



— Massachusetts —
COMMUNITY HEALTH AND
HEALTHY AGING FUNDS

Office Hours: Understanding PSE
Change

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Introductions



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House Keeping Items

- If you have any **logistical or content questions**, please type them onto the chat box.
- Close Captions/transcription is available upon request. Click the **CC/Live Transcript** button on the bottom of your screen.

Funding Opportunity At-A-Glance

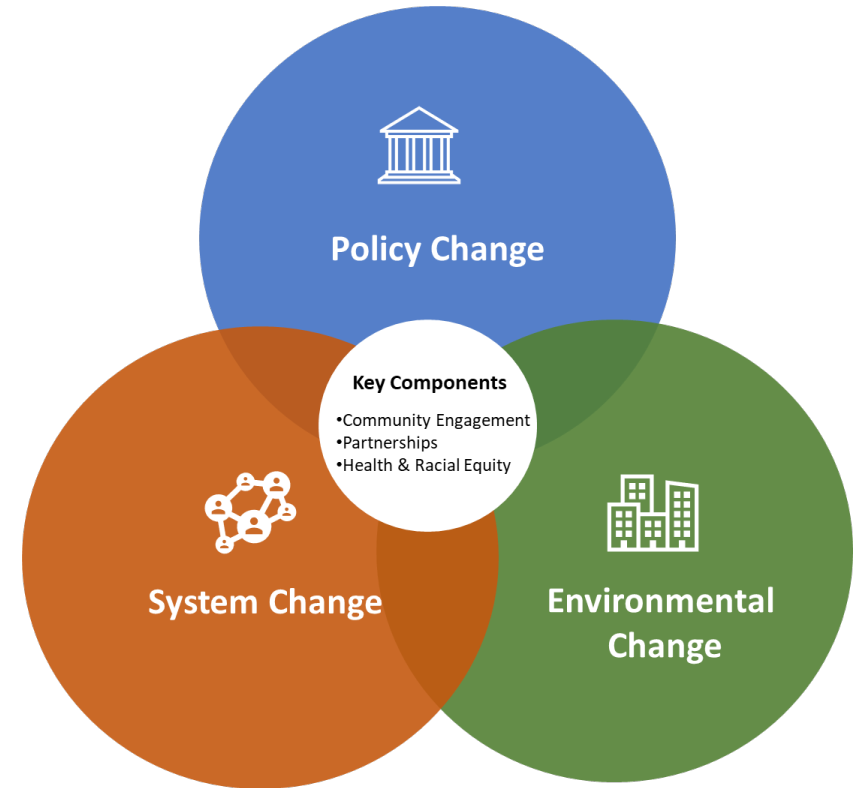
Available Funding	\$15M – we expect to make between 20-25 awards
Grant Start Date	July 1, 2024
Eligible Applicants	Massachusetts-based non-profit 501(c)3 organizations or groups with a 501(c)3 fiscal sponsor, quasi-governmental organizations and municipalities are eligible to apply.
Eligible Activities	Community-centered approaches that disrupt barriers to health and their root causes including structural racism, poverty, and deep power imbalances.
Application Deadline	March 29, 2024, at 11:59 PM EST
Contact	MACHHAFunds@hria.org
Website	www.mahealthfunds.org/apply



What is PSE change

Policy, systems, and environmental change strategies are a way of making sustainable, lasting change within a community to support healthy environments and behaviors across populations.

These strategies create or change infrastructure and modify the contexts in which people live to improve community conditions that promote health.



What is PSE change

Policy Change

Policy change includes the passing or changing of laws also known as legislation, as well as ordinances, resolutions, mandates, regulations, or rules. Government bodies, park districts, healthcare organizations, worksites, and other community institutions (schools, jails, daycares, etc.) all make policies. Policy change strategies include advocacy & education, civic engagement, and power building.

