


**Health Promotion Strategies:  
Week 11**  
**Healthy public policy & advocacy**

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**Four questions**

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1. What do we mean by “healthy public policy”?
2. What do we know about the development & implementation of healthy public policy?
3. What do we mean by advocacy in HP practice?
4. What is the relationship between advocacy & the development/implementation of healthy public policy?


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**Exercise: How might we address the Social Determinants of Health?**

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**Group questions**

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1. What three policy goals would you recommend to address the SDOH?
2. What steps/actions would you recommend to achieve these goals?

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**Ottawa Charter: Pre-requisites for Health**

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Peace...shelter...education...  
Food...income  
Stable eco-system  
Sustainable resources  
Social justice  
Equity

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**Determinants of health**

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1. Income & social status
2. Social support networks
3. Education
4. Employment & working conditions
5. Physical environments
6. Biology & genetic endowment
7. Personal health practices & coping skills
8. Healthy child development
9. Health services

(Canadian Institute for Advanced Research)

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### Determinants of Health (PHAC)

1. Income and social status
2. Social support networks
3. Education & literacy
4. Employment/working conditions
5. Social environments
6. Physical environments
7. Personal health practices & coping skills
8. Healthy child development
9. Culture
10. Gender
11. Health services
12. Biology & genetic endowment

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### Determinants of health (cont.)

13. Gap between rich & poor
14. Discrimination
15. Life-long learning opportunities
16. Meaningful work opportunities with some control over decision-making
17. Social relationships that respect diversity
18. Freedom from violence or threat of violence

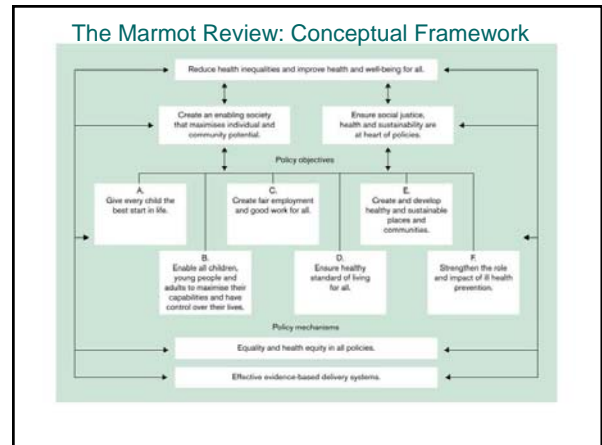
(Canadian Public Health Association, 1996)

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### Reducing health inequalities in England post-2010: Six policy objectives (The Marmot Review, 2009)

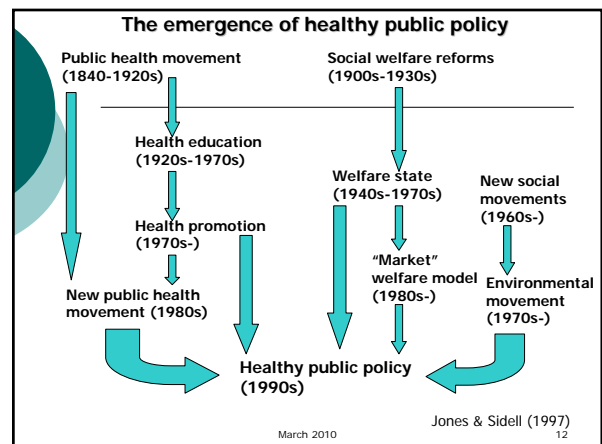
1. Give every child the best start in life
2. Enable all children, young people and adults to maximize their capabilities & have control over their lives
3. Create fair employment & good work for all
4. Ensure a healthy standard of living for all
5. Create & develop healthy & sustainable places and communities
6. Strengthen the role & impact of ill-health prevention

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### Healthy Public Policy in Health Promotion Practice

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### Why take a policy approach?

“Those who take no interest in policy are destined to be governed by those who do. That is the price they pay for their apathy”

(Nancy Dubois, source unknown)

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### Why take a policy approach?

