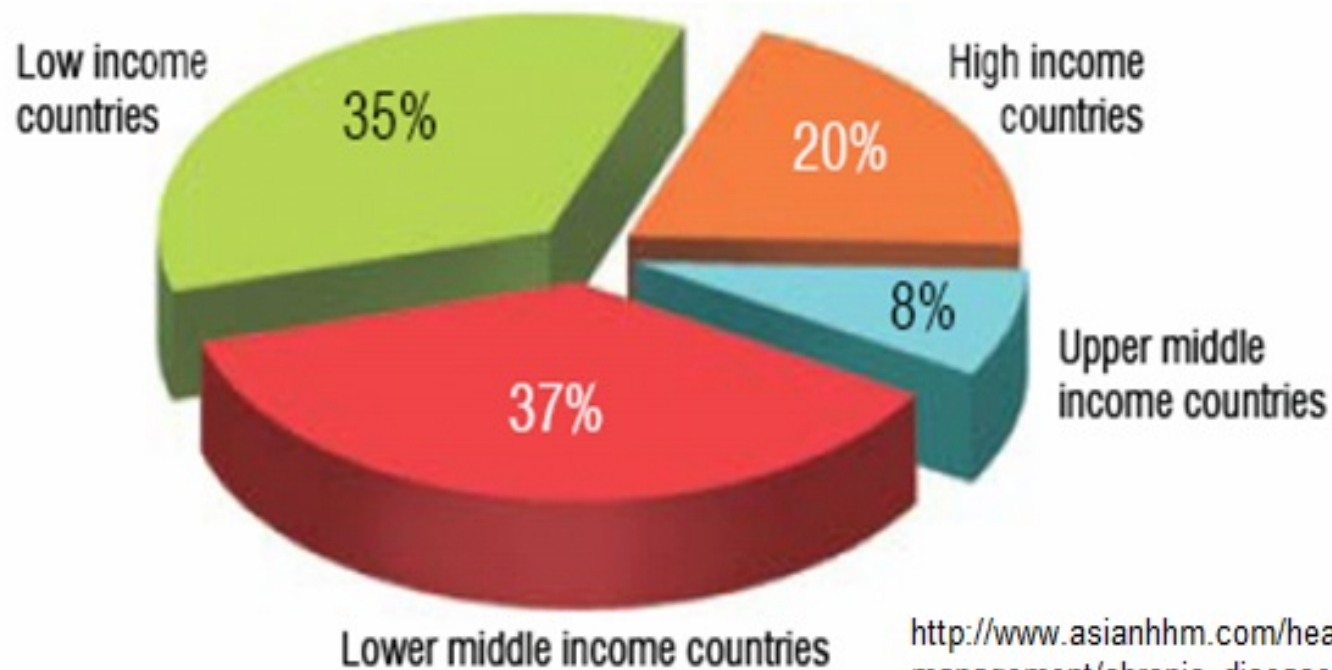


**Working together to combat
Non-Communicable Diseases (NCD)
in [insert jurisdiction here] through
Policy Changes, Community
Engagement and Collaborations**

Learning Objectives

- NCDs: definition and relevance
- Policy, Politics and the Public's Health
- Policy 101: Overview of policy changes and how to make it happen
- The importance of gathering support: definition and key principles of Community Engagement and Collaboration

