

Oral Presentation session  
142<sup>nd</sup> APHA Annual Meeting, November 15-19, 2014  
New Orleans, LA

Preferred session types: oral presentation preferred, second poster or round table session

Objectives:

1. Identify health promotion research and practice characteristics of agenda-setting for policy driven change
2. Discuss innovative Health Promotion Agenda-Setting (HPA-S) research and practice implications to eliminate health disparities e.g. chronic diseases, violence and intended injuries
3. Differentiate the various uses of expanded practice strategies to foster policy-driven change to reduce chronic diseases and intended injuries

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#### **ABSTRACT**

Agenda-Setting for Expanded Policy-Driven Change: Research Directions for Leadership and Practice Development to Improve Population Health

**Background:** This research provides novel directions for addressing health disparities through the diffusion of policy-driven health promotion innovations. How public policy decision makers choose which issues are important has been the subject of much research. Agenda-setting theorists postulate that mass media do not determine what people think but influence what they talk about. Agenda-setting offers explanation of how issues move from relative unimportance to the forefront of action among the media, public, and policymakers. **Methods:** A bi-national interdisciplinary research team examined agenda-setting processes and how the health agenda in the Paso del Norte region is determined. The research helped in identifying deficiencies in the border area's public health systems, infrastructure, and channels for working toward the bi-national objectives in the Healthy Border 2010 initiative. Structured face-to-face interviews were conducted among sometimes "hidden" population of border region agenda-setters from Las Cruces, NM, El Paso, TX and Ciudad Juarez, Mexico. Each participant represented media, public, or policy affiliation. **Results:** Deficiencies were specified in the border public health systems, infrastructure and channels for working toward the bi-national objectives in the Healthy Border 2010 initiative. Strategies were found including developing a shared vision, alternative solutions, pre-decision systems, and strategic collaborative partnerships for increasing media "salience" for "sustained" action. **Conclusions:** Leadership and practice implications were identified between all 3 cities for innovative Health Promotion Agenda-setting. Findings indicate Health Promotion Agenda-Setting (HPA-S) is a subset of agenda-setting research, which provides leaders and practitioners with a framework, and strategic direction to set agendas for sustained courses of action to improve population health.

Key words: Agenda setting, sustainable health promotion policy innovation, health promotion policy research, global health promotion leadership development, advocacy, and practice for international environmental change

### **Acknowledgements**

The project described was supported by a grant from the Paso del Norte Health Foundation through the Center for Border Health Research located in the U.S.-Mexico border region. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Paso del Norte Health Foundation or the Center for Border Health Research.

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Chuck's professional accomplishments include research and numerous peer review articles on health promotion and health education leadership, advocacy, and policy development at the local, state, regional, national and international levels. Among his research interests he has been exploring innovative strategies to foster leadership and practice development for health promotion and public health policy formulation. He recently served on the National Society for Public Health Education (SOPHE) Board as the Trustee for Professional Preparation, and was recognized for his national leadership. In 2014 he received the NMSU Donald C. Roush excellence in teaching award.

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I have served as a change agent and boundary spanner at the local, state, federal and international levels of public health leading and developing public health systems improvements and health promotion and disease prevention initiatives that have resulted in positive population-level health impacts. My public health practice experience includes advising state/regional public health leadership programs; leading writing on the *Principle of Community Engagement* and building public health constituencies, conducting health services research, and leading collaborations in policy and program development at the interface of population health and personal health care services.

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She came to NMSU in the fall of 2000 with a Ph.D. in Communication from Michigan State University. Her teaching and research are in the areas of Health and Organizational communication. She has focused her research on tobacco use among Hispanic youths and college students. Additional grant research at New Mexico State University has included a media content analysis of Border Health Issues and Hispanic women in the Colonias and barriers to early diagnosis of breast cancer. Dr. Hubbell has also worked on several grants with Health and Social Services and International Programs at NMSU and the Ysleta Independent School District in El Paso, TX.

Jennifer McElfresh, BSPH, MPH 2nd Year Candidate, P.F.F. Fellow, email- [Mclfresh@nmsu.edu](mailto:Mclfresh@nmsu.edu); 575-646-4523, currently is teaching Foundations of Health Education Online HLS 275/375, which is an undergraduate core course at NMSU Public Health Degree Program. Previously serving in Director capacities in both Long-Term Care and Skilled Nursing, her passion is serving older adults. She has also worked in health settings including the Mayo Clinic and raising awareness for the New Mexico Chapter Alzheimer's Association as a committee member. Her research interests include public health/health education and healthy aging.

Additional acknowledgements in memoriam to both Drs. William M Kane, PhD, and Everett M. Rogers, PhD, grant collaborators, past co-authors and mentors.