



**CBPM**

Community-Based Prevention Marketing



# What Should We Change?

**2**

## CBPM for Policy Development Step 2 Facilitator Guide

Each step of Community Based Prevention Marketing for Policy Development includes a learning module on the CBPM Policy Development website, a corresponding Facilitator Guide, and resources and worksheets specific to the activities for each step. The training module and Facilitator Guide complement each other and provide the facilitator and the coalition with a comprehensive understanding of the purpose of each step as well as the resources to complete the activities for each step.

These Facilitator Guides were developed primarily to assist the facilitator by providing a lesson plan and activities to be completed by the coalition during each meeting. The corresponding training modules on the CBPM Policy Development website should also be viewed by the facilitator prior to the coalition meeting. The facilitator may then choose all or parts of the training module to share with the coalition. While some of the information provided in the website training modules may be helpful for the coalition, the decision to watch all or parts of the module—either as a group or separately before the coalition meeting—is for the facilitator to make, based on the needs of the coalition.

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| <b>Title</b>     | Step 2: Review Policy Options   |
| <b>Time</b>      | 45-60 minutes   |
| <b>Materials</b> | <p><b>Materials needed:</b></p> <ul style="list-style-type: none"> <li>• Display mechanism for eight steps in the <i>CBPM for Policy Development</i> process flowchart</li> <li>• Display mechanism describing Strengths, Weaknesses, Opportunities, and Threats identified during the Step 1 meeting</li> <li>• Meeting evaluation worksheet</li> </ul> <p><b>Additional Online Resources</b></p> <ul style="list-style-type: none"> <li>• For Information about Bills in Other States: <a href="http://www.ncsl.org/">http://www.ncsl.org/</a></li> <li>• Centers for Disease Control and Prevention. Recommended Community Strategies and Measurements to Prevent Obesity in the United States. <a href="http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm">http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm</a></li> <li>• Center for Health Improvement. Health Policy Guide for Obesity Prevention: <a href="http://www.healthpolicyguide.org/doc.asp?ID=6651">http://www.healthpolicyguide.org/doc.asp?ID=6651</a></li> <li>• Institute of Medicine. Community Perspectives on Obesity Prevention in Children: Workshop Summaries. <a href="http://www.nap.edu/catalog.php?record_id=12705">http://www.nap.edu/catalog.php?record_id=12705</a></li> <li>• Robert Wood Johnson Foundation Center to Prevent Childhood Obesity. Policy strategies. <a href="http://www.reversechildhoodobesity.org/content/policy-strategies">http://www.reversechildhoodobesity.org/content/policy-strategies</a></li> <li>• Group Decision Making: <a href="https://uwaterloo.ca/centre-for-teaching-excellence/teaching-resources/teaching-tips/developing-assignments/group-work/group-decision-making">https://uwaterloo.ca/centre-for-teaching-excellence/teaching-resources/teaching-tips/developing-assignments/group-work/group-decision-making</a></li> </ul> |

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| <b>Objectives</b> | <p>Upon completion of this step, coalition members will have:</p> <ol style="list-style-type: none"> <li>1. Eliminated policies the group does not want to pursue at this time</li> <li>2. Selected a relatively “short list” of policies to be evaluated more thoroughly in the step 3</li> </ol> |
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| <b>Prior to meeting</b>   | <b>Review of Policy Options</b>   |
|---------------------------|---|
| <b>Activity</b>           | <ol style="list-style-type: none"> <li>1. Send an email reminder to all coalition members describing:               <ol style="list-style-type: none"> <li>a. the purpose of the second meeting</li> <li>b. the importance of reviewing the summary report of evidence-based policy options enacted successfully elsewhere</li> </ol> </li> </ol>   |
| <b>Anticipatory Steps</b> | <ul style="list-style-type: none"> <li>• In this step, the coalition reviews a compilation of relevant evidence-based policies enacted in other locations, and eliminates those they are unable or unwilling to promote. Policy options may address issues at the state and/or local community levels</li> <li>• Using the marketing framework, the coalition focuses its’ efforts on policy activities, such as :               <ol style="list-style-type: none"> <li>a. designing products, services and influencing behaviors that support the public health issue you hope to impact ;</li> <li>b. addressing key barriers to adopting relevant policies ;</li> <li>c. providing incentives to enhance the benefits of making policy change at the organizational and systemic levels (schools and worksites, for example);</li> <li>d. increasing systemic availability and access to products, services and places that encourage activities related to the public health issue (for obesity, healthier eating and more physical activity); and</li> <li>e. promoting efforts that build a public agenda for policy action specific to the public health issue you want to influence.</li> </ol> </li> <li>• At the end of this step, the coalition will have winnowed the set of options to ten policies or less, making it more manageable to evaluate them more thoroughly in the next step.</li> </ul> |

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| Instructional Input |        |  |   |
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| During the Meeting  | Minute | Activity   | Objective   |
| Procedure           | 30     | <ol style="list-style-type: none"> <li>1. The facilitator leads the group in developing a criteria that will be used to eliminate policies from further consideration (e.g., incompatible with political environment; too costly; currently being addressed; insufficient evidence it will have desired impact)</li> <li>2. The group reviews policy options described in the summary of policy initiatives and eliminates those the coalition does not want to pursue at this time.               <ol style="list-style-type: none"> <li>a. As needed, nominate additional policy options to investigate further.</li> <li>b. Assign someone to investigate new options and bring evidence back to the coalition at the next meeting. The document should be</li> </ol> </li> </ol> | 1   |
|                     |        |  | structured to answer two questions: (1) What is known about the impact a respective policy has had on the problem? and (2) How difficult has it been to adopt and implement the policy? |
|                     | 15-30  | <ol style="list-style-type: none"> <li>3. Using the criteria established by the coalition, eliminate policy options until the list has been winnowed down to approximately ten (or fewer) policy initiatives that the group will assess at the next meeting (Step 3)               <ol style="list-style-type: none"> <li>a. The facilitator may consider using flip-chart paper, a white board or some other mechanism to display the policies under consideration for the group</li> </ol> </li> </ol>   | 2   |
| Conclusion          | 10     | <ol style="list-style-type: none"> <li>1. The facilitator initiates the established feedback mechanism               <ol style="list-style-type: none"> <li>a. This could include the completion of a meeting evaluation form, a 15-20 minute discussion at the end of each session, feedback emails that are communicated at the start or end of the subsequent session, etc.</li> <li>b. This is an opportunity for the group to “check-in”, clarify questions, and make improvements in the process.</li> </ol> </li> </ol>   | N/A   |

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| <b>Measures of Progress</b> | <ul style="list-style-type: none"><li>• Activity completion</li><li>• Short list of policy options developed</li></ul>   |
| <b>Note to Facilitator</b>  | Some coalitions may have difficulty staying focused on policies rather than program interventions or educational activities. If they recommend program activities instead of policy changes, remind them that the coalition's purpose is policy oriented and this exercise is designed to cooperatively select a policy initiative to influence environmental changes at the organizational, local community, or state levels. |