Projected global distribution of chronic disease deaths

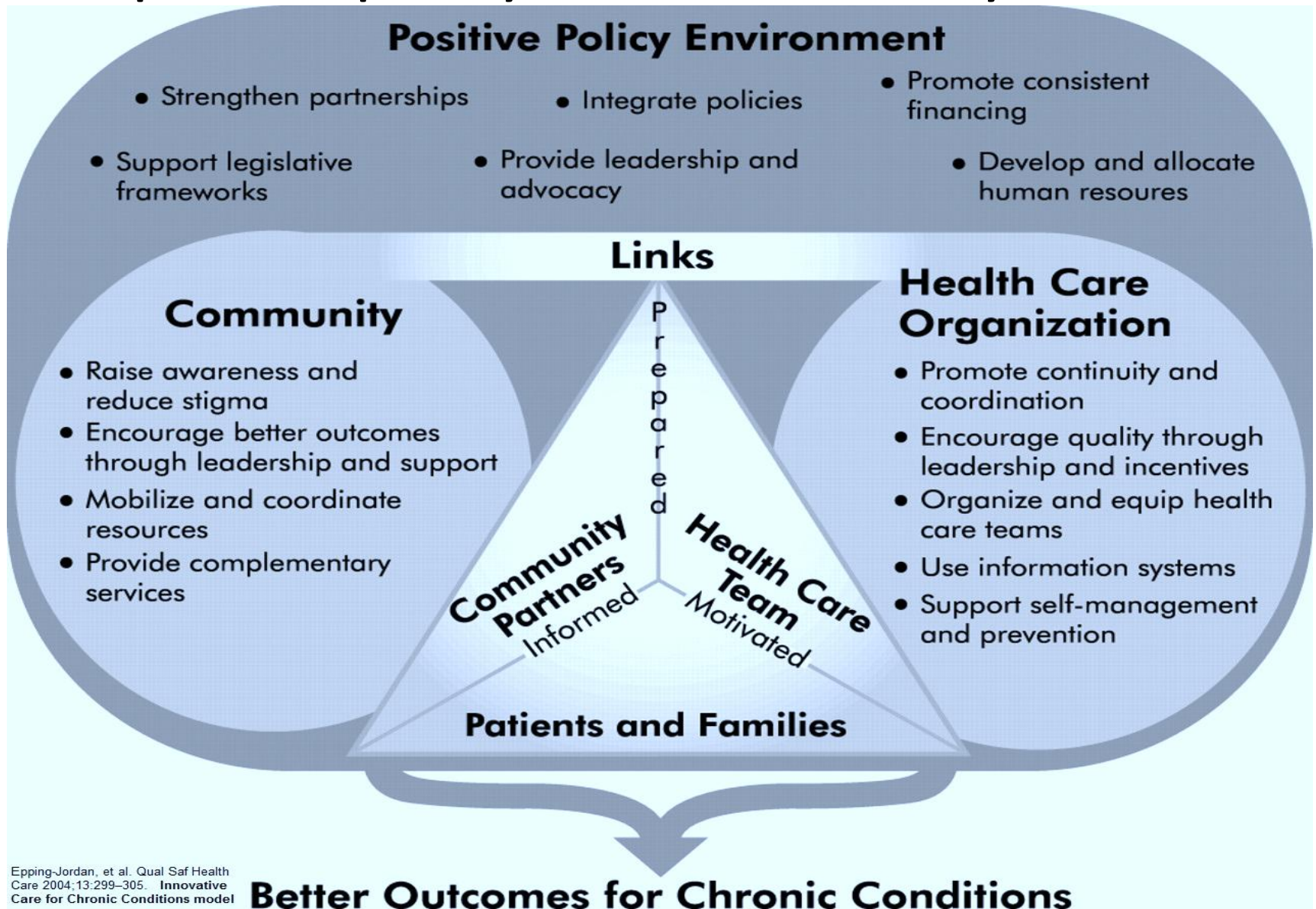


http://www.asianhbm.com/healthcare_management/chronic_diseases.htm

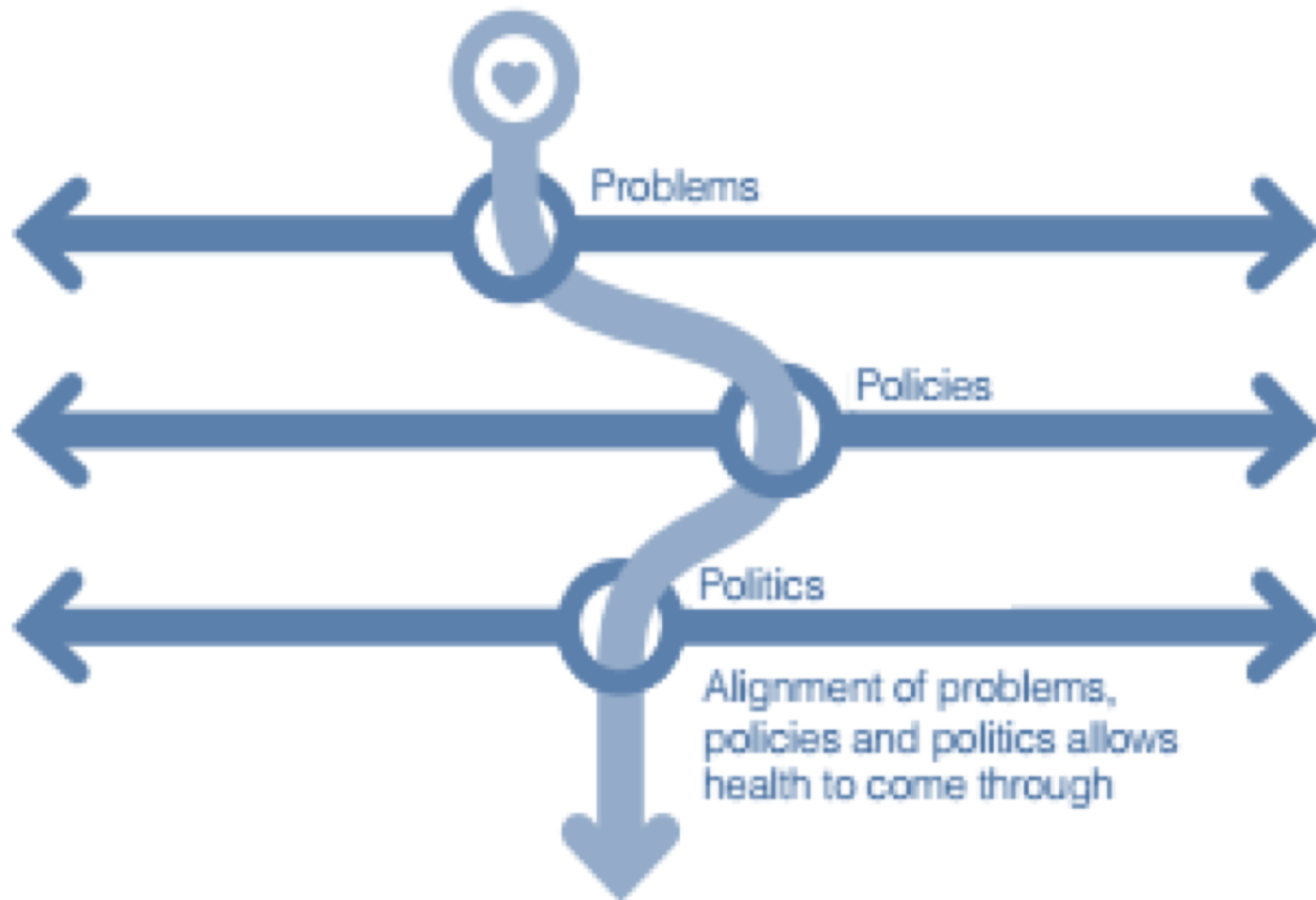
Definition of Health

- “Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. ...The enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being without distinction of race, religion, political belief, economic or social condition.”
- “Governments have a responsibility for the health of their peoples which can be fulfilled only by the provision of adequate health and social measures.”

Impact of policy and community on NCD



Policy Making... Alignment is key!



Changing Policies: An Overview

What do we mean by policies?

Written or unwritten guidelines that governments, organizations and institutions, communities, or individuals use when responding to issues or situations

You address:

- ___ Official government policies.
- ___ Policies made by government bureaucracies, and by public services such as police and health departments.
- ___ The policies of foundations and other private funders.
- ___ Policies of businesses or media.
- ___ Policies adopted by the community as a whole.

Why try to change policies?

- ___ Addressing policies can start a community conversation about the issues in question.
- ___ Changing policy is easier in the long run than fighting the same battles over and over again.
- ___ Changed policies can change people's minds and attitudes.
- ___ Changed policies have effects on the next generation.



Changing Policies: An Overview

Who should try to change policies?

- ☐ A broad-based coalition.
- ☐ An organization that works with those affected by the policies in question.
- ☐ A grass roots community initiative.
- ☐ A concerned professional association.
- ☐ A determined individual.

When should you try to change policies?

