



Creating Opportunities For Healthy Communities



PREVENTION
RESEARCH CENTER
College of Public Health



CENTER FOR
PUBLIC HEALTH PRACTICE
College of Public Health

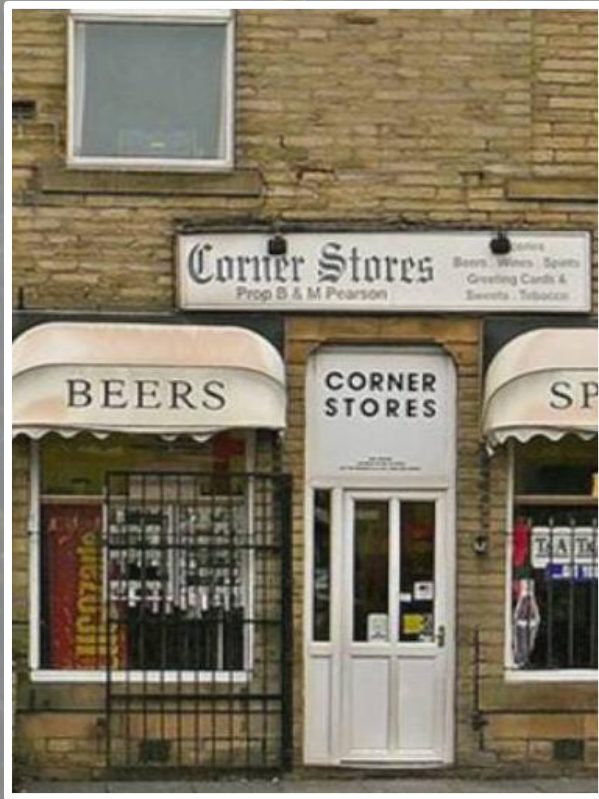
Course Objectives



- ▶ Module 1: Describe the systemic and environmental factors that influence health and health behaviors
- ▶ Module 2: Describe the social-ecological model and steps involved in using the social-ecological model to select strategies for improving public health
- ▶ Module 3: Describe how local organizations and communities can implement important policy change strategies

Module 1 | Where Does Health Begin?

In this module you will learn to:



- ▶ Understand that health is influenced by the policies, systems and environments that surround us
- ▶ Discuss the importance of addressing policies, systems and environments to improve health behaviors



Advance to
Next Slide

Where does our health come from?

The US has the **highest** healthcare expenditure in the world yet ranks below many other countries in life-expectancy



Creating Opportunities For Healthy Communities

Outline Thumbnails Search Notes

- 1. Module 1 | Where Does Health Begin?
- 2. Where does our health come from?
- 3. Education Is Not Enough
- 4. Unnatural Causes Intro
- 5. Unnatural Causes Video Clip
- 6. Health Begins...
- 7. Influences on Health
- 8. Social Determinants of Health
- 9. Health Disparities Case
- 10. Assessing Health Disparities
- 11. Variations in Life Expectancy
- 12. Skeptic: Taking Responsibility
- 13. Systemic & Environmental Factors Shape In
- 14. Default Decisions for Eating
- 15. Default Decisions for Going to Work
- 16. Default Decisions for Wearing a Bike Helme
- 17. Making the Default Decision Healthier
- 18. Healthy Living is Difficult
- 19. PSEC Change Example: Sugar-Sweetened I
- 20. Advertising is an Influence
- 21. Advertising is an Influence 2
- 22. Schools Allow Advertising
- 23. Context Supports Unhealthy Choices
- 24. Changing the Environment
- 25. Healthy Neighborhoods Video Intro