“The whole life of policy is a chaos of purposes and accidents. It is not at all a matter of the rational implementation of the so-called decisions through selected strategies”

(Clay & Schaffer, 1984)

[http://www.aec.msu.edu/fs2/outreach/day\\_1\\_pres\\_1-odj\\_research\\_policy.pdf](http://www.aec.msu.edu/fs2/outreach/day_1_pres_1-odj_research_policy.pdf)

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### Understanding public policy in health promotion practice

1. Definitions
2. Types of policies

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### Health policy *versus* healthy public policy (WHO Health Promotion Glossary)

- “Health policy is currently distinguished from *healthy public policy* by its primary concern with health services and programmes.
- “Future progress in health policies may be observed through the extent to which they may also be defined as *healthy public policies*.”

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### Health policy vs healthy public policy (WHO Health Promotion Glossary)

<b>Health policy</b> <ul style="list-style-type: none"><li>○ “A formal statement or procedure within institutions (notably government) which defines priorities and the parameters for action in response to health needs, available resources and other political pressures</li></ul>	<b>Healthy public policy</b> <ul style="list-style-type: none"><li>○ Healthy public policy is characterized by an explicit concern for health and equity in all areas of policy and by an accountability for health impact.</li><li>○ The main aim of health public policy is to create a supportive environment to enable people to lead healthy lives.</li><li>○ Such a policy makes healthy choices possible “or easier for citizens.</li><li>○ It makes social and physical environments health-enhancing.</li></ul>
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### Definitions: Healthy Public Policy (WHO Ottawa Charter for Health Promotion, 1986)

- Health promotion goes beyond health care. It puts health on the agenda of policy makers in all sectors and at all levels, directing them to be aware of the health consequences of their decisions and to accept their responsibilities for health.
- Health promotion policy combines diverse but complementary approaches including legislation, fiscal measures, taxation and organizational change. It is coordinated action that leads to health, income and social policies that foster greater equity.

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### Definitions: Healthy Public Policy

(WHO Ottawa Charter for Health Promotion, 1986)

- o "Joint action contributes to ensuring safer and healthier goods and services, healthier public services, and cleaner, more enjoyable environments.
- o "Health promotion policy requires the identification of obstacles to the adoption of healthy public policies in non-health sectors, and ways of removing them.
- o "The aim must be to make the healthier choice the easier choice for policy makers as well."

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### Definitions: Healthy public policy

(WHO Adelaide Recommendations on Healthy Public Policy, 1988)

- o In the pursuit of healthy public policy, government sectors concerned with agriculture, trade, education, industry, and communications need to take into account health as an essential factor when formulating policy
- o These sectors should be accountable for the health consequences of their policy decisions.
- o They should pay as much attention to health as to economic considerations

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### Healthy public policy ...

#### ... according to Nancy Milio

- o The purpose of policy making is to shape the course & pace of change in a preferred direction by modifying current patterns of action
- o Policy-making can be monitored, measured and understood well enough to support health-supporting policy efforts
- o A guide to government [or organizational] action to alter what would otherwise occur
- o Guides coherent activity across public & private institutional systems
- o No clear beginning or end
- o Never merely happens, but determined by organized groups in & outside of government

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### Healthy public policy ...

#### ... according to Nancy Milio (cont.)

- o Healthy public policies should be:
  - Ecological in perspective
  - Multisectoral in scope
  - Collaborative in strategy