- ☐ It's an election year.
- ☐ The issue first arises.
- ☐ A crisis is reached, and it's clear the current policy isn't working.
- ☐ Public opinion has reached critical mass.
- ☐ There's a specific debate about the issue.
- ☐ New information changes perceptions about the issue.
- ☐ A publication or other source brings an issue to the public attention.



Policy 101

- Policy-Making Steps

- 🖱 [WHO's Enhancing Health Policy Development: A Practical Guide to Understanding the Legislative Process](#)

- Important Considerations: Intended and Unintended Consequences

[list considerations pertinent to your jurisdiction here] (See PIHOA Toolkit, Things to Consider section)



Policy 101

Leading and managing practices	
leading	managing
 scan	 plan
 focus	 organize
 align/ mobilize	 implement
 inspire	 monitor and evaluate

[mention necessary stakeholders here & lead organization]

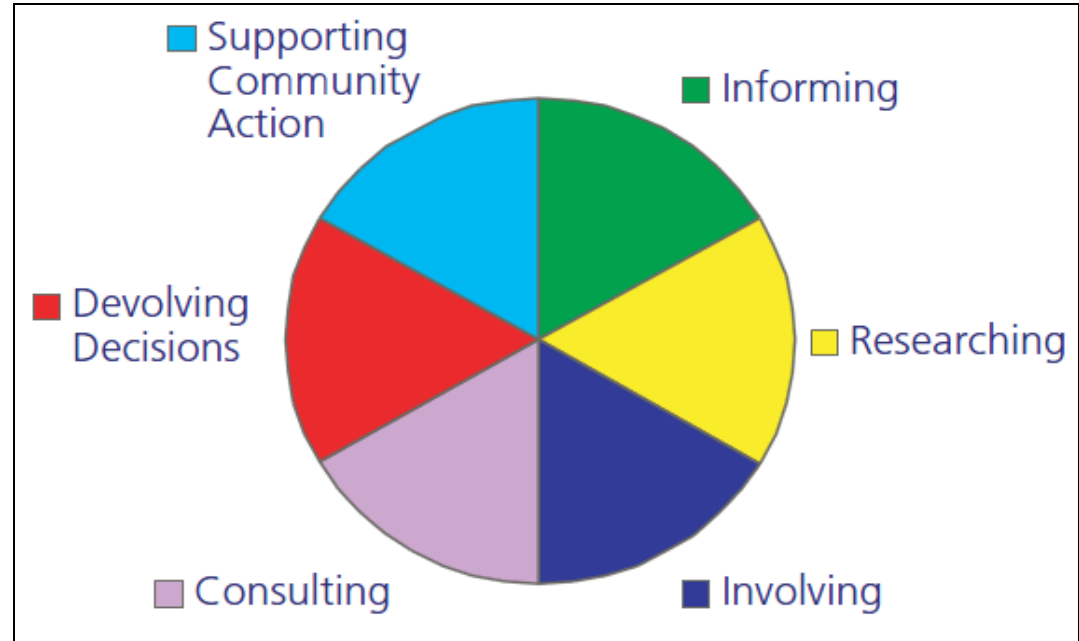


Community Engagement

“The purpose of community engagement is to inform, educate, consult, involve and empower stakeholders in both health care or health service planning and decision making processes to improve the health care system.”

—LHIN, 2011

The Elements of Community Engagement: equal slices of a pie



Source: [The Manchester Community Engagement Toolkit](#)

Engaging Traditional/Cultural Leaders

Checklist:

- ☐ Understand that culture affects the social organization and leadership structure of groups.
- ☐ Learn about each group's social organization and have found the structural points for bringing the groups together.
- ☐ Meet with ethnic and cultural group leaders, discussed with group members their culture and heritage, and gathered information on the various cultural groups.
- ☐ Determine how various institutions (e.g., churches, families) function in the different cultural groups.
- ☐ Understand the importance of building on existing cultural traditions in a group in order to engage the members in your effort.

Community Engagement

Lessons Learned: Exploring Yapese Beliefs on Death and Dying

“...participation from local authorities, [must be obtained], such as the chiefs’ council in Yap—Council of Pilung (Yap Proper) and the Council of Tamol (Neighboring Islands).”