Variations in Life Expectancy

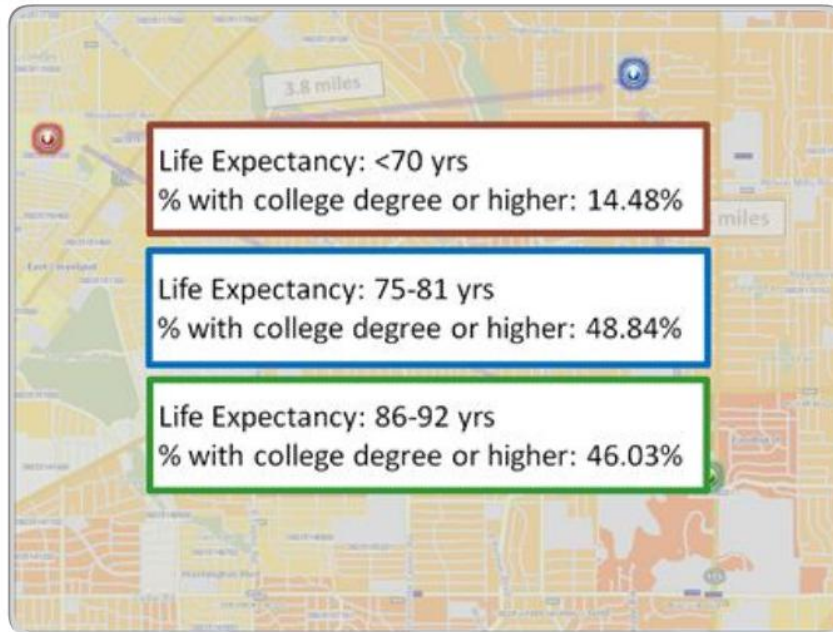


Education

Poverty Level

Employment Status

Education




SLIDE 11 OF 42

PLAYING

00:05 / 00:20





“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Smedly and Syme
Institute of Medicine, 2000



Instructions

Click the arrow on the right that best answers the question below.

Which of the examples on the right is a strategy to make the healthy choice easier?

1

Increasing the number of low-fat food offerings in the cafeteria



2

Making the building's staircase easy to find and safe to use



3

Sending an educational newsletter via company e-mail



Yes!

Making healthier options cheaper provide incentives for people to make healthy choices.



Increasing the number of sugar sweetened beverages in the vending machines



Video used with permission from The Cleveland Rape Crisis Center

Module 2 | A Framework for Policy, System and Environment Change

In this module you will learn to:



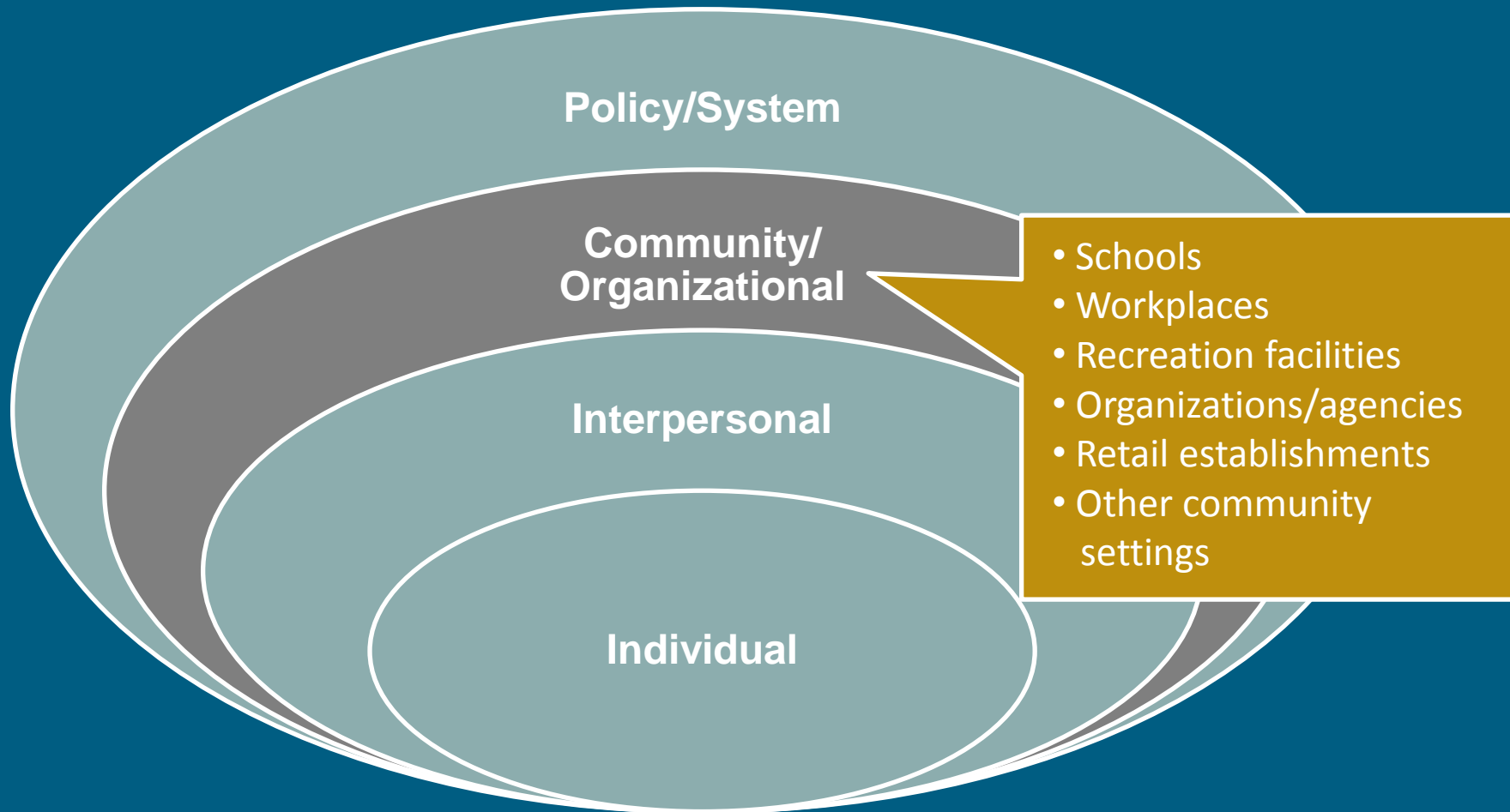
- ▶ Identify levels of the Social Ecological Model and organizations included in each level.
- ▶ Use the Social Ecological Model to define multiple influences and strategies to improve community health.
- ▶ Recognize relative differences in outcomes and sustainability of health intervention strategies using the Health Impact Pyramid.