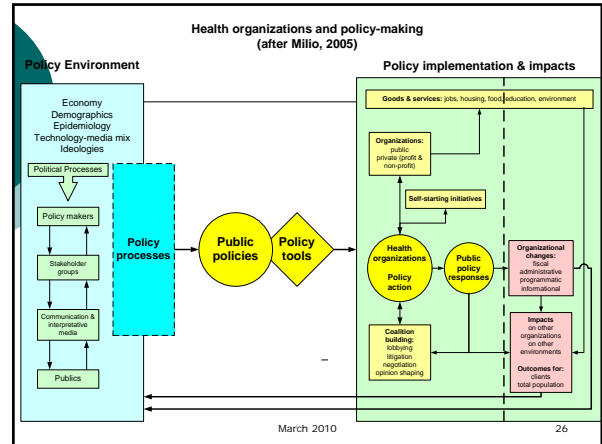
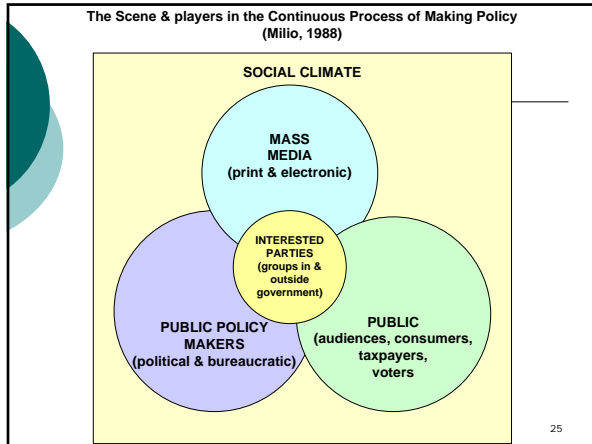
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## How policies are developed

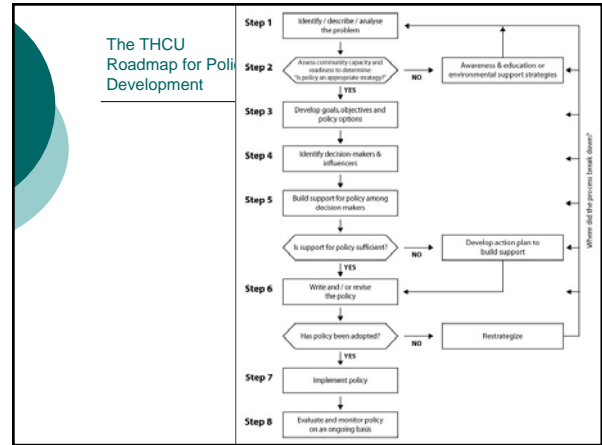
### Models of policy making

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- Stage model for policy making process**
1. Problem identification & issue recognition
  2. Policy formulation
  3. Policy implementation
  4. Policy evaluation
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- Policy development and change (from "Care" advocacy manual)**
- Steps in analyzing policies:
1. Identify policy issues
  2. Identify key actors & institutions
  3. Analyze the policy environment
  4. Summarize policy findings
  5. Identify options for policy change
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- Influencing policy development ("Community Tool Box", U of Kansas)**
1. State why a policy needs to be developed or modified
  2. Study the issue or problem a policy change would affect
  3. Indicate the type and context of policies to be developed
  4. State what your group will do to influence each of the stages of policy development (e.g., agenda setting). What broad goals do you need to achieve to be effective?
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### Influencing policy development ("Community Tool Box", U of Kansas)

