

# Improving Community Health through Policy, Systems and Environmental (PSE) Change

Dec 4, 2024 | 11:00am -12:00pm



NYSCC PSE  
LEARNING  
SERIES

# Housekeeping Items

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Please mute your line.

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Questions will be answered at the end of the meeting.

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If you have a question, please type it in the Chat Box.

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This meeting is being recorded and a link will be e-mailed to everyone who registered.

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**Welcome**

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# Meeting Facilitators



**LINDSAY KELLY**

**HEALTH PROGRAM  
COORDINATOR I**

Bureau of Cancer Prevention and  
Control, New York State Department  
of Health



**GINGER CHAMPAIN**

**SENIOR CONTRACT  
COORDINATOR**

Bureau of Cancer Prevention and  
Control, New York State Department  
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# The New York State Cancer Consortium

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*Working Together,  
Reducing Cancer,  
Saving Lives*



Visit us at  
[nyscancerconsortium.org](https://nyscancerconsortium.org)

We work together to implement the **NYS Comprehensive Cancer Control Plan** and reduce the burden of cancer through the following activities:



Increase public knowledge of the Consortium and Plan



Collaborate to achieve Plan goals and objectives



Share progress, insight and expertise






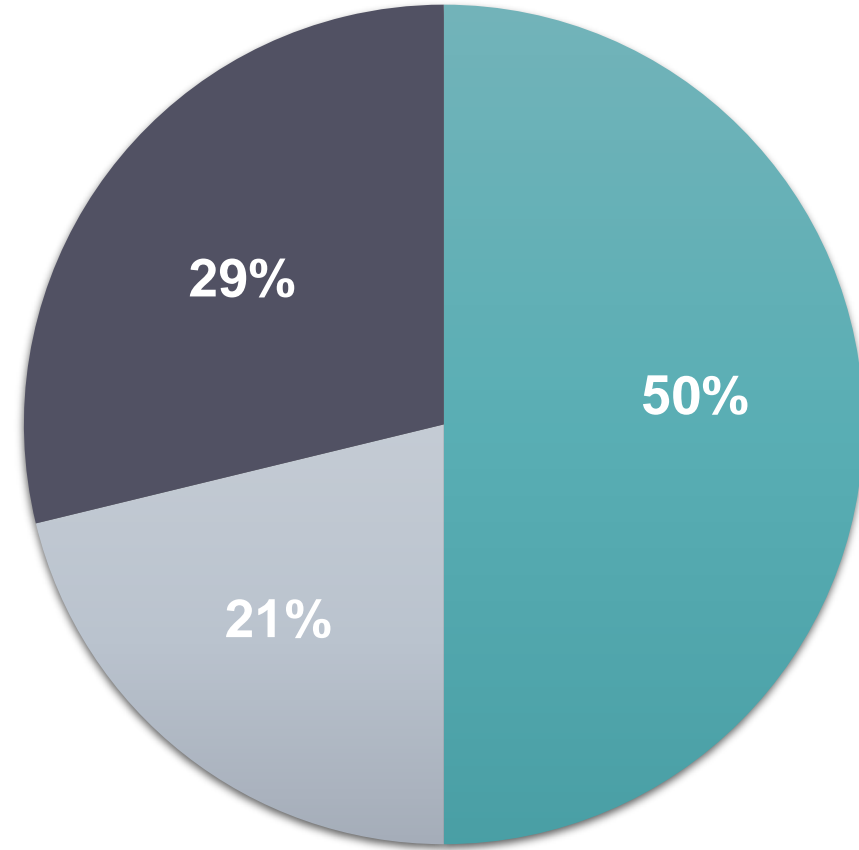
Track progress on cancer indicators tied to the Plan