The Social Ecological Model



The Social Ecological Model

Nutrition and Physical Activity



Individual



Interpersonal



Community & Organizational



Policy

SUPPORT LOCAL FARMERS • EAT FRESH FOODS • USE YOUR OHIO DIRECTION CARD

**We welcome the
Ohio Direction
Card here.**



SUPPORT LOCAL FARMERS • EAT FRESH FOODS • USE YOUR OHIO DIRECTION CARD

Transportation

Food Choices

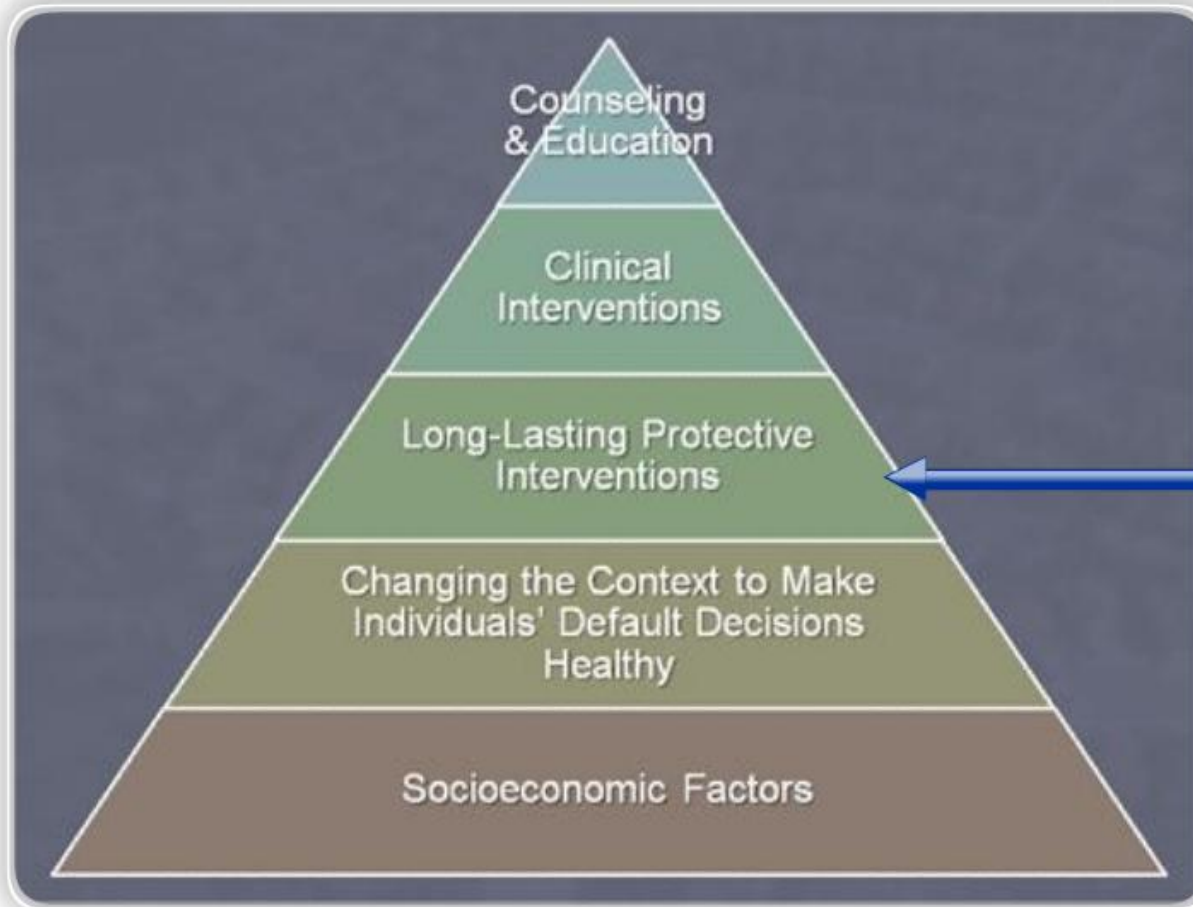
Affordability

Introduction



Click on the tabs on the left to read more about focus group participant experiences when shopping for healthy alternatives.

Long-Lasting Protective Interventions



Examples:

- Immunizations against infectious diseases
- Smoking cessation programs
- Colonoscopy

These are effective, but significant effort is needed to be sure everyone is reached by these programs.