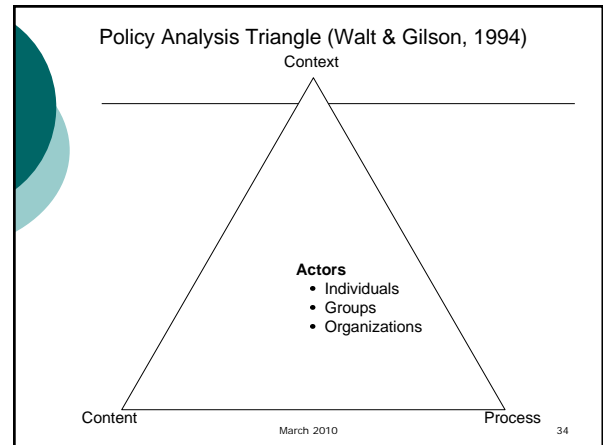
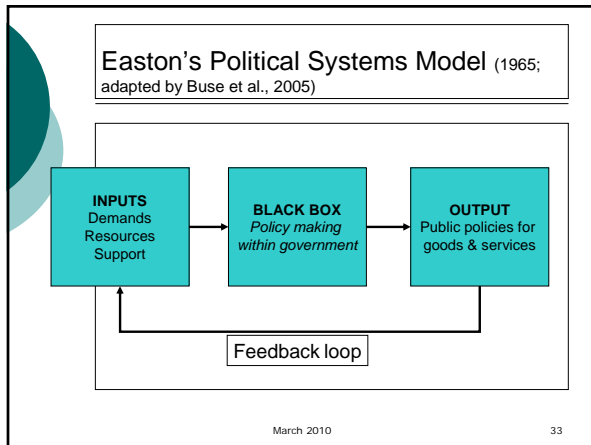
5. Identify resources and assets to be used for policy development
6. Indicate potential allies and opponents of policy development efforts
7. Identify targets and agents of policy change efforts and their assets and interests
8. Depending on the broad goal of your policy development efforts (see #3), choose the strategies and action plan to be used
9. Review whether the planned policy goals, strategies and actions fit the situation

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### Influencing policy development ("Community Tool Box", U of Kansas)

10. Create an action plan to carry out your policy efforts (who is going to do what by when)
11. When influencing the adoption of a policy.....
12. Assessing the evaluation of the policy development effort...
13. (As appropriate) State the circumstances under which you will close out the policy development effort

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### Models of policy decision making

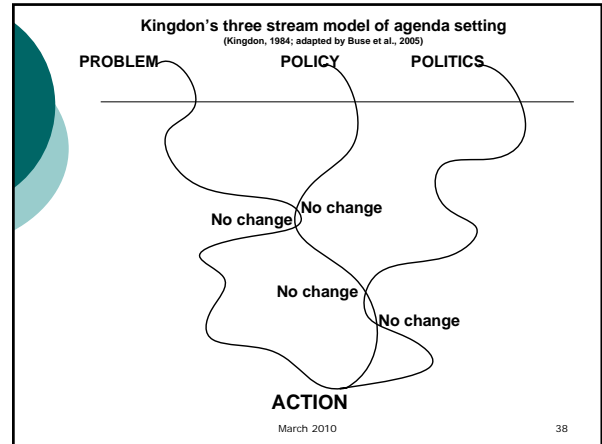
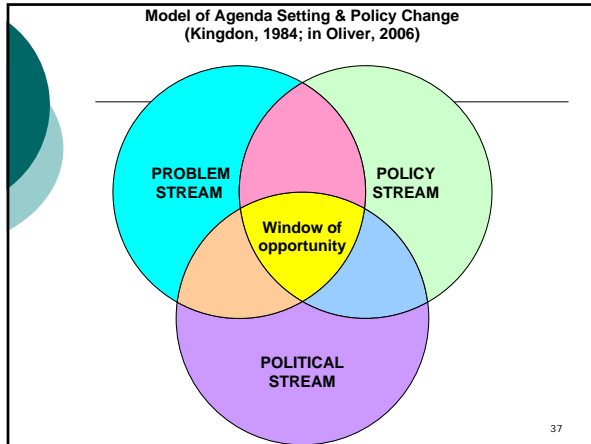
- Rationalism (Simon)
- Bounded rationalism—"satisfices"
- Disjointed incrementalism—"muddling through" (Lindblom)
- Mixed scanning—both broad & narrow perspectives (Etzioni)

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### Models for agenda setting