—PCEED Project, 2010

- Know the protocols in engaging traditional and cultural leadership in **[insert jurisdiction]**

🖱 For more on Engaging Specific Groups, read

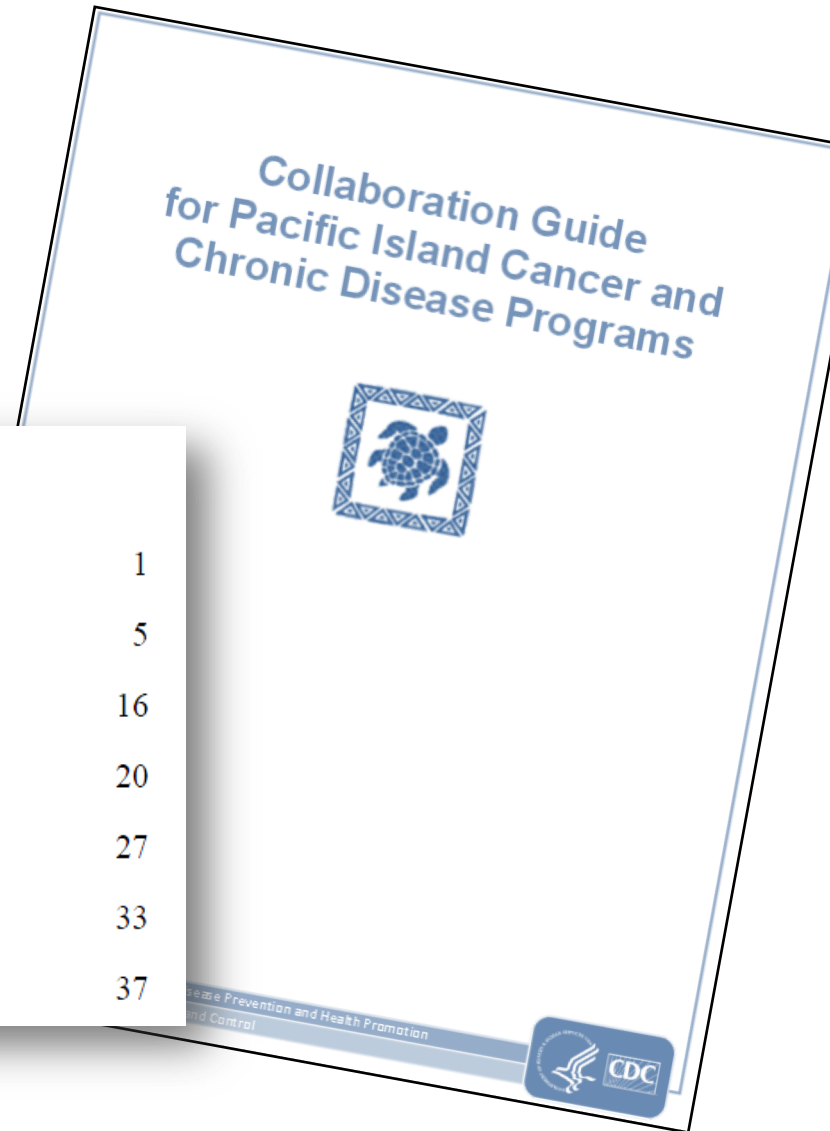
[The Manchester Community Engagement Toolkit](#)

