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

- Low income countries: 35%
- High income countries: 20%
- Upper middle income countries: 8%
- Lower middle income countries: 37%

http://www.asianhhm.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.”

World Health Organization, 2006
Impact of policy and community on NCD

Positive Policy Environment
- Strengthen partnerships
- Support legislative frameworks
- Integrate policies
- Provide leadership and advocacy
- Promote consistent financing
- Develop and allocate human resources

Community
- Raise awareness and reduce stigma
- Encourage better outcomes through leadership and support
- Mobilize and coordinate resources
- Provide complementary services

Health Care Organization
- Promote continuity and coordination
- Encourage quality through leadership and incentives
- Organize and equip health care teams
- Use information systems
- Support self-management and prevention

Links

Community Partners
Informed

Health Care Team
Motivated

Patients and Families

Better Outcomes for Chronic Conditions
Policy Making... Alignment is key!

Alignment of problems, policies and politics allows health to come through

Lippo K, et al. Health in All Policies, Ministry of Social Affairs and Health, Finland, 2013, Section 1.3, p 15-17
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

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<thead>
<tr>
<th>Leading</th>
<th>Managing</th>
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<tbody>
<tr>
<td>scan</td>
<td>plan</td>
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<td>focus</td>
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<td>align/mobilize</td>
<td>implement</td>
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<td>inspire</td>
<td>monitor and evaluate</td>
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[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

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]
How a Bill Becomes a Law

Bill is introduced → Committee Hearings

Committee Hearings → Floor Action

Floor Action → Bill goes to Governor

Bill goes to Governor → Most bills become law

If passed, is sent to the other House if approved, with amendments

If original house concurs with amendments, if original house does not pass

If approved, without amendments, if approved, with amendments

Most bills become law

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.
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?

Source: faceproject.org
Thank you!

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