# Learning Objectives

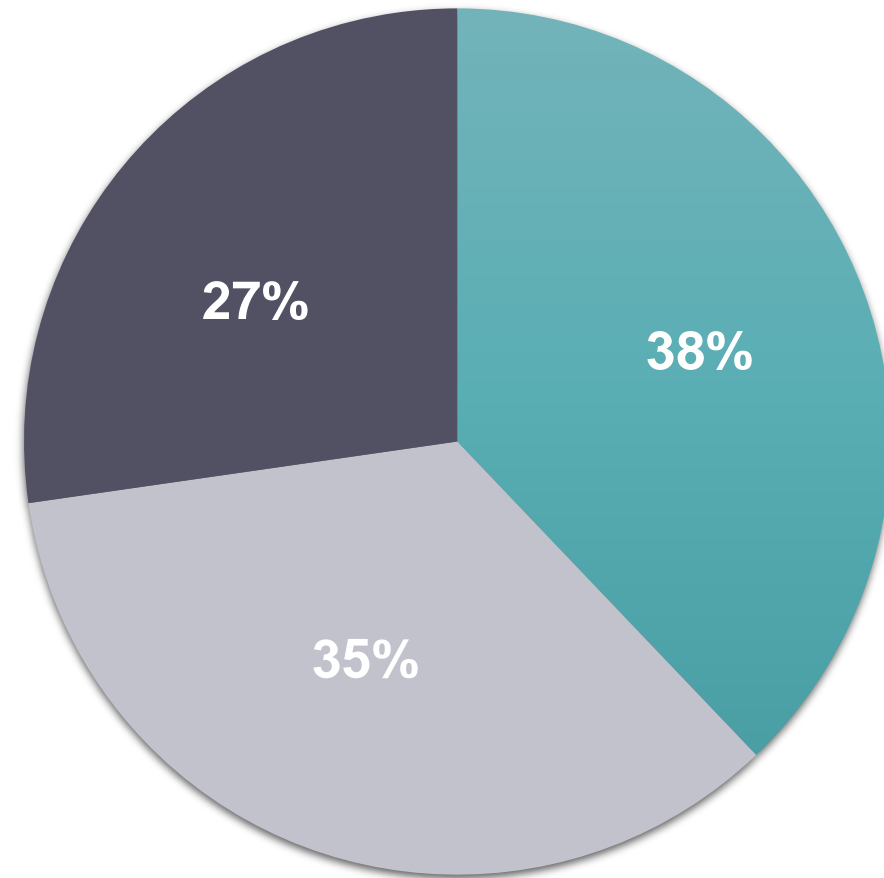
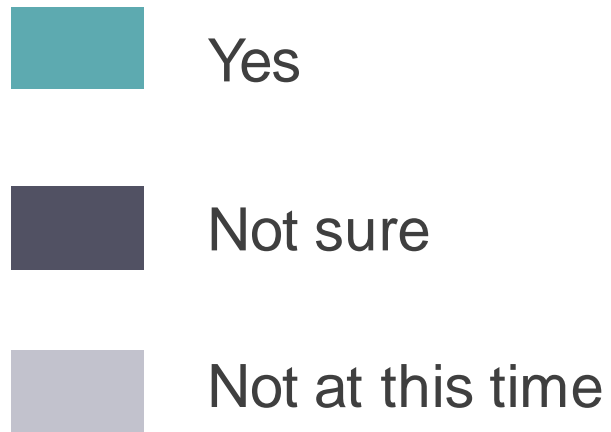
1. Describe policy, systems and environmental (PSE) change
2. Understand the benefits of PSE change
3. Identify PSE change strategies and best practices.
4. Learn about PSE change opportunities with the NYS Cancer Consortium.