Collaboration

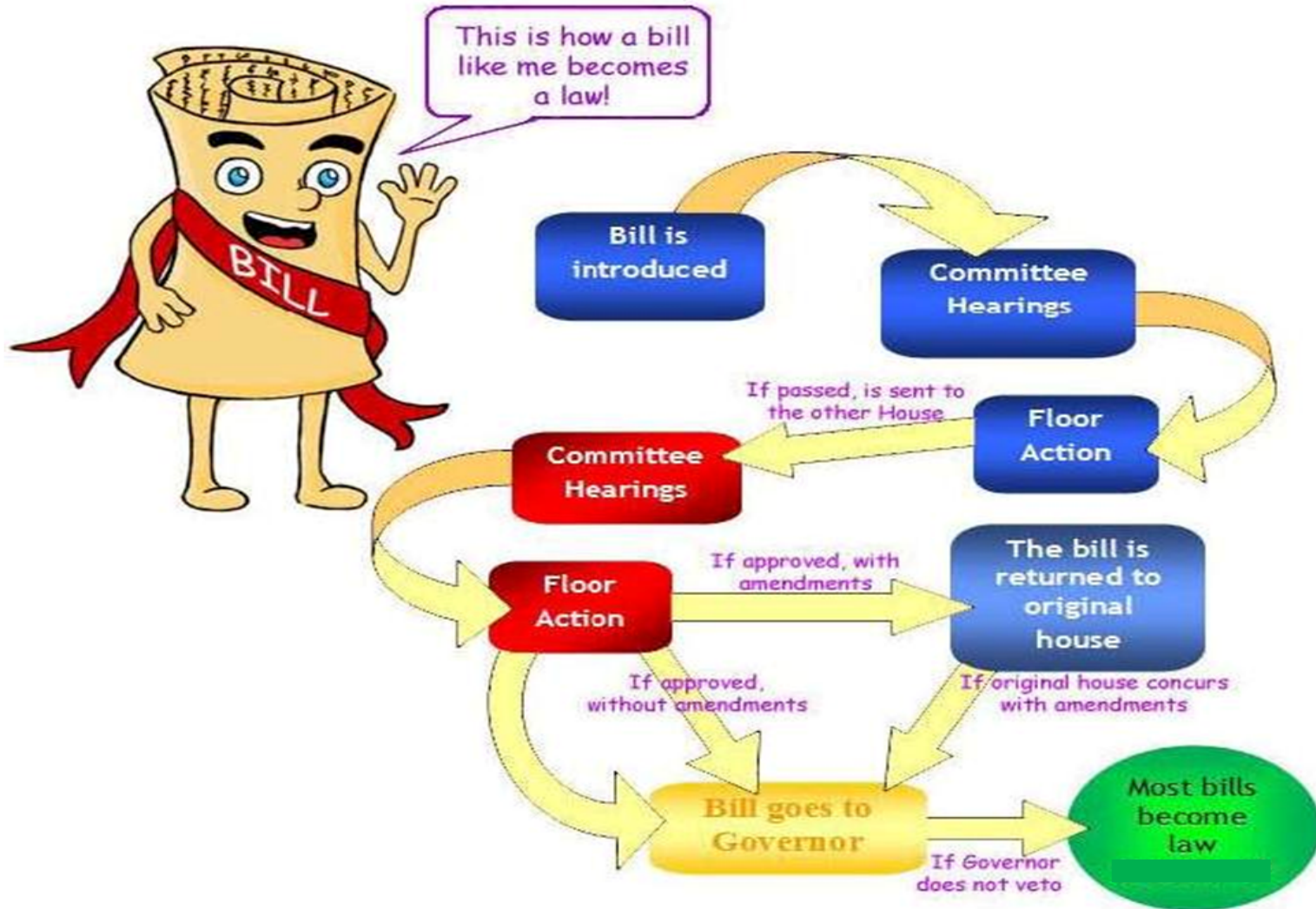
- ✓ Have a clear organizational relationship
- ✓ Specify expectations and needs
- ✓ Outline a communication guide/chart
[mention /insert organizational chart/
communication diagram here]

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How a Bill Becomes a Law



How to Make a Policy Happen: Let's Recap!

- 1. Identify a specific need.**
- 2. Gather support.**
- 3. Approach a policy maker.**
 - BIG “P” = City, county, state, national
 - Small “P” = Workplace, storeowner, school board, etc.
- 4. Continue raising public awareness.**
- 5. Stay in contact with the sponsoring policy maker.**
- 6. Attend meetings where the policy is introduced and discussed.**
- 7. If the policy is enacted:**
 - Thank the supporters and the policy makers publicly and monitor the enforcement of the policy.
- 8. If policy is NOT enacted:**
 - Thank the policy maker for their support and review the process. Ask yourselves: Why did it fail? What can we do differently next time?

Thank you!



For more on Policy Making Processes in the USAPI, see Module 2 of the PIHOA Policy Toolkit [\[insert link to toolkit here\]](#)