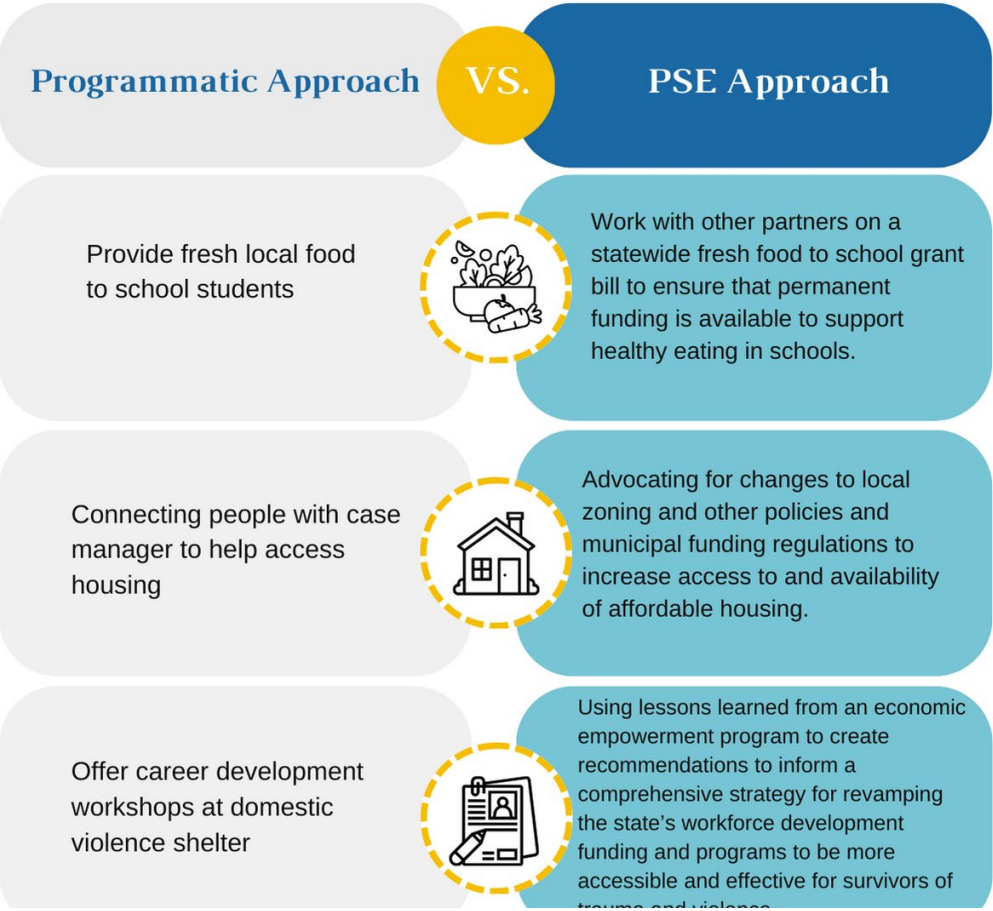
Systems Change

Systems change creates fundamental shifts in how problems are solved and how resources and services get distributed. It involves changes made to the policies, processes, power structures, and relationships within an organization or across organizations. Systems changes can be unwritten, ongoing, often qualitative organizational decisions/changes. They might precede or follow written policies.

Environmental Change

Environmental changes involve the economic, social, or physical surroundings or contexts that affect health outcomes. Environmental strategies create more lasting change when paired with systems and policy changes.