**Pre-Meeting Question:** How familiar are you with the concept of policy, systems, and environmental (PSE) change?

-  Moderately familiar
-  Not at all familiar
-  Very familiar

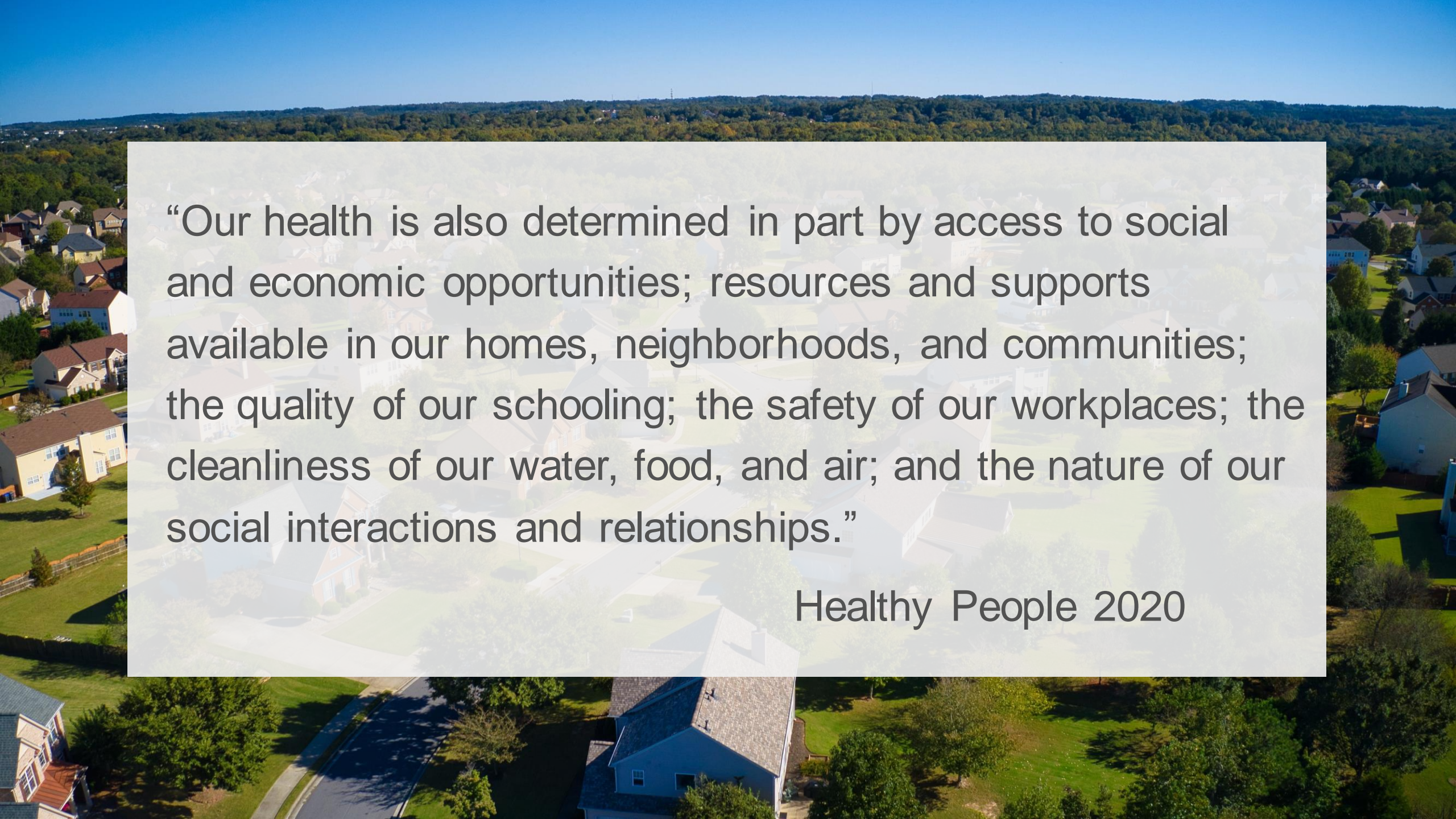


**Pre-Meeting Question:** Are you currently implementing policy, systems, or environmental changes in your community?





# What is Policy, Systems and Environmental (PSE) Change?



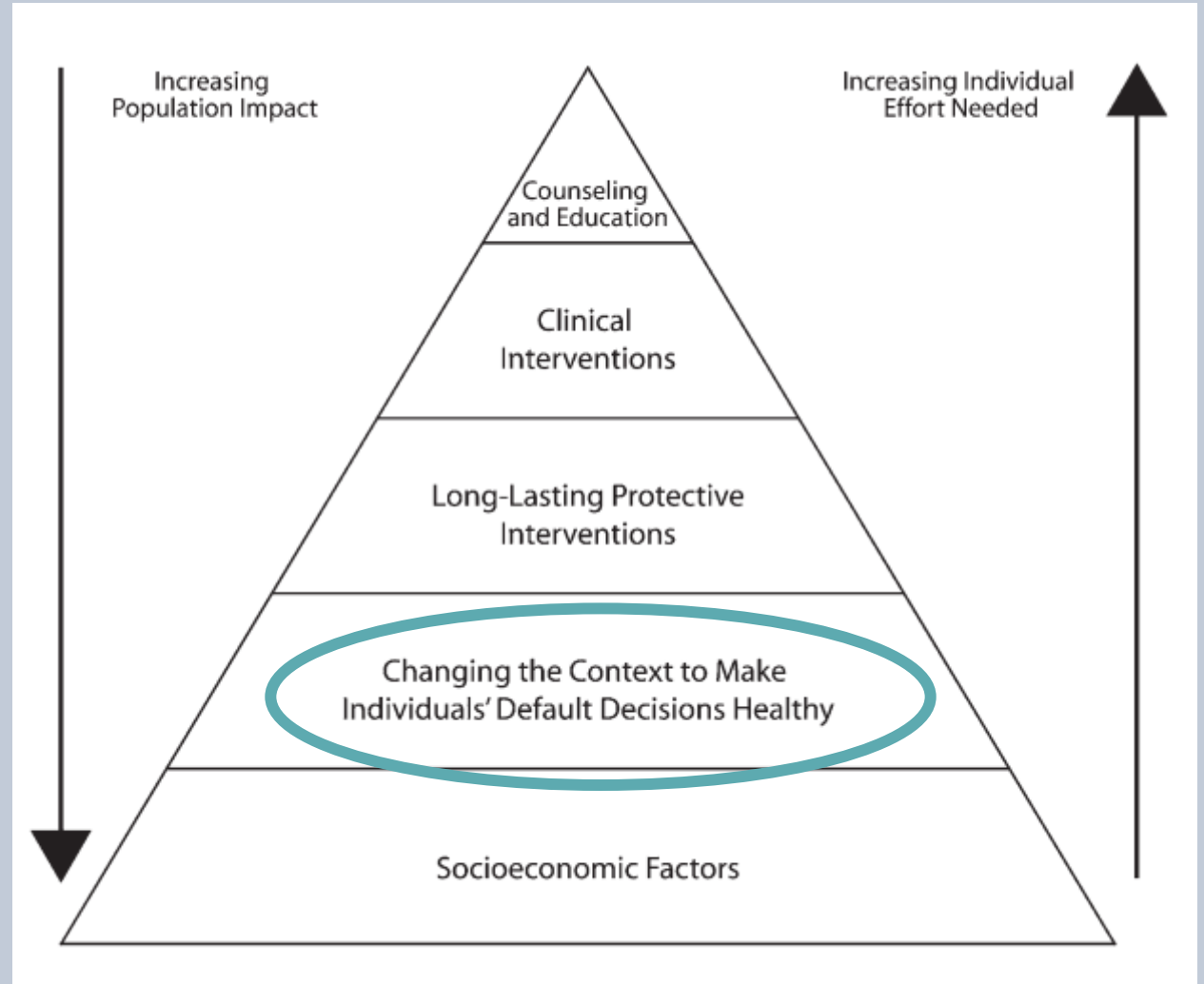
“Our health is also determined in part by access to social and economic opportunities; resources and supports available in our homes, neighborhoods, and communities; the quality of our schooling; the safety of our workplaces; the cleanliness of our water, food, and air; and the nature of our social interactions and relationships.”

Healthy People 2020

# The Health Impact Pyramid

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Public health interventions that represent the base of the pyramid require less individual effort and have the greatest population impact.



# Policy, Systems, and Environmental (PSE) Change

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Modifying our policies, systems, and environments to make healthy living easier and attainable for all.



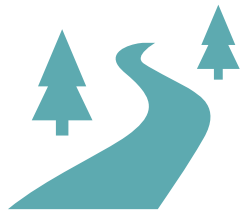
## Policies

Laws, ordinances, resolutions, mandates, regulations or rules



## Systems

Unwritten rules or processes of an organization, institution or community.