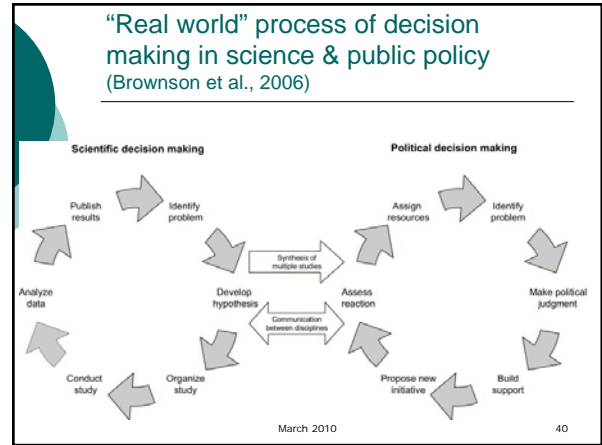
- Hall:
  - legitimacy, feasibility, & support
- Kingdon: policy window is a function of three streams
  - Problem stream
  - Policy stream (solution)
  - Politics stream (political will)
- Sabatier: Advocacy Coalition Framework
  - Deep core beliefs
  - Policy core beliefs
  - Secondary beliefs
- True, Jones & Baumgartner: Punctuated equilibrium
- Non-policy making; non-decision making

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**Role of evidence in policy development**

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**Policy development: where government policy makers go for evidence**  
(Davies, 2005)

In descending order:

1. Special advisors
2. Experts
3. Think tanks / opinion formers
4. Lobbyists / pressure groups
5. Professional associations
6. Media
7. Constituents, consumers, users
8. Academic research

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**Evidence-based policy making**  
(Nutbeam, 2004)

1. If scientifically plausible evidence available & accessible when needed
2. If evidence fits with Government's political vision (or can be made to fit)
3. If evidence points to actions for which powers & resources are (or could be) available
4. If systems, structures & capacity for action exist (i.e., practical to implement)

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### Creating political will for HP

Importance of the process/method of policy making  
(Cafford, 2006)

<p><b>Key components for creating political will</b></p> <ol style="list-style-type: none"> <li>1. The issue</li> <li>2. The source</li> <li>3. The benefits</li> <li>4. The timing</li> <li>5. The methods</li> </ol>	<p><b>Five P's for creating political will</b></p> <ol style="list-style-type: none"> <li>1. Position</li> <li>2. Perception</li> <li>3. Players</li> <li>4. Power</li> <li>5. Persistence</li> </ol>
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### Using Evidence for Policy Advice: A Functional View from Civil Servants

(Lomas, J., & Brown, A. D. (2009). Research and Advice Giving: A Functional View of Evidence-Informed Policy Advice in a Canadian Ministry of Health. *Milbank Quarterly*, 87(4), 903-926.)

<p><b>Setting or anticipating agendas</b></p> <ul style="list-style-type: none"> <li>o May signal an emerging or neglected area for attention</li> <li>o Helps screen the validity of interest groups' competing claims on the agenda</li> </ul> <p><b>Developing new policies</b></p> <ul style="list-style-type: none"> <li>o Reduces uncertainty</li> <li>o Increases confidencePrevents duplication</li> <li>o Gives external validation for recommendation</li> </ul> <p><b>Monitoring and modifying existing policies</b></p> <ul style="list-style-type: none"> <li>o Provides basis for ongoing program improvement</li> <li>o Creates currency of accountability</li> </ul>	<p><b>Nature of Relationship between Civil Servants and Evidence</b></p> <p>Civil servants are mostly defensive in reaction to research and other inputs being pushed at them for the policy agenda.</p> <p>Civil servants seek information and are motivated to pull in research and other evidence for specific policy development under deadline.</p> <p>Civil servants want an ongoing exchange that develops longer-term interpersonal relationships with researchers for collaborative production of evidence.</p>
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### Politics of public health policy

Thomas R. Oliver (2006)

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### The politics of public health policy: Translation of health issues into political issues (Oliver, 2006)

1. Risk assessment
2. Locus of responsibility
3. Social construction of target populations

<b>Power</b>	<b>Social construction</b>	
	Positive	Negative
<b>High</b>	Advantaged	Contenders
<b>Low</b>	Dependents	Deviants

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### Sources of incrementalism in health policy making (Oliver, 2006)

1. Bounded rationality: limited time & information
2. Political institutions
3. Concentrated interests: inequality of political resources
4. Fiscal constraints