Programs Approach VS. PSE Change Approach

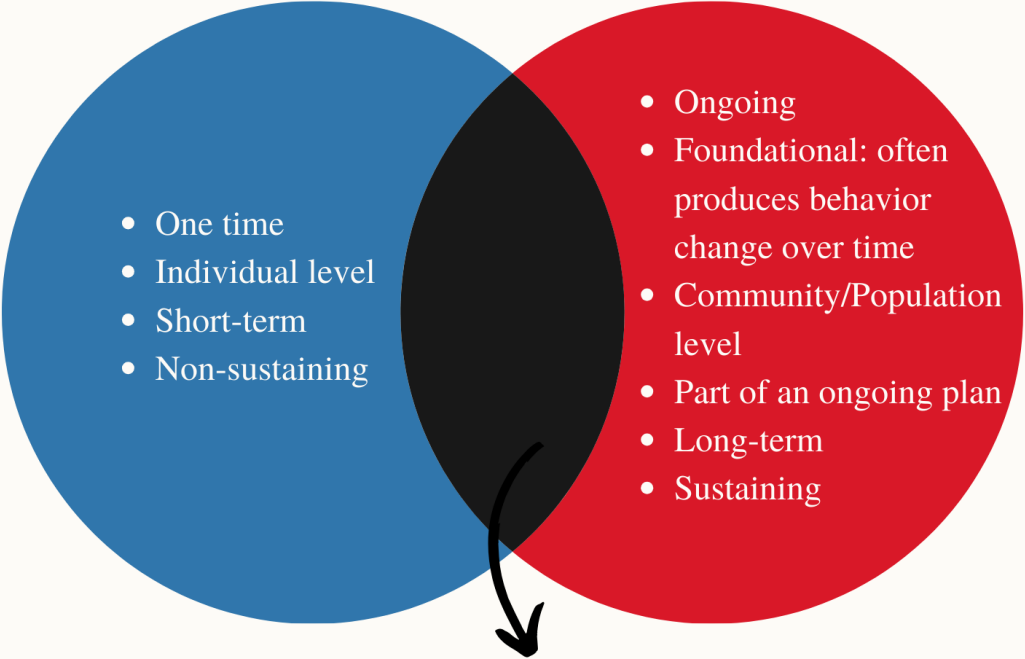


Characteristics of Program VS. PSE change

Characteristics of Program VS. PSE Change

Characteristics of Event/Program

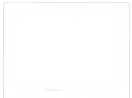
Characteristics of PSE Change



- One time
- Individual level
- Short-term
- Non-sustaining

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

Events/Programs can lead towards PSE change



Example: How PSE strategies work together

Scenario: A youth development organization wants to provide mental health support to their youth.

Program approach: Hire a mental health counselor at the organization.

PSE approach:

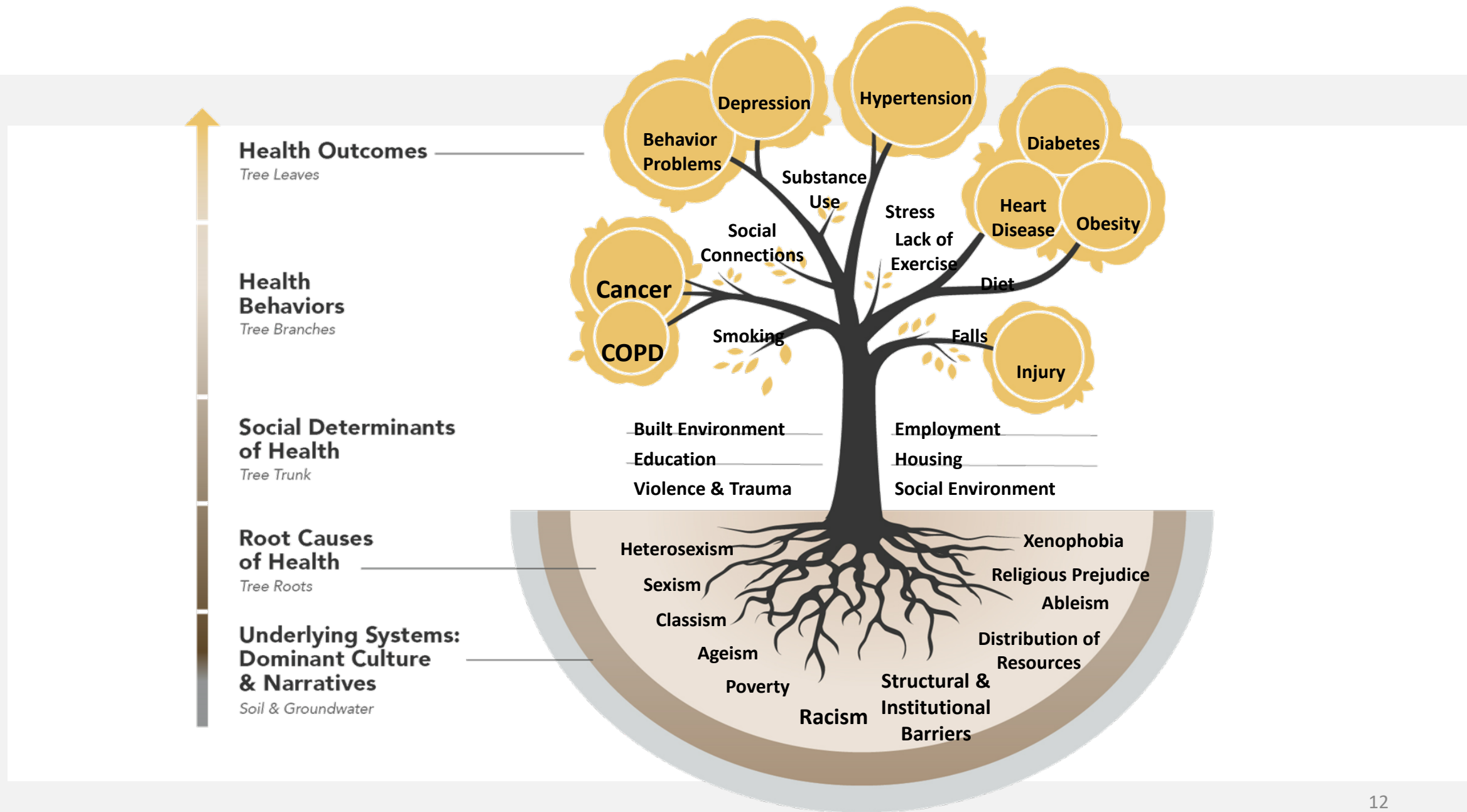
- **Policy:** This organization created a policy to include mental health awareness to all staff training to increase their staff's knowledge and skills in youth mental health.
- **Systems:** This organization created a coalition with schoolteachers, youth with lived experience, mental health counselors, and other stakeholders to find out what youth really need and how to help. They use the training curriculum that is developed for their staff to equip teachers and health care providers.
- **Environment:** They created a permanent room for mental health counselling and made it welcoming and comfortable for the youth. They also use what they learned from the coalition to add into their program.



Root Cause Analysis

Root Cause Analysis is a technique that can help answer the question of why a problem is occurring. It works to identify the source of a problem so that we can identify the most appropriate solutions.





Case Study

Issue:

In a rural community, a pregnant woman named Sarah has limited access to maternal care. She lives in a remote area with no nearby maternity clinic or hospital. The nearest maternity care facility is a two-hour drive away. Sarah doesn't own a car, and public transportation options are scarce. She has Medicaid coverage, but she is concerned about the cost of transportation and potential childcare expenses for her other children while she attends prenatal appointments. As a result, Sarah's access to essential prenatal care is severely limited, which can have negative implications for her health and the health of her baby.

- What's Happening?
- What are the root causes of the negative health outcomes for rural pregnant women?
- How do you use PSE change approach to solve the issue?
- What kind of community engagement you could do?

Please add your answer in the Padlet:

PSE Solutions

PSE change solutions:

- Work with the government to revise regulations to enable healthcare providers to deliver prenatal consultations through telehealth option. **(Policy change)**
- Introduce mobile maternity equipped with healthcare professionals, ultrasound machines, and essential medical equipment. They travel to rural communities to provide care and education on a regular schedule. **(System & Environmental change)**
- Work with organizational partners to increase sustainable funding for transportation services. **(Policy & Environmental change)**

Community Engagement:

Collaborate with local community organizations and leaders to gather data and share testimonies from impacted individuals to raise awareness about this issue.

Upcoming TA sessions

- **Community Engagement:** Monday, Jan 29 @ 2-3pm
- **Health & Racial Equity:** Wednesday, Jan 31 @ 3-4pm



Questions & Answers



Visit Our Website

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Massachusetts Community Health & Healthy Aging Funds

www.mahealthfunds.org/apply

Contact Information

Stay in touch:

MACHHAFunds@hria.org