## Environments

Physical landscapes.

# PSE Change is Long Term and Sustainable

## Program Approach

One time

Individual Level

Short Term

Non-sustaining

**Example**  
Hosting a community bike ride event.



## PSE Change Approach

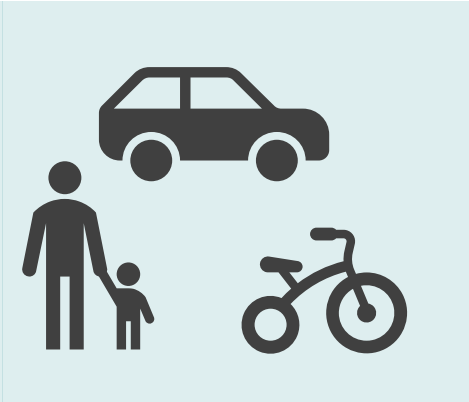
Ongoing

Community/Population Level

Long term

Sustaining

**Example**  
Implementing a Complete Streets policy to ensure community roads are designed to be safe and accessible for all users.



# Policy Changes

*Little p*



A local food pantry institutes a policy mandating that fresh produce constitute 25 percent of the food distributed to clients

A workplace creates a new policy that offers paid family leave to employees

A university passes a tobacco-free policy that prohibits the sale, promotion, or distribution of tobacco products on the university's property.

*Big P*



Congress revises federal SNAP (Supplemental Nutrition Assistance Program) income eligibility limits, allowing more families to purchase nutritious food

The state legislature passes a bill that requires paid family leave to be offered by all employers

A federal law is passed that raises the federal minimum age of purchasing tobacco products from 18 to 21.

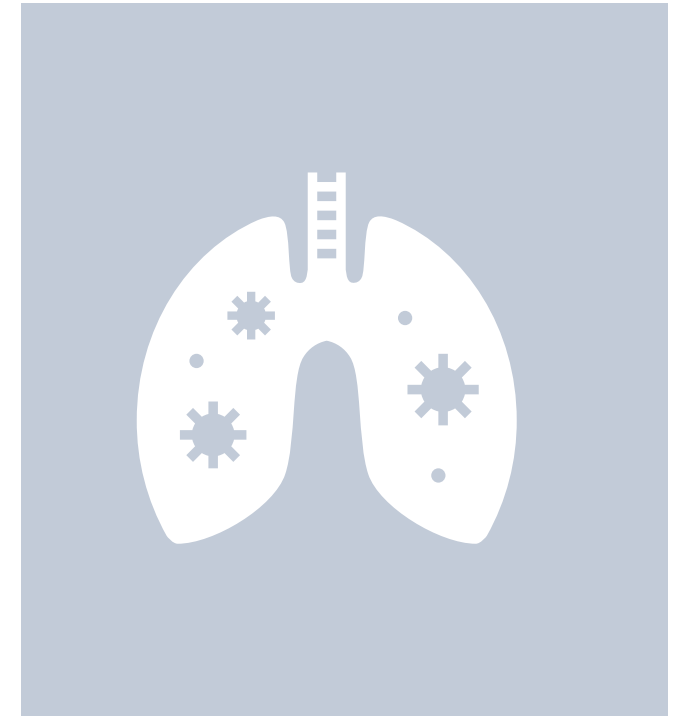
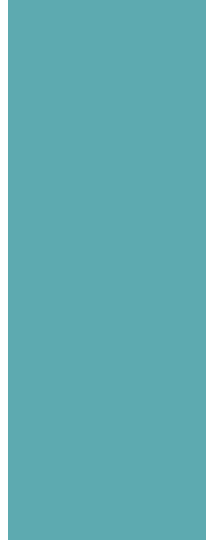
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## Systems Changes

Instituting a farm to school program for the school district

Providing employees access to cancer screenings with no out-of-pocket costs

Reimbursing employees for preventive health and wellness activities



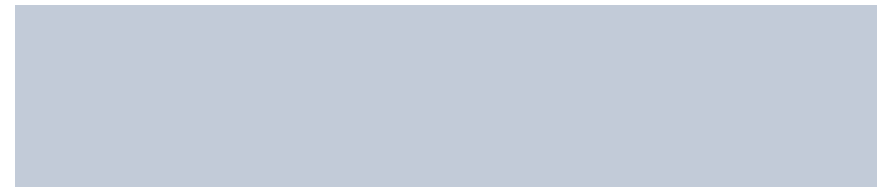
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# Environmental Changes

Incorporating sidewalks, bike paths and recreation areas into community design.

