



EFNEP

Connecting the Pieces

2016 National Coordinators' Conference

March 14-17, 2016 - Arlington, VA



Understanding PSE Change- Ways to Include PSE into 1890 EFNEP

Virginie Zoumenou PhD CNS LDN
Associate Professor
1890 EFNEP Program Director
University of Maryland Eastern Shore (UMES)



Tentative Definition of PSE



PSE Change Background



PSE Change Background

- In 2003 the Institute of Medicine of the National Academies (IOM) reported:
- **“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.” (IOM, 2003)**



PSE Change Background

- In 2007 the Centers for Disease Control and Prevention (CDC) recommended interventions that emphasize:
- **Living and working conditions, as well as broad social, economic, cultural, health, and environmental conditions** (Liburd and Sniezek, 2007).
- **This marked the beginning of the Policy, Systems, and Environmental (PSE) change approach.**



PSE Change Background

- **Policy, systems and environmental change approaches that make healthy choices available, affordable, and easy** could be most effective in fighting many chronic diseases particularly obesity.
- **Multiple settings may be considered:**
 - *Communities,*
 - *Schools,*
 - *Worksites,*
 - *Referral services, and*
 - *Health Care facilities*
 - *Jails etc.*



PSE Change and Program?



What is a Program?



Defining a Program

- PROGRAM = Activities targeting individuals or groups to change knowledge or behaviors

A Program:

- Has a beginning and an end
- Involves curricula &/or training



Defining a Program

- **PRORAM EXAMPLES:**
- Biggest Loser
- Health fair or screening event
- EFNEP SNAP-Ed Etc.



WHAT IS PSE CHANGE?



Defining Policy Change

Policy Definition

- Interventions that use:
 - laws,
 - ordinances,
 - rules,
 - regulations, and/or
 - mandates
- to affect change in population behavior
- in schools, faith institutions, daycare centers, senior living centers, jails, worksites, hospital, etc.

PLAYGROUND RULES

1. PLAYGROUND HOURS ARE FROM 10:00am - 10:00pm.
2. PLAYGROUND EQUIPMENT IS DESIGNED FOR CHILDREN UNDER 14 YEARS OLD.
3. YOUNG RESIDENTS MUST BE ACCOMPANIED BY A PARENT OR GUARDIAN.
4. NO FOREIGN OBJECTS (BICYCLES, TRICYCLES, WAGONS ETC.) ARE ALLOWED IN THE PLAYGROUND AREA.

MANAGEMENT ASSUMES NO LIABILITY FOR INJURIES OR ACCIDENTS THAT MAY OCCUR.
EMERGENCY PHONE # 911

Rules & Regulations

OPEN UNTIL
DECEMBER 19TH!

SATURDAYS
9-NOON

SALISBURY
ROWAN COUNTY
FARMERS MARKET

Policy Change Examples

- Changing local zoning ordinances so that corner markets can display produce outdoors.
- Provision of county or city public land (or previously vacant land) for green spaces or farmers' markets.
- Changing community park laws to allow fruit trees
- Establishing healthy concession stand policies in local parks or recreation facilities.
- Schools requiring healthy food options for all students.
- School policy that prohibits unhealthy food in school fundraising drives.
- Passing a law allowing residents to plant community gardens in vacant lots.
- A human resources policy that requires healthy foods to be served at meetings.
- Safe Routes to School
- Mandated fitness assessments



What is PSE Change?

Defining Systems Change



Defining Systems Change

- **Systems change** involves change made to the rules **within an organization**.
- **Systems change and policy change** often work hand-in-hand.
- Often systems change focuses on
- **changing Infrastructure within an organization, or**
- **instituting processes or procedures at the system level that ensure a healthier institution, organization, or system .**



Systems Change Examples

- Implementing the national school lunch program across the state school systems.
- Farm to School Programs (school system).
- Creating a certification process for school bake sales to ensure they are in line with school policy.
- Connecting emergency food providers with local growers in a sustainable way.
- Creating a community plan to account for health impacts of new projects.
- Wellness policy.
- Baby friendly hospital (Breastfeeding in hospital system).
- Screening for Hunger in Hospitals and developing ongoing mechanisms to refer hungry residents to food
- Ensuring a hospital system goes smoke free



What is PSE Change?

