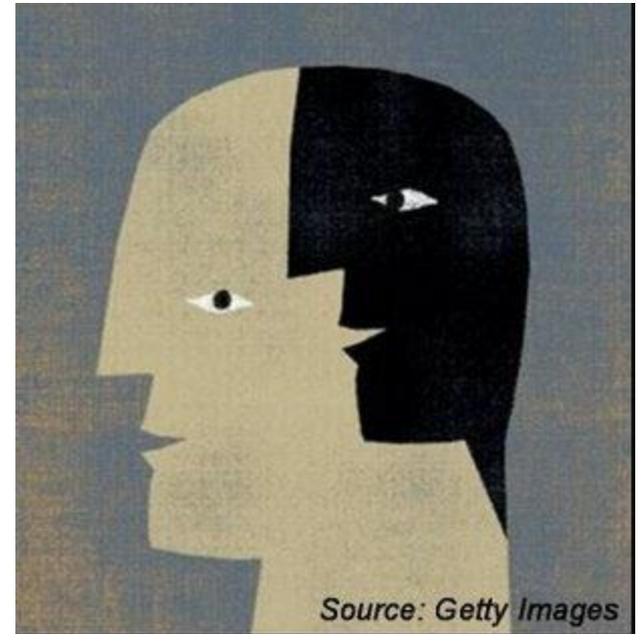
Amplify efforts and positions using the media.

# Building Political Will: Interventions by Policymaker Type



# Community Receptivity

- What community are you seeking to target with your policy?
- Why are you targeting this community?
- Is the policy something that the targeted community supports?

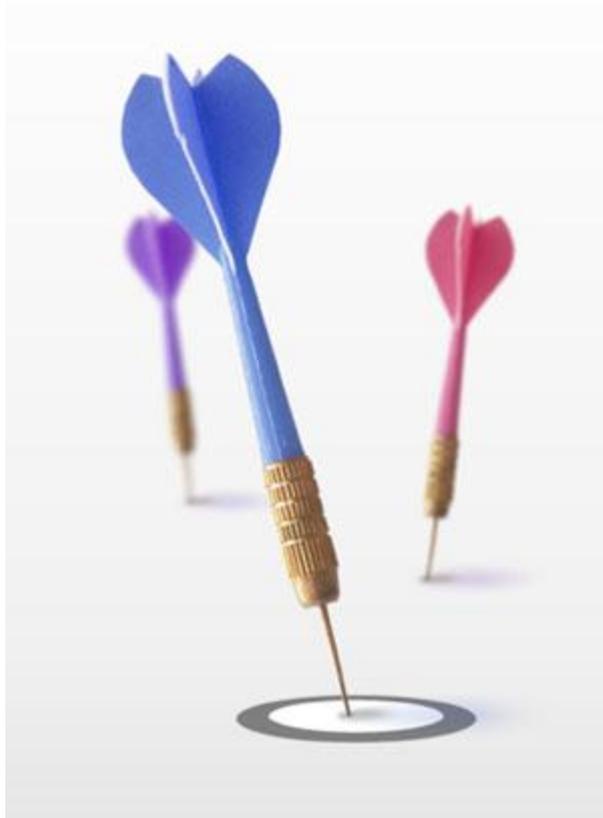


# Sustainability



- Includes a well-defined process and timeline for implementation
- Establishes authority for oversight and/or enforcement
- Includes a plan for evaluation
- Withstands legal scrutiny

# Effectiveness



- Impact of the policy
- Achieving meaningful change
- Influencing social norms
- Addressing a clearly identified issue
- Builds the healthy communities movement for change
- Reflects the best available evidence

# Return on Investment

- The impact of the effort will outweigh the effort you put into it
- Economical
- Allocates necessary funds to support implementation



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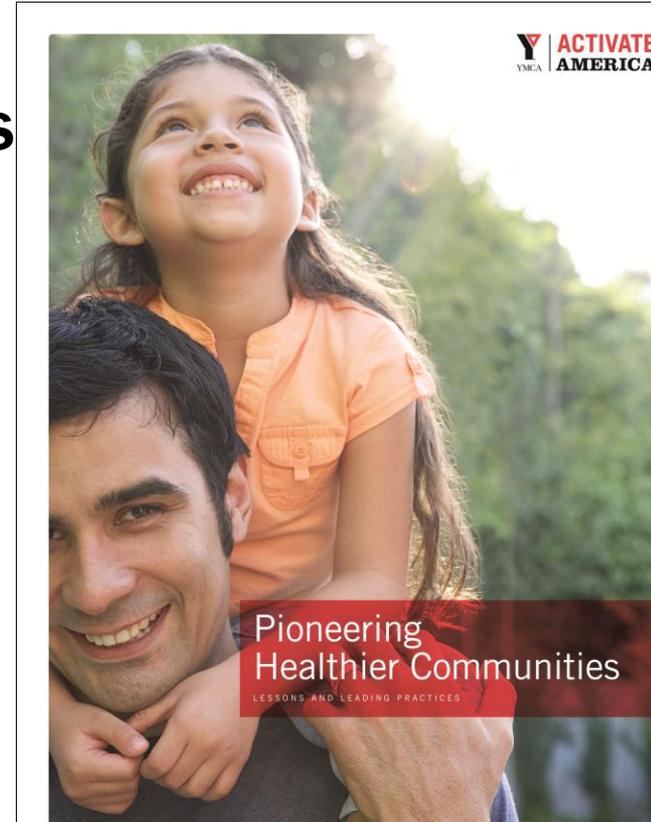


# The Secret Sauce Ingredients

1. Employs a leadership model
2. Utilizes multiple sectors and diverse organizations to maximize experience, assets, resources, and skills.
3. YMCA serves as convener in the community and co-leads with partners
4. Focuses on PSE change
5. **Local initiatives are organically grown with strategies specific to the needs of each community – manifested in community action planning**

# Best Practices

1. Start With a Shared Vision & Spirit of Inquiry
2. Adapt to Emerging Opportunities
3. Borrow from Others and Build Your Own
4. Engage Cross Boundary Leaders Who Care
5. Serve in Multiple Roles
6. Use Data to Guide Not Drive the Effort
7. Develop Leadership Structures That Distribute Ownership & Action



# Checking Your Practice

- Are you a part of a high functioning team?
- Do you all sing from the same song sheet?
- Do you have vision alignment?
- Is there shared ownership?

See Worksheet !



# What does your success look like?

- [Insert your text here]

# Questions or Comments?

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