Installing outside shade and sunscreen dispensers.

Hosting on-site farmers markets.





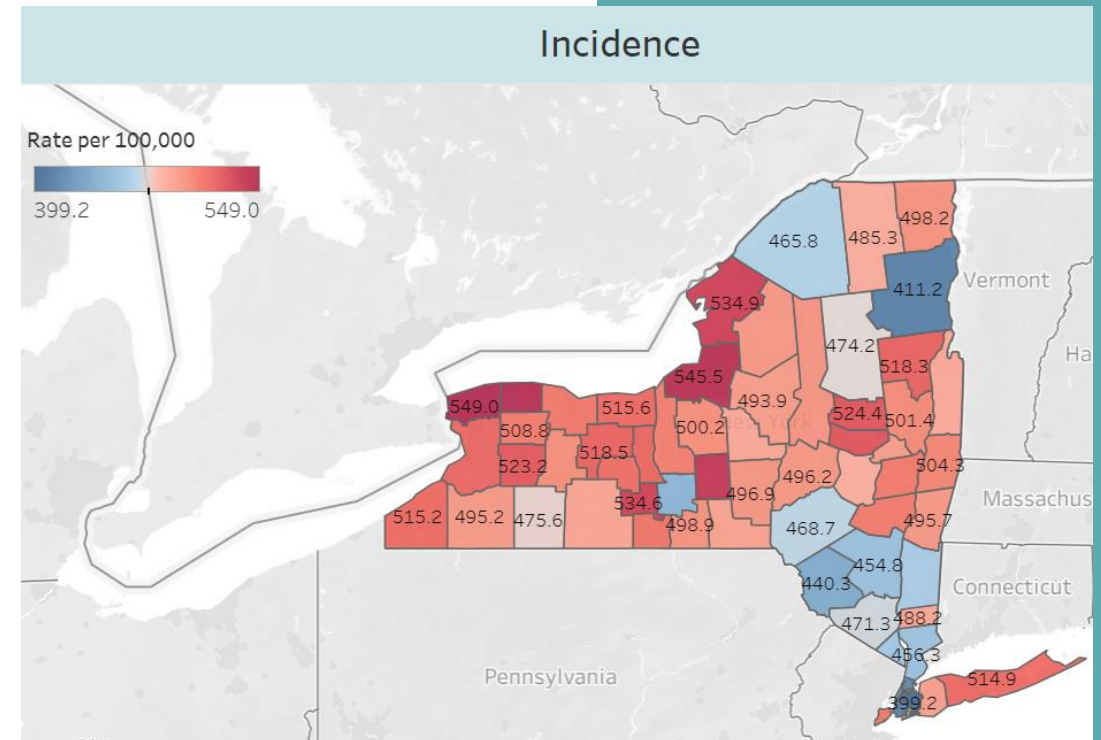
# **PSE Change Strategies and Best Practices**

# Understand the Evidence Base

Analyze the data and the political, social and economic environment to identify PSE change priority areas; set realistic goals and objectives; anticipate potential threats; and determine the community's readiness to change.

## Sample Planning Questions

- What are the available data sources?
- What are the statistics and contributing factors of the health issue to be addressed?
- Is the political, social, and economic environment favorable to the PSE change?
- How feasible is the PSE change?



# Engage Partners

Engage partners early in the PSE change process. To ensure a successful partnership, understand your partners' missions and contributions; clearly communicate your ask; and together set clear and realistic expectations.