Defining an Environmental Change



Defining Environmental Change

Environmental Change Definition

- Interventions that involve changes to
- the economic, social, or built/physical environment.
- the environmental changes are not isolated to a few households or individuals, but instead reflect a population focused effort.



Environmental Change Examples

- Incorporating sidewalks, paths, pedestrian friendly intersections, and recreation areas into community designs.
- Installing signage on already established walking or biking routes.
- Municipality ensuring better pedestrian and bicycle access to main roads and parks.
- Availability of healthy food choices in restaurants or cafeterias.
- Increase in acceptance of limiting candy as rewards in classrooms across a school district.
- Charging higher prices for less healthy products to decrease their use.
- Provision of health insurance discounts or bonus dollars for those who exercise frequently.



EFENP – PSE Change Socio Ecological Model (SEM) & Dietary Guidelines for Americans (DGA)



EFNEP



EFNEP-SEM & DGA

- EFNEP activities are based on the DGA
- EFNEP activities use SEM as a conceptual framework



PSE-SEM & DGA



PSE Change –SEM & DGA

- The Social-Ecological Model includes sectors and settings influence at the population level and
- SEM sectors and settings are addressed in the DGA.
- PSE Approaches take into consideration Sectors and Settings.



PSE Change –SEM & DGA

- The Social-Ecological Model includes sectors and settings influence change at the population level
- SEM's sectors and settings are addressed in the DGA.
- PSE Change Approaches take into consideration Sectors and Settings .

