

5/25 Training #2: Developing and Submitting an Application for PSE

My name is Emily Breen. I am a program officer for the PSE funding opportunity and I'm here with my colleagues.

Chenchen Hensz is the program coordinator for the Funds and Alberte Altine-Gibson who's the director for the Funds. Good to be here with all of you. Just a few housekeeping items before we move on.

If you have any questions, feel free to type them in the chat for us. In addition, close captions or transcription are available for you. If you need it, you can click the CC/Live transcript button on the bottom of your screen and we want to let everyone who's here know that the session will be recorded.

We're going to spend a few minutes walking through the policy system and environmental change concept, and then we'll spend a bulk of the time answering any questions that you may have.

We wanted to begin by reminding you of the Funds purpose. So thinking about commitment to disrupting and removing barriers to health through community centered policy systems and environmental change approaches, and the Funds try to provide resources to enhance the capacity of multi-sector collaboratives to engage residents and work together with the

ultimate goal of everyone having the highest quality of life possible in Massachusetts.

So this is really kind of a brief introduction into PSE change, and at the end of the slides we'll also share some resources from partners about PSE change as well.

So first is really this definition: Policy, systems, and environmental change strategies are a way of making sustainable and lasting change within a community to make health and healthy choices practical and available to all residents. A few notes here. We really think about PSE changes as going beyond programming and into systems in which we live, learn work and play and want to highlight that these are really often approaches that, work hand in hand. You might have a policy put in place that could also lead to different environmental changes.

PSE change efforts might also accelerate the adoption or implementation of different direct service approaches by integrating those approaches into existing systems. PSE approaches often include a variety of different stakeholders like advocates and community members and decision and policy-makers as well.

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So we'll talk about each sort of piece of PSE change starting with policy. Policy change can include usually written statements that might be passing the different laws,

ordinances, resolutions, mandates. It can be called and look like a lot, of different things often it's government bodies like federal, state, and local, who are implementing official policy change through legislation. But it can also be things like park districts, healthcare organizations, work sites, or other community institutions, making policies within their own systems or institutions. We also want to note that it's important that a policy must be both implemented and enforced to make lasting change. And just an example here for housing: policy change might look like implementing a smoke free housing policy to prevent secondhand smoke and other smoking related health issues.

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So we can go next to systems change and I want to highlight that you'll see on the bottom of the screen we are sharing these examples from a great resource from Mass in Motion. So, we'll share links to these resources later on as well. So systems thinking involves transforming and redesigning the practice or structures within various institutions, organizations, and even networks to promote better help outcomes. It can often include changes made to policies, processes, power structures, or relationships within an organization that might determine how resources and services get distributed. Systems change can also be implemented across different organizations or across a network of organizations. Systems change and policy change like I mentioned earlier, often work hand in hand. And one

example of a systems change effort within housing is creating local affordable housing coalitions that might involve a variety of stakeholders who are advocating for all sorts of different housing improvements in their community.

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Next one is environmental change. This is really thinking about actual transportations of a physical environment that again we live, learn, work, or play. It could be something simple, like installing bike signage on established bike routes, or something more complex, like sidewalk installation and pedestrian friendly intersections that help to promote walking and biking in a community. We really see the environmental change when paired with sustainable systems and policy improvements can create the most lasting change for our overall health and communities. A housing example here could be renovating and old building to include affordable housing units and other community resources as well.

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So now we'll just talk through a full example going from a program approach to PSE change approaches So thinking about active living: A programs approach might be hosting a one-time community bike ride which can be a really valuable event that encourages folks to come out and join in an active living exercise. But it might only last one day, or reach so many community members. And so we think about these PSE changes as a chance to create some more sustainable and

lasting efforts. A policy example here might be passing a complete street law to ensure community roads are designed to be safe and accessible for all users. A systems approach might be looking at creating a system for how agencies and others work together to implement that complete streets policy. You'd be thinking about how plans could be prioritized to implement different improvements. And the last one here. Environmental change for active living could look like using funding from the complete streets funding program to develop safe walking, biking, and transit routes. So thinking about making those actual physical changes.

We'll do one more example here with food, access.

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So a programs approach might look like hosting either like a one time or weekly farmers market to offer fresh products to community members. A policy change can look like actually a local urban agriculture policy to enable the use of vacant lots for activities like community gardens to encourage people to grow their own food in the community. Systems change here might look like creating an urban Agriculture Commission made up of different representatives from across the city to help advise the city on creating and implementing certain urban agriculture policies and programs. And lastly, an environmental change here could look like municipalities implementing a citywide community gardens program. So actually making open space available for residents to grow fresh food and vegetables.

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So a couple more things to highlight for for thinking about PSE change: As you probably know by now, the Funds are really interested in focus on addressing health inequities and the root causes the health inequities and so we want to encourage you as you design your PSE approach to consider these 4 questions which will help you to think about who is really important to involve in the PSE approach and in your process. So the questions are

- Who benefits?
- Who's harmed?
- Who influences?
- Who decides?

So again, that can be really helpful to consider what community members and other representatives across the community will be important and and helpful to involve in your approach

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And last slide here to share with you all is just thinking back If you've been to any of our previous sessions, we use this health tree visual to really show how we think about the connection between health outcomes and root causes of health. We have here the leaves which are the health outcomes, the branches which are really health behaviors that might impact health outcomes, and we move down to the trunk of the tree, which includes social determinants of health. And then even further

down to the roots and the soil, which include the root causes of health inequities. And what we want to highlight here is that we really think about PSE change as moving down deeper into the trunk and the roots of the tree, and really addressing those areas, the social determinants of health and the root causes.

So that's a quick and brief intro to PSE change. And we wanted to take the time to consider some other examples and really think through how now you could translate a programs approach into a PSE change approach.

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Yeah, we can highlight the the examples here from mass in motion. There's a few great ones here, so hosting a community bike ride which I mentioned earlier in our example. A PSE change might look like implementing a complete streets policy to ensure Community roads are designed to be safe and accessible for users, and another one here is opening and maintaining a community garden as a program's approach. A PSE change approach here might look like passing the municipal urban agriculture ordinance or policy which allows residents to use space for their own community gardens.

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And on the next side we just have a few resources to share with you all so I'll just talk through them here, and we'll put them in the chat as well. Our web page for the Funds has some really great capacity, building opportunities and resources, including

some past webinars and different resources from partners throughout the State that are really helpful to you in developing your application. And have some PSE specific ones there as well. We're also linking to a community health training institute video about policy change in particular. And then there's a community commons resource introduction to policy systems and environmental change that could be a helpful resource as well, and has some great examples.

For more information please visit

www.mahealthFunds.org/apply and with any questions, please reach out to MACHHAFunds@hria.org