## Sample Planning Questions

- What is our sphere of influence?
- Which partners should be included and why?
- When and how should partners be engaged?
- Who are the decision makers?
- Who are the community champions?

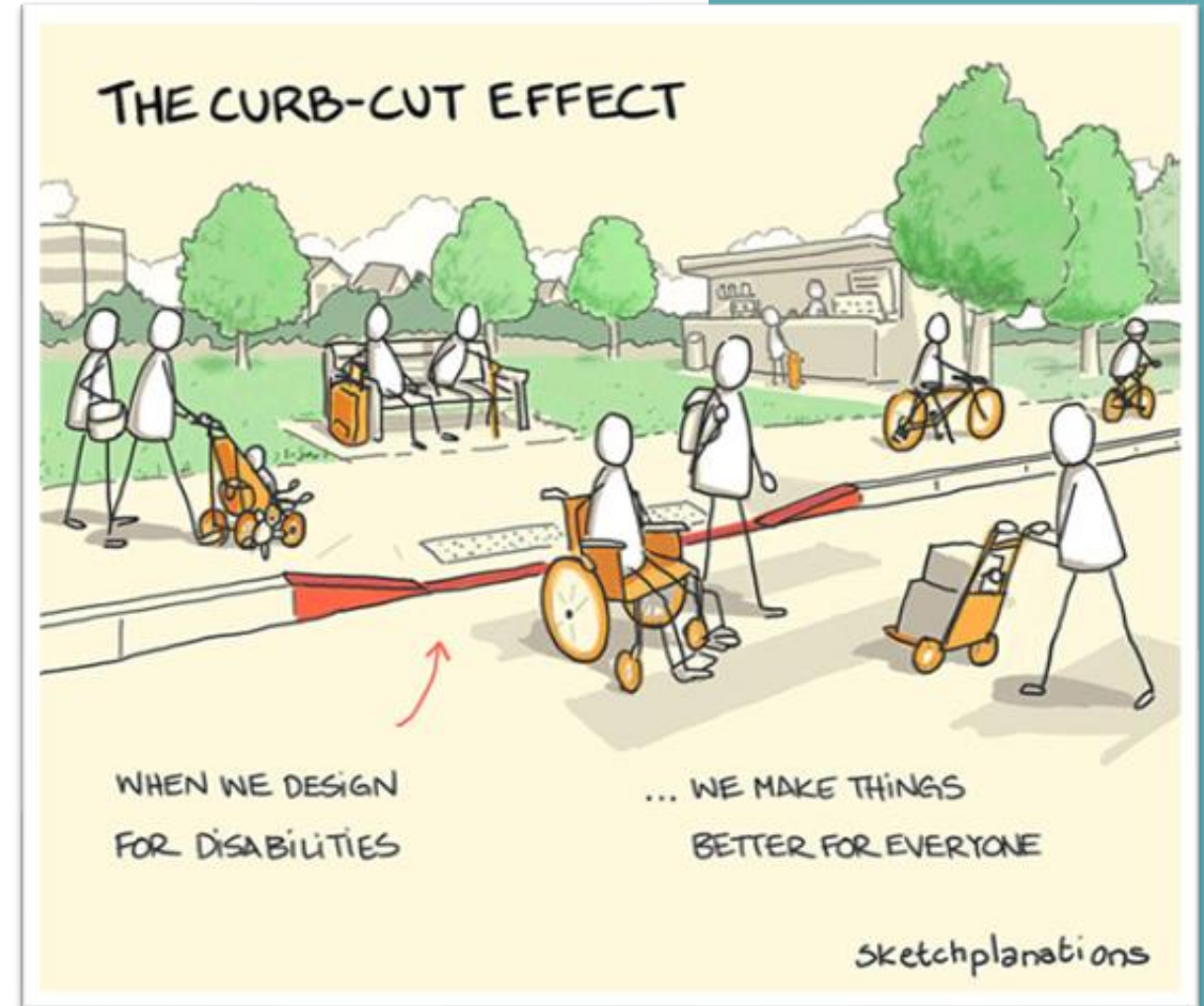


# Build Community Support

Educate the community about the PSE change. Successful community education influences the opinions, beliefs, attitudes and behaviors of the community and mobilizes them to act.

