

Policies, Systems and Environment: An Opportunity to Broaden and Deepen Impact

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Extension: Growing in Service



How Do We Manage the Increase?

Policy, Systems and Environmental Approaches ...

... Are a way of assessing and adapting the environment to achieve a goal that makes an opportunity available to more people and in some cases all people in a community.

Characteristics of PSE Change

- Ongoing
- Foundational: often produces behavior change over time
- Policy level
- Part of an ongoing plan
- Long term
- Sustaining

Breaking it Down: *Policy*

POLICY:

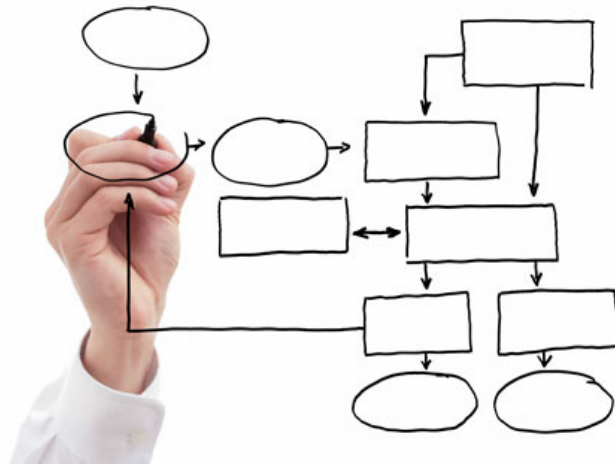
A written statement of organizational position, decision or course of action. (Such as ordinances, resolutions, mandates, guidelines, or rules)



Breaking it Down: *System*

SYSTEMS:

Changes in organizational procedures (such as personnel, resource allocation, programs)



Breaking it Down: *Environment*

ENVIRONMENT:

Physical, observable changes in the built, economic, and / or social environment.



Making it Real

- Smarter lunchroom
- Complete streets
- Healthy vending
- Community gardens



Where Does Extension Fit In?

Opportunities ripe for the picking:

- Evidence-based resource for relevant information
- Distilling the research and information into guide form
- Providing technical guidance
- Train the Trainer
- Train the Leader / Politician (study sessions)



More Opportunities

- Coalition building and participation
- Advising on best practices
- Application of new methods and creation of new best practices
- Explaining boundaries
- Providing and facilitating forum discussion

Let's Try One!

Here's the situation: Bring physical activity to the workplace.

P: Employees receive an extra 30 minutes on lunch to be physically active

S: Work with local fitness clubs to provide discounts. Work with local public health and municipalities to identify walking routes and maps. Work with SLT to provide a room to serve as activity space or a shower.

Let's Try One!

E: Onsite Gym / exercise room

Post signs advertising room / onsite gym to exercise / shower and class schedule

Some Don'ts

- Don't patronize
- Don't assume an organization can make a quick decision
- Don't forget to say thank you

Some Do's

- Do learn about the organization before you go knocking
- Do ask about the process for getting things approved.
- Do respect their calendar and decision making process
- Do listen and repeat. It is better to understand a little than to misunderstand a lot
- Do match their professional culture
- Do understand the leadership goals / charter of the organization you are working with
- Do frame what you want in the terms of their goals
- Be humble

Thanks for Listening!