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### Framework for analysis of policy design & political feasibility (Oliver, 2006)

<b>Costs</b>	<b>Benefits</b>	
	Concentrated	Diffuse
<b>Diffuse</b>	Client politics (Politically attractive)	Majoritarian politics
<b>Concentrated</b>	Interest group politics	Entrepreneurial politics (Politically unattractive)

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### Sources of health policy innovation (Oliver, 2006)

1. Political opportunities & leadership
2. Critical junctures in policy development
3. Policy entrepreneurs & investors
4. Linkage of multiple venues in health reform

Model of Agenda Setting & Policy Change (Kingdon, 1984; in Oliver, 2006)

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### Politics of policy implementation (Oliver, 2006)

1. Ambiguity in policy design
2. Dependence on private actors & other public agencies
3. Agency resources
4. Hostile political environment
5. Interagency coordination

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### Advocacy in HP Practice

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### Conceptual model for the study of campaigns to change corporate practices that harm health

Freudenberg, N. (2005). *Health Educ Behav*, 32(3), 298-319.

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### Advocacy for health: Definition

In health promotion, advocacy is a combination of individual and social actions designed to gain political commitment, policy support, social acceptance and systems support for a particular health goal or program (WHO Health Promotion glossary)

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### Advocacy for health: Definition (cont.)

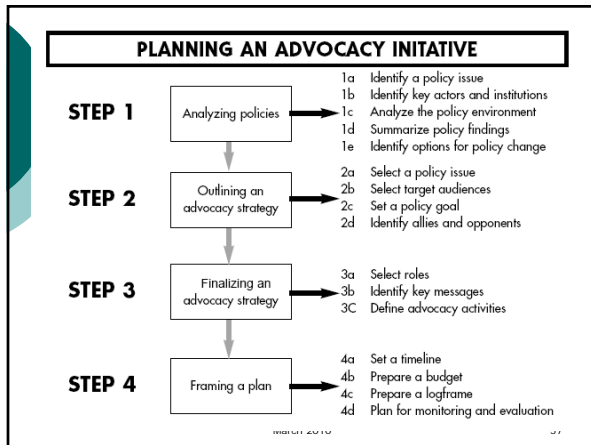
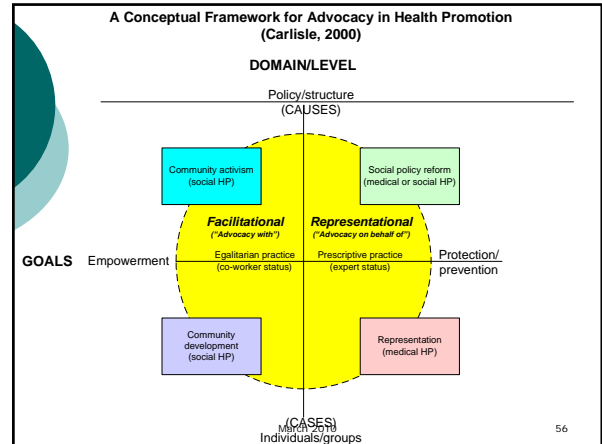
Such action may be taken by and/or on behalf of individuals and groups to create *living conditions* which are conducive to *health* and the achievement of healthy *lifestyles*. Advocacy is one of the three major strategies for *health promotion* and can take many forms including the use of the mass media and multi-media, direct political lobbying, and *community mobilization* through, for example, coalitions of interest around defined issues. Health professionals have a major responsibility to act as advocates for *health* at all levels in society. (WHO Health Promotion Glossary)

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### Advocacy: CARE's definition

- o **ADVOCACY** is the deliberate process of influencing those who make policy decisions. CARE's use of advocacy will always:
  - Improve the livelihood of significant numbers of people.
  - Target policy makers and implementers at levels above the household.
  - Be rooted in CARE's field experience and core values.

