



Community-Based Prevention Marketing Overview: CBPM for Policy Development Full Transcript

Introduction

Welcome to the Community Based Prevention Marketing for Policy Development website, hosted by the University of South Florida's College of Public Health. CBPM for Policy Development is a step-by-step planning approach that builds on existing community strengths to promote policy change at the organizational, local community, or state level. Coalitions can use CBPM for Policy Development to influence decision-makers who deal with important community issues. On behalf of the entire team at the Florida Prevention Research Center, we're delighted to share what we've been learning about how to use social marketing to bring about change. This program is an eight step, coordinated strategy that uses community empowerment and social marketing to enhance community groups' ability to influence change at the policy level.

Before providing a general overview of our model, first we would like to point out a few elements that will help you navigate these modules. On the left, the Menu tab displays a complete listing of the slides contained within each step. You will notice the current slide is highlighted, and visited slides are a lighter shade of gray. Click on the Transcript tab, located next to the Menu tab, to view a written transcript for the current slide. A complete transcript is included in the Resources area, which is located in the upper-right corner of the screen. In addition to the transcript, many helpful links and documents are included in the Resources area for each step. Be sure to access the Resources area in each step to take full advantage of the many resources available. Along the bottom of the screen, you can pause the current slide using the Play/Pause button, or move back and forth within the slide using the seekbar. Finally, click the Next and Previous buttons to navigate between the slides.

When you are ready to proceed, click Next to continue.

Sustainable Change

Before we consider how to bring about policy change, we should first ask why: Why should we target our policies, procedures, and infrastructure? How can a change at this level promote healthier and safer communities?





Social marketers have often emphasized the value of changing the environment in which people decide how they will behave. We cannot rely solely on efforts to solve problems at the individual behavioral level, or “downstream.” We also need to address community issues at the decision-making level, or “upstream,” to create an environment that fosters healthy behaviors. This view is consistent with prevailing public health theories such as the Social Ecological Model, which points out that poor health results from a combination of factors at multiple levels: individual behavior, social norms and interpersonal interactions, the community environment, and broader societal policies and trends. According to this model, the resolution of big public health issues, such as obesity, requires us to intervene at all levels.

Keep in mind that changing individual behavior is important. However, creating an environment that fosters and supports sustainable change provides a key ingredient to improving our communities. Many problems, ranging from simple issues, such as the regular use of seat belts, to complex issues, such as drinking and driving behaviors, have similarly benefited from policies, regulations, and laws that have provided a framework within which behavior change has been encouraged and successfully achieved.

Key Ingredients

Policy Development, an outgrowth of Community-Based Prevention Marketing, has three key ingredients: it's community driven, it draws on public health advocacy skills, and it's guided by social marketing principles.

Some of the primary marketing principles you will learn about here include:


- using return on investment exercises to select the policies to promote
- using audience segmentation to select the policymakers most likely to support the proposed change
- understanding the beneficiaries, stakeholders, and policymakers through an emphasis on consumer orientation

Developed by researchers at the University of South Florida, Community-Based Prevention Marketing for Policy Development is a framework that facilitates community change by teaching coalitions and other leaders to use a blend of these key ingredients to influence local policies, procedures, and infrastructure.

The Lexington Coalition

In our pilot application of the model, we invited a coalition in Lexington, Kentucky to use CBPM for Policy Development in their work to prevent childhood obesity. Policy Development is designed for coalitions like this one that have completed the initial groundwork involved in organizing a well-functioning group, selecting a target problem, and collaborating with





university or other needed partners. We use a case example from the Lexington project to illustrate the tasks completed in each step.

Starting the Conversation

Promoting a change at the policy level can initiate a public dialogue about the larger issue at hand. Let's listen in as Carolyn Dennis, a public health consultant and advocate, gives a brief account of how one policy change initiated just such a conversation.


The 8 Steps


Although the CBPM for Policy Development process is more iterative than linear, this program uses eight separate presentations to fully explain each step in the process. The eight steps of CBPM for Policy Development are: Build a Strong Foundation, What Should We Change?, What Policy Should We Promote?, Identify Priority Audiences, Listen, Develop a Strategic Plan, Monitor and Evaluate, and finally, Are We Following the Plan? Click the bars on the left to learn more about each step.

In Step 1, *Build a Strong Foundation*, we begin with what the coalition is doing right now by conducting a readiness assessment. This assessment reviews what is needed to use CBPM for Policy Development and identifies additional coalition partners that may help the group move forward. For example, in Lexington, Kentucky, the coalition used Step 1 to define the roles and responsibilities required to address childhood obesity in their community. And although the goal is for the coalition to make all the decisions as they complete each step of CBPM for Policy Development, different groups will have varied interests, time, and expertise. Therefore, it's important that partners such as university-based researchers be invited to facilitate some of the work.

In Step 2, *What Should We Change?*, we will identify what you want to change, pinpoint evidence-based policies that could be adapted for your community, and make a short list of potential policies to review in the next step. With the help of their university partners, the Lexington coalition selected 10 obesity prevention policies that they wanted to review more thoroughly in Step 3. The expertise and experience of your university partners can help your coalition find policies that could work in your community.

In Step 3, *What Policy Should We Promote?*, the coalition assesses the return on investment of the policies selected in Step 2 by looking at which ones will make the most difference in your community AND be most likely to get enacted. By the end of the step, your coalition will have chosen one or two policies to promote. In Lexington, the coalition used the return on





investment exercise to narrow the 10 policies from Step 2 to two policy initiatives that they promoted moving forward.

In Step 4, *Identify Priority Audiences*, we will identify and prioritize the audiences the coalition wants to reach. This includes: the beneficiaries, the groups and individuals directly affected by the policy; the stakeholders, those who have a stake in its outcome; and the policymakers, those who actually decide if a policy is enacted.

Step 5, *Listen*, will teach your coalition how to understand the viewpoints of each priority audience identified in Step 4. You will also learn how to use this information to build common ground among key stakeholders.

In Step 6, *Develop a Strategic Plan*, the results of the formative research conducted in step 5 are used to create a systematic marketing plan for promoting the policy change.

In Step 7, *Monitor and Evaluate*, coalition members use this plan to monitor how the policy is implemented and use results to identify whether adjustments are needed along the way to stay true to the original policy goals. Monitoring and adjusting to the changing political environment is one of the keys to successful policy development and a core strength of the CBPM for Policy Development process.

And finally in Step 8, *Are We Following the Plan?*, the marketing plan serves as a blueprint for the coalition's advocacy activities which continue until the policy is enacted.

An Iterative Process

Although CBPM for Policy Development is presented as a series of steps, the actual framework is designed to support a more iterative process, a moving back and forth throughout the steps as needed, in order to fully explore and effectively solve problems. This non-linear method can be very helpful when addressing policy change, as change often occurs when community interest, political will, and resources align to support the initiative, creating a window of opportunity. And because the process builds with each step, relies on data-driven decision-making, and uses solid evidence to guide efforts, policy initiatives benefit from staying on point. CBPM for Policy Development can help your community group focus on the selected issue while preparing for these windows of opportunity. This is how policy change occurs, and you can be part of it with CBPM for Policy Development!





Our Mission

In summary, CBPM for Policy Development is a process that integrates three powerful elements to create change: Working with communities to tap local wisdom and build a sense of ownership in addressing local issues, relying on an integrated marketing plan to intervene at multiple levels, and using social marketing to design an effective blueprint to guide change. These elements promote sustainable change at the community level.

For more information about CBPM for Policy Development, review the document titled [Community-Based Prevention Marketing for Policy Development Overview](#), which can be found by clicking on the Resources tab located in the upper right corner of your screen.

Our mission at the Florida Prevention Research Center is to help you strengthen your community's capacity for sustained disease prevention and health promotion. This website will lead you through the 8 steps of CBPM for Policy Development. The resources we've provided will help you successfully advocate for policy change in your community. On behalf of the entire team at the University of South Florida, we welcome you to CBPM for Policy Development!