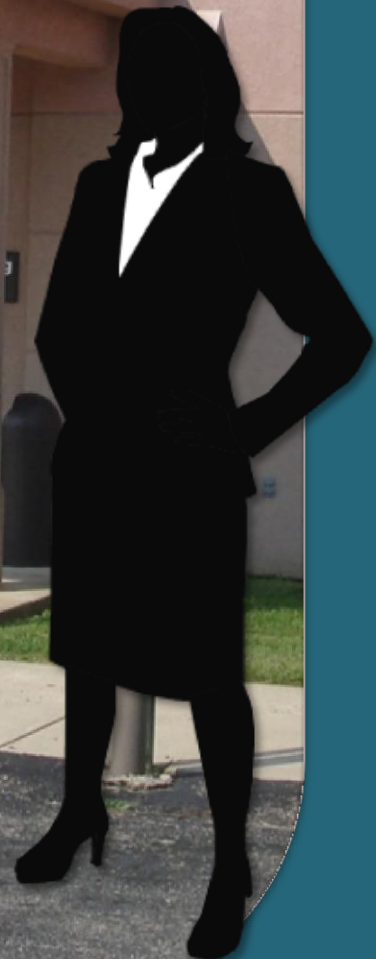
Module 3 | Putting It Into Practice

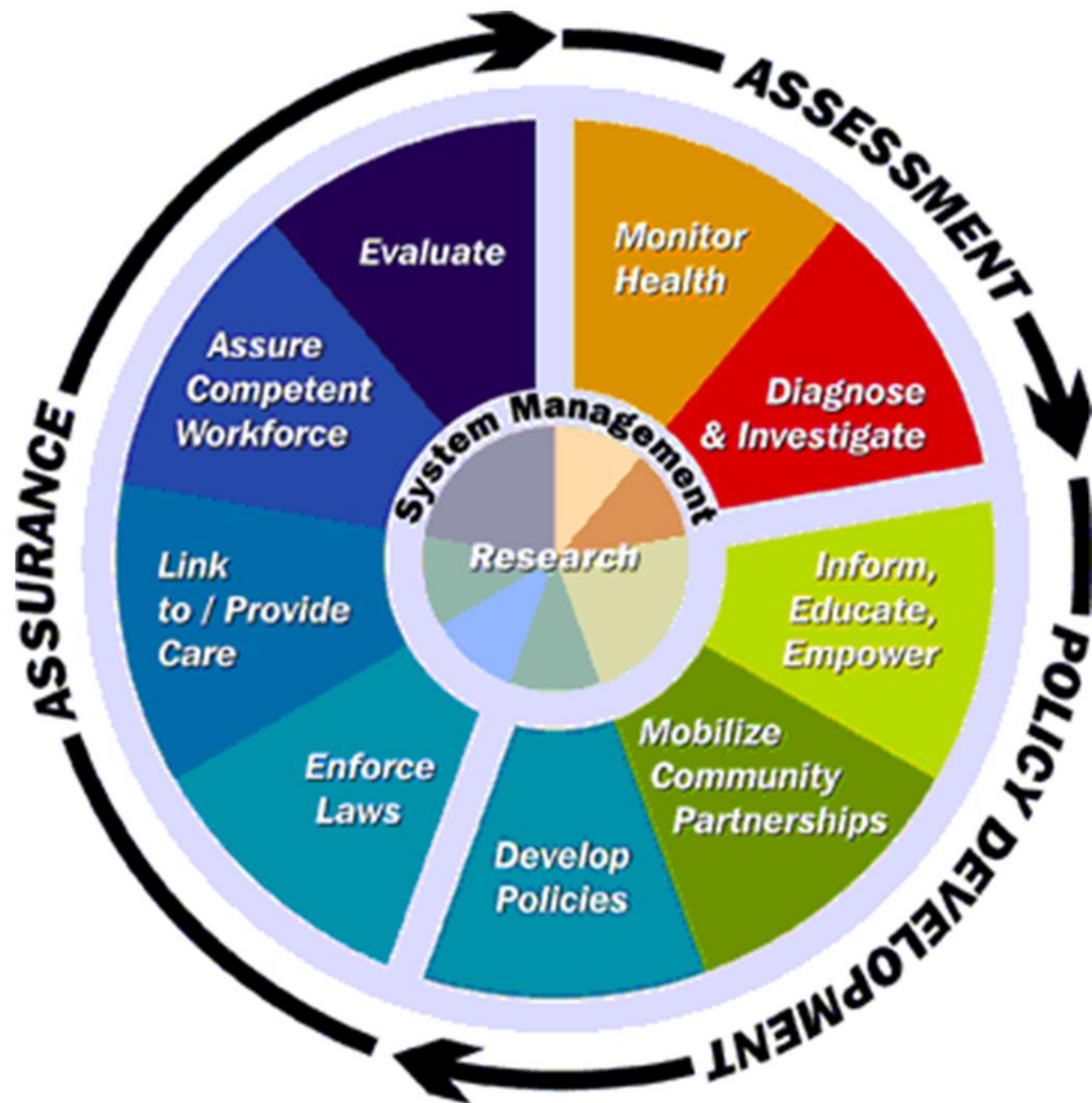
In this module you will learn to:



- ▶ Understand how to identify targets for policy, systems and environment change in your local community
- ▶ Identify steps you can take to move a local community toward a policy, systems, or environment change
- ▶ Describe the role public health practitioners can play in bringing about change in local communities

Health Dept.







Immunizations

Motor-Vehicle Safety

Workplace Safety

Infectious Disease Control

Cardiovascular Disease

Safer and Healthier Foods

Healthy Mothers & Babies

Family Planning

Fluoridated Drinking W...