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### Social justice values (of public health) compared to market justice values (of corporations) (Dorfman, Wallack, Woodruff, 2005)

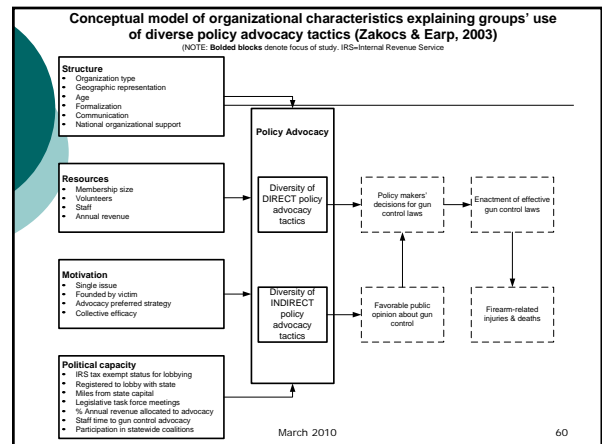
Market Justice Values	Social Justice Values
<ul style="list-style-type: none"> <li>o Self-determination and self-discipline</li> <li>o Rugged individualism and self-interest</li> <li>o Benefits based solely on personal effort</li> <li>o Limited obligation to collective good</li> <li>o Limited government intervention</li> <li>o Voluntary and moral nature of behavior</li> </ul>	<ul style="list-style-type: none"> <li>o Shared responsibility</li> <li>o Interconnection and cooperation</li> <li>o Basic benefits should be assured</li> <li>o Strong obligation to the collective good</li> <li>o Government involvement is necessary</li> <li>o Community well-being supersedes individual well-being</li> </ul>

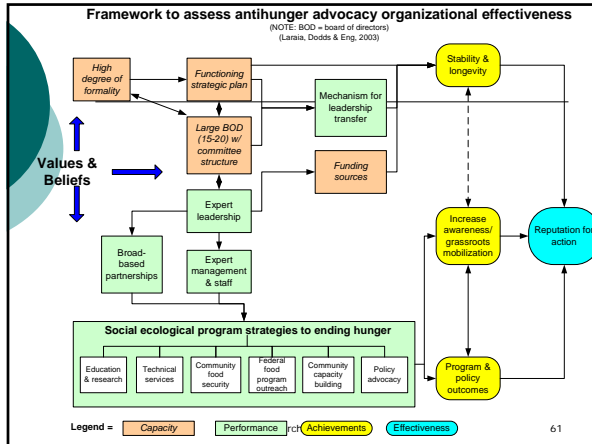
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### Framing public health advocacy to change corporate practices (Dorfman et al., 2005)

Conceptual frames	News frames
<ol style="list-style-type: none"> <li>1. <b>Level 1:</b> expression of overarching values</li> <li>2. <b>Level 2:</b> general issue being addressed</li> <li>3. <b>Level 3:</b> details re. policy etc. for achieving change</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Episodic events:</b> "portraits"</li> <li>2. <b>Thematic stories:</b> "landscapes"                             <ol style="list-style-type: none"> <li>1. What's wrong?: define problems; diagnose causes</li> <li>2. Why does it matter?: make moral/value judgements</li> <li>3. What should be done about it?: suggest remedies</li> </ol> </li> </ol>

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## Survival skills for advocates (Community Tool Box, U of Kansas)

1. Accentuate the positive
2. Emphasize your organization's values & accomplishments in the community
3. Plan for small wins
4. Present the issues in the way you want others to see them
5. Develop your own public identity
6. Check your facts
7. Keep it simple
8. Be passionate & persistent
9. Be prepared to compromise

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## Survival skills for advocates (cont.)

10. Be opportunistic & creative
11. Stay the course
12. Look for the good in others
13. Keep your eyes on the prize
14. Make issues local & relevant
15. Get broad-based support from the start
16. Work within the experiences of your group members
17. Try to work outside the experiences of your opponents
18. Make your opponents play by their own rules
19. Tie your advocacy group's efforts to related events
20. Enjoy yourself!

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