## Sample Planning Questions

- Who is our intended audience(s)?
- How can we best frame our message?
- How do we promote our message?
- What resources do we need?



# Measure Success

Evaluate your PSE change to understand what progress has been made; what changes are needed to achieve the desired outcomes; and what lessons have been learned that can be applied to future PSE changes.

## Sample Planning Questions

- Is the PSE change being implemented as intended?
- Do any changes need to be made to address barriers?
- Was the PSE Change successful?
- What are the next steps?



# Resources and Trainings to Learn More



## GW Cancer Center's Action for Policy, Systems and Environmental (PSE) Change: A Training

[Action for Policy, Systems and Environmental \(PSE\) Change: A Training | The George Washington University School of Medicine and Health Sciences](#)

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## American Cancer Society and CDC's Policy, Systems, and Environmental Change Guide

[PSE-in-CCC-Guide FINAL.pdf](#)

# PSE Change Group Activity

# Group Activity

In your group, read your assigned PSE change scenario and then brainstorm the information and resources that will be needed to implement the PSE change using the questions listed below:

## Brainstorming Questions

1. What data is needed
2. What partnerships might be helpful
3. How would you communicate this work and engage the community
4. How will you measure success



# PSE Change Scenario One



Adopt an organizational policy change with an institute of higher education to restrict indoor tanning booths, beds, and sunlamps at off-campus college housing.

## PSE Change Scenario Two



Modify the environment of an office building to support increased opportunities for physical activity by creating access to walking trails; providing onsite workout rooms; and installing signage to encourage employees to take the stairs.

Cancer Plan Priority Area 2.4: Physical Activity,  
Nutrition, and Breastfeeding

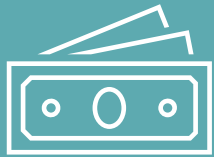
## PSE Change Scenario Three



Adopt healthy food procurement and vending guidelines with a school district to increase access to affordable, nutritious foods for students.

Cancer Plan Priority Area 2.4: Physical Activity,  
Nutrition, and Breastfeeding

## PSE Change Scenario Four



Implement a worksite program that provides employees access to breast cancer, cervical cancer, and colorectal cancer screenings with no out-of-pocket costs.

Cancer Plan Priority Area 3: Early Detection

**PSE Change Opportunities  
with the New York State  
Cancer Consortium**

*Update In Progress*



New York State  
  
Cancer Consortium  
[www.nyscancerconsortium.org](http://www.nyscancerconsortium.org)

## New York State Comprehensive Cancer Control Plan

A cancer prevention and control roadmap to reduce the cancer burden in New York State.

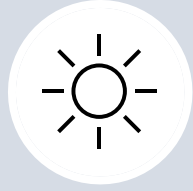
### Features

- ✓ 7 Priority Areas for Action
- ✓ 51 Measurable Objectives
- ✓ A Call-to-Action Section with ideas and activities for individuals and organizations of all kinds to help reduce the burden of cancer in NYS

# Action Teams

*Join Today!*

- Learn about the latest updates in state-wide cancer prevention efforts
- Promote Plan priorities through webinars, trainings, or workshops
- Collaborate with team members to achieve Plan goals and objectives



Skin Cancer



Lung Cancer



Colorectal Cancer



Survivorship



Environmental  
Carcinogens



HEAL (Healthy  
Eating Active  
Living)



HPV Coalition

# NYSCC PSE Learning Series

## Upcoming Meeting Dates

**February 5<sup>th</sup>**  
11am – 12pm

Increasing Cancer Screenings  
through a PSE Change  
Approach

**April 2<sup>nd</sup>**  
11am – 12pm

Promoting Sun Safety through  
a PSE Change Approach

**June 4<sup>th</sup>**  
11 – 11:30am

Applying PSE Changes to Your  
Work





# Thank you for attending

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[nyscancerconsortium.org](https://nyscancerconsortium.org)



[cancerconsortium@health.ny.gov](mailto:cancerconsortium@health.ny.gov)