Tobacco Use and Exposure

Healthy Mothers & Babies



Improvements to sanitation and infection control and surveillance, improvements in maternal and infant nutrition, advances to clinical medicine, improvements in access to women's health care, increases in overall education levels and improved standards of living contributed to a 90% decline in the infant mortality rate over the last century.



Video used with permission from:
Nationwide Children's Hospital

Nationwide Children Says No to Sugar-Sweetened Beverages

How did the policy idea get started?

Who was involved in developing the policy?

How did you start the communication process about the policy?

How did you communicate the new policy to the public?

Introduction



Kathy Glover
Director of Nutrition Services
Nationwide Children's Hospital

Click on the question tabs on the left to hear how the hospital addressed these important questions.

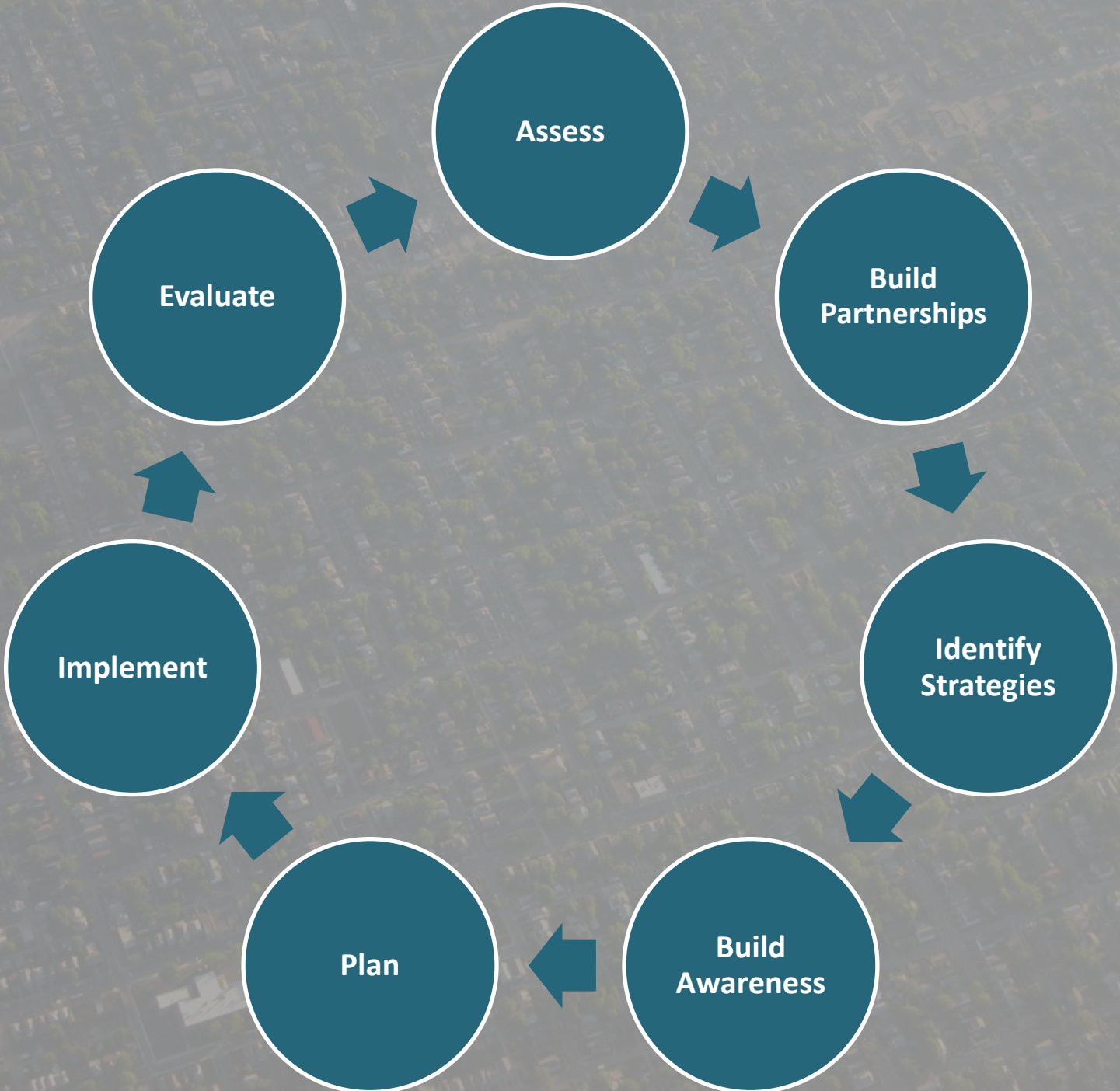
COMMUNITY HEALTH ASSESSMENT AND GROUP EVALUATION (CHANGE)



