

Facilitating Policy Change through Community Education and Mobilization

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Objectives

- Name two strategies that can be implemented for policy and systems change
- Identify key stakeholders who can affect change towards policy and systems change
- Describe three components of an effective message

Population-based Interventions

- Focus on impact whole populations
 - Policy (i.e., smoke-free workplaces)
 - Systems (i.e., integrate tobacco screening into every doctor's visit)
 - Environmental changes (i.e., bikepaths)

Lead to Social Norm Change

Social Norms: A set of beliefs, values or behaviors generally held by people in a culture or subculture

It Takes a Community...

Population-based interventions are successful when the community is involved.

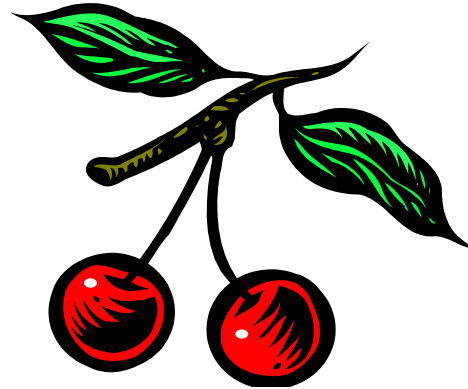
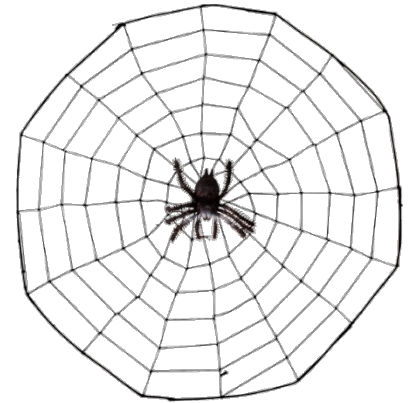
How do you involve the community?

- Awareness: Bring attention to the issue so that people know it's an issue.
- Education: Provide people with the resources and tools to make an informed decision.

How do you involve the community? (con'td)

- Mobilization: Create a movement. Bring the issue to the forefront of policy makers and people with decision-making power.

Prioritizing the Players



Components of a Key Message

Write a message that answers the following questions:

- What?
- So, what?
- Now what?

Example

What?

The children of Greenville are exposed to high amounts of eye-level Point of Sale marketing, particularly in low-income communities.

So, what?

Tobacco companies target youth and low - income communities with their marketing, which results in addiction.

Example (con'td)

Now, what?

The City Council should understand the options they have available to protect children from tobacco marketing.

Example (con'td)

Message:

We believe that no young person should ever become addicted to tobacco.

Thank you!

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