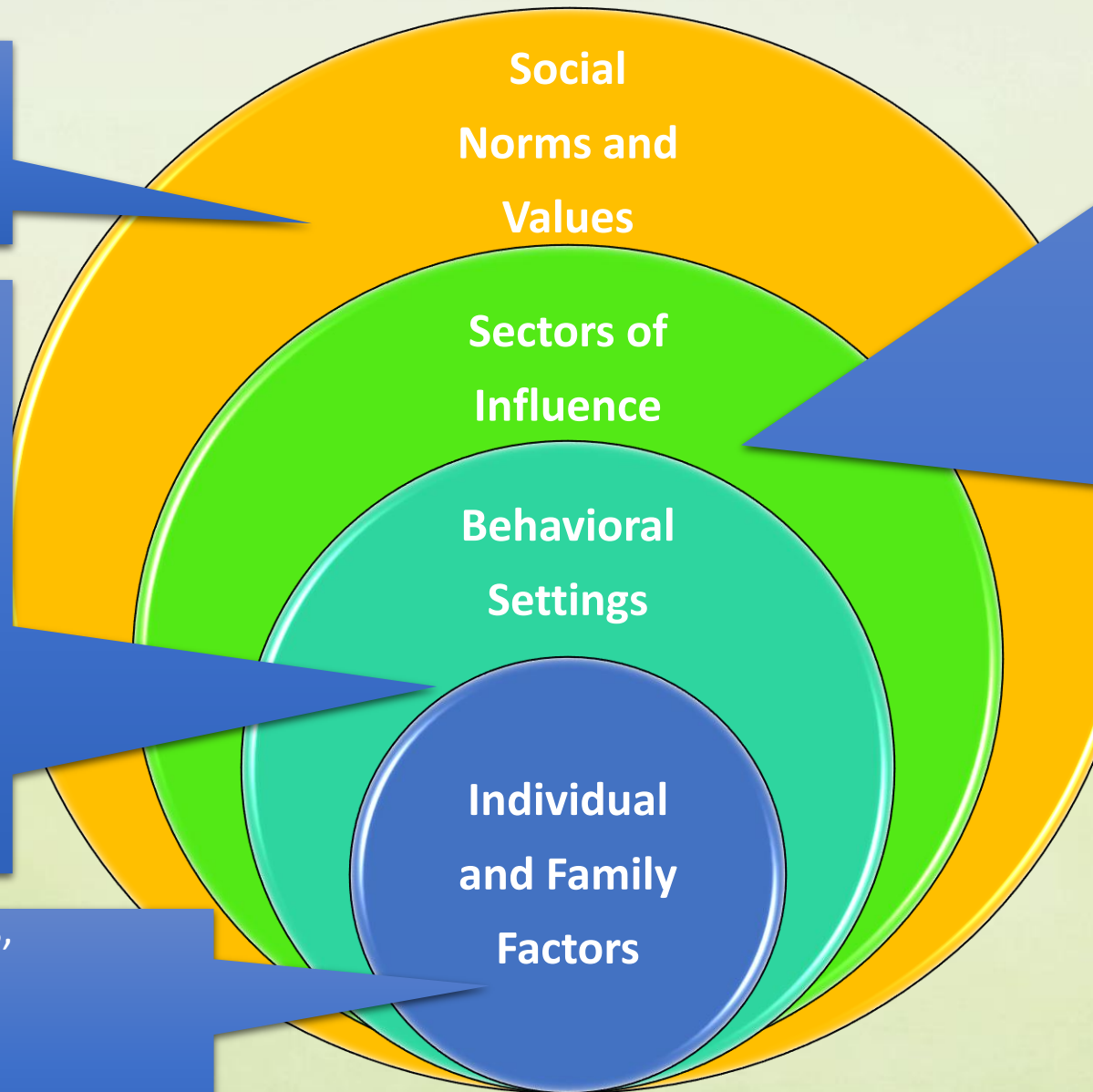


DGA: SECTORS & SETTINGS

Cultural Norms
Personal Values
Beliefs & Attitudes
Policies & Laws

HOME
AWAY FROM HOME
Early care and Education Programs
child care,
preschool,
Schools,
Worksites,
Community centers, and
Food retail &
Food service establishments.

Age, Sex, Socioeconomic status,
Race/ethnicity,
Presence of a disability
Physical health,
Knowledge & skills, and
Personal preferences.



SYSTEMS

Governments,
Education,
Health care, and
Transportation & Land use

ORGANIZATIONS

Public health,
Community, and
Advocacy

BUSINESSES and INDUSTRIES,

Planning and development,
Agriculture,
Food and beverage,
Retail,
Entertainment, Marketing, and
Media

PSE and Socio-Ecological Model (SEM)

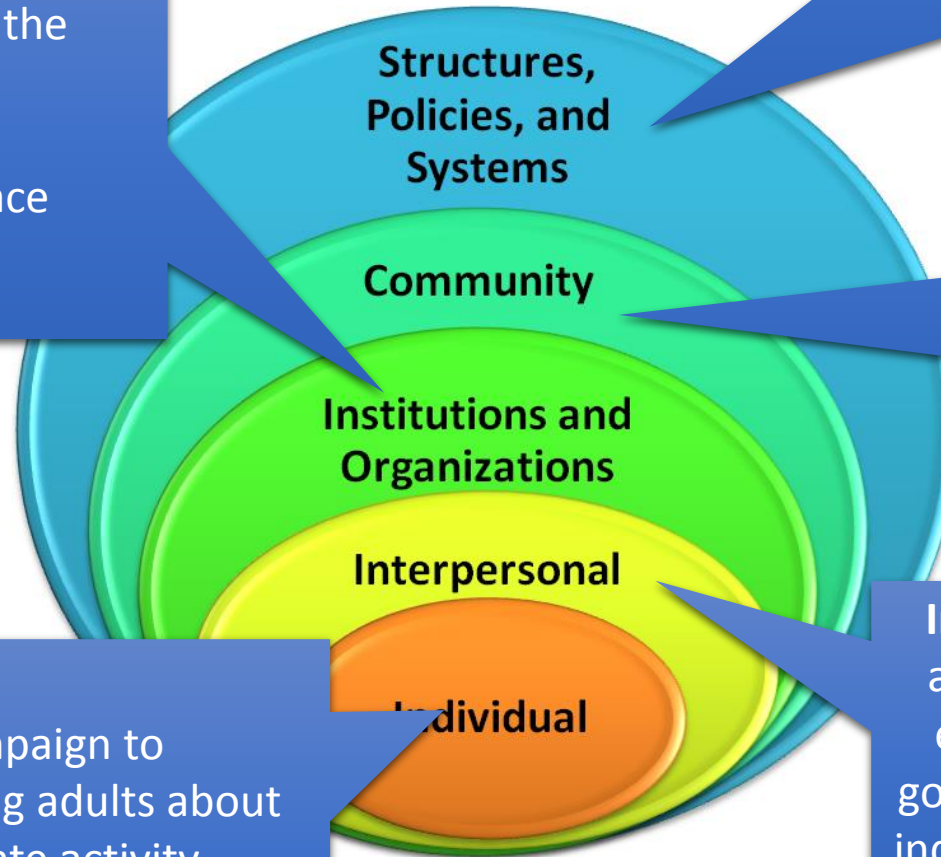
Institutions and Organizations: A private business park replaces fast food and soft drink options in the cafeteria with water, fresh sandwiches and salad bars to encourage employees to replace unhealthy options with more vegetables and water.

Structures and Systems: Structural changes are made towards the development of safe parks, recreational areas, and sidewalks statewide to help facilitate physical activity

Community: In a town with disproportionately low access to fresh fruits and vegetables local school officials, community leaders, and business owners help establish a food cooperative as well as a biweekly farmers market

Interpersonal: Peer support groups recipe swaps and walking groups encourage members to keep each other accountable to nutrition and activity goals. These programs utilize relationships between individuals and social support networks to influence change

Individual: A social media campaign to educate adolescents and young adults about the benefits of regular moderate activity. Promote positive attitudes toward physical activity



PSE Change & SEM

- The most effective approach to public health prevention and control uses a combination of interventions at all levels of the Social-Ecological Model



Examples of PSE Change in Different Settings



Examples of PSE Change in Different Settings

Faith

Remove vending machines

Serve healthier foods

Adopt staff wellness policies

Install playground or exercise equipment

Healthcare

Hospitals reduce sales of sugar sweetened beverages

Clinics support farmers markets for the general public

Implement baby-friendly hospital policies

Use chronic care model to improve quality of care for co-morbidities

Schools

Implement high quality nutrition standards

Adopt physical education standards

Adopt wellness policies for students and staff

Safe Routes to School Programs

Farm to School

Childcare

Farm to Preschool

Adopt wellness policies for children and staff

Activity breaks

Reduce screen time and promote activity time

Install playground equipment



Examples of PSE Change in Different Settings

Food Systems

Farmers markets increase access for SNAP and WIC vouchers

Incentivize grocery stores to promote healthier products

Community supported agricultural agreements to low-income communities

Implement menu labeling regulations for restaurants

Neighborhood restaurants increase healthy items on menus

Local Government

Cities adopt bike and pedestrian master plans

Include healthy eating/active living elements in plans

Adopt healthy vending and meeting policies

Implement pedestrian safety street improvements to support walking

Parks

Joint-use agreements

Switch to healthy vending machines

Offer sessions to target specific groups (women-only swim)

Install and maintain safe playground and outdoor exercise equipment

Provide well lit and maintained trails



From EFNEP to PSE Change

SETTING	EFNEP	PSE Change
School	Hands on learning for healthy snacks	Adopt a healthy snack policy so that all snacks are healthy (Policy change)
Community	Emphasize the importance of walking	Implement a Complete Streets policy to ensure community roads are constructed for safe biking, walking, and driving (Environmental Change)
Worksite	Emphasize the importance of breastfeeding	Implement the WHO 10 Steps to Successful Breastfeeding at the hospital and become a baby friendly hospital (Systems Change)
Worksite	Emphasize the importance of Healthy beverage and snacks	Implement a healthy vending machine policy that offers water and healthy snacks at an affordable price (Policy and Environmental Change)

Examples from UMES



EFNEP & One Stop JOB Market (unemployment office)

EFNEP Collaboration

- EFNEP (individual/group teaching)
- One Stop Job Market, Employment Agency,
 - skills training for job seekers
- Stakeholder education
- Letter of Agreement

PSE

- Sector: Local Government
- Setting: Employment Agency,
- Systems Change within organization
- Include healthy eating/active living elements in plans
 - Adopt EFNEP as a skill needed
 - EFNEP included in required skills
 - EFNEP continued/ sustained



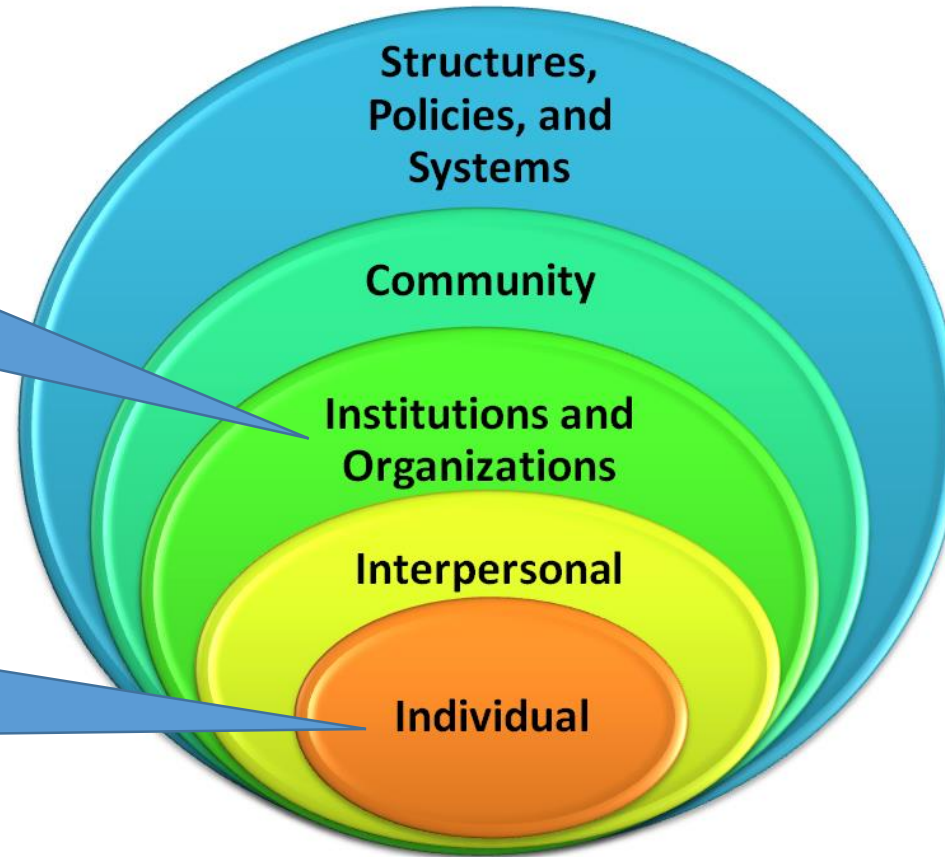
EFNEP & Center for Clean Start

Institutions and Organizations:

EFNEP help include /Adopt *healthy eating/active living elements in plans*

(System and policy change)

Individual level: EFNEP increase the knowledge of healthy lifestyle



EFNEP & Center for Clean Start

EFNEP Collaboration

- EFNEP (individual/group teaching)
- Center for Clean Start (Provides a variety of behavioral health services i.e. counseling, training, etc.)
- Stakeholder education
- Letter of Agreement

PSE Change

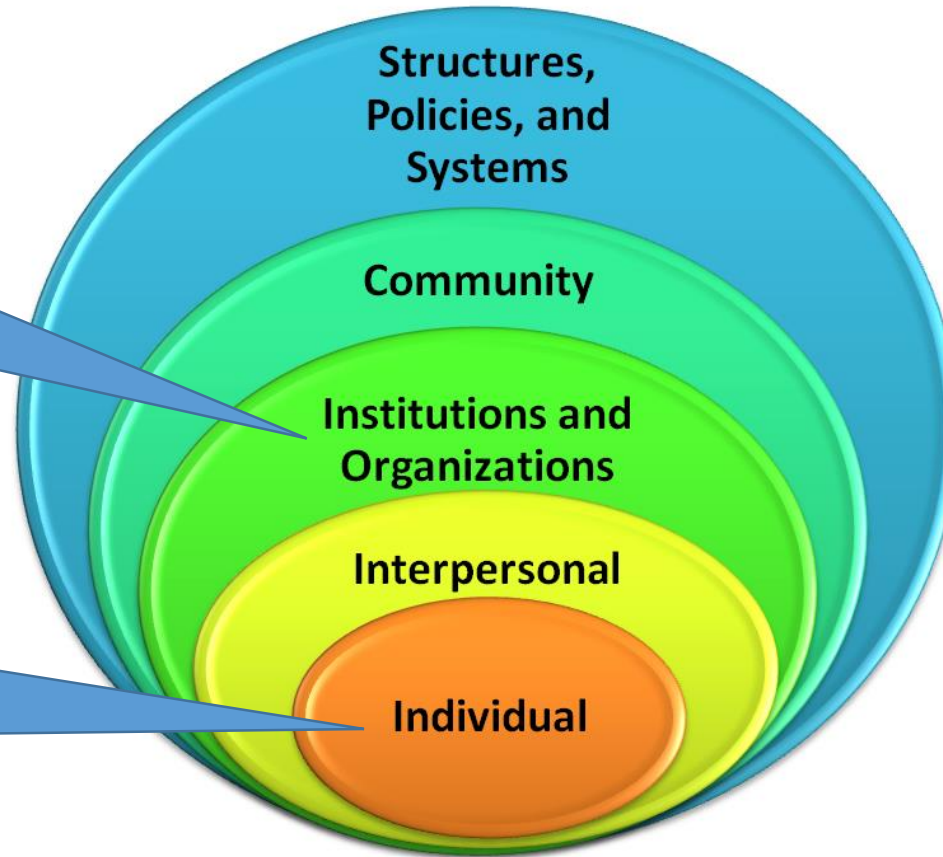
- Sector: Local Government
- Setting: Treatment Center
- System Change within organization
- *Include healthy eating/active living elements in plans*
 - Adopt EFNEP as a skill needed
 - EFNEP included in required skills
 - EFNEP continued/ sustained



EFNEP & Center for Clean Start

Institutions and Organizations:
EFNEP help include /Adopt
healthy eating/active living
elements in plans
(System and policy change)

Individual level: EFNEP increase
the knowledge of healthy
lifestyle



EFNEP & Head Start Centers

EFNEP Collaboration

- EFNEP (individual/group teaching)
- Head Start (Parents and Children)
- Stakeholder education
- MOU
- Strategic Plan

PSE Change

- Sector: Education
- Setting: Early care and Education Programs
- System Change within organization

Farm to Preschool and Parents