Creating
a Culture of
Healthy Living

CDC's Healthy Communities Program





Assess

Build Partnerships

Identify Strategies

Build Awareness

Plan

Implement

Evaluate



Creating Opportunities For Healthy Communities

Outline Thumbnails Search Notes

- 15. Community Health Assessment and Groups I
- 16. Community Assessment Team
- 17. Developing Strong Partnerships: Ohio Smoke
- 18. Developing Strong Partnerships: Ohio Smoke
- 19. Community Assessment Steps
- 20. Community Assessment
- 21. Community Assessment 2
- 22. Community Assessment Example
- 23. Policy Planning Cycle
- 24. Planning Policy in Several Phases Intro
- 25. Planning Policy in Several Phases Clip
- 26. Nationwide Children Says No to Sugar-Sweet
- 27. NCH Sugar-Sweetened Beverage Policy Time
- 28. Policy Planning Cycle
- 29. Working From Existing Models & Talking to C
- 30. Working From Existing Models & Talking to C
- 31. Module 3 Summary
- 32. What's Next?
- 33. Self Check Question 1 (of 4)
- 34. Self Check Question 2 (of 4)
- 35. Self Check Question 3 (of 4)
- 36. Self Check Question 4 (of 4)
- 37. This concludes Module 3
- 38. Module 3 Image Attribution

ATTACHMENTS

Click the items below to view the attached content:

[Module 3 Printable Slides](#)

[Resource Sheet](#)

OK



Creating Opportunities For Healthy Communities

Resource Sheet

General Resources and Training Information

**Directors of Health Promotion and Education
Shaping Policy for Health (Competency-based Training)**
<https://dhpe.site-ym.com/>

Healthy Communities Toolkit (Michigan)
http://www.mihealthtools.org/documents/HealthyCommunitiesToolkit_web.pdf

CDC Healthy Communities Program
<http://www.cdc.gov/healthycommunitiesprogram/>

CHANGE tool: <http://www.cdc.gov/healthycommunitiesprogram/tools/change.htm>

A Sustainability Planning Guide for Healthy Communities (pdf)
http://www.cdc.gov/healthycommunitiesprogram/pdf/sustainability_guide.pdf

CDC's Community Guide for Preventive Services
<http://www.thecommunityguide.org>

CDC's Healthy Workplace Strategies
<http://www.cdc.gov/nccdphp/dnpao/hwi/resources/index.htm>



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PAUSED

00:17 / 00:39



Register Today

Creating Opportunities for Healthy Communities Course

This interactive course will provide basic knowledge about how our social networks, community structures and local and state policies affect our health and health behavior. Its goal is to discuss the importance of planning and implementing public health strategies to create environments that make the healthy choice the easy choice and support healthy living.

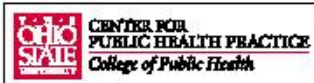
Upon completion of this course, participants will be able to describe the systemic and environmental factors that influence health and health behaviors; describe the social-ecological model and steps involved in using it to select strategies for improving public health, and describe how local organizations and communities can implement important policy change strategies.

View the full [course announcement](#)



Free online course

This online self study course is currently available at cphplearn.org.



“informative and interesting”

“I learned a lot, it was easy to understand and navigate.”

“I like the approach, material depth and self-paced ability.”

“I liked the videos because they showed real world applications of the principles.”

“The combination of video, photos, audio, graphics--it all worked together to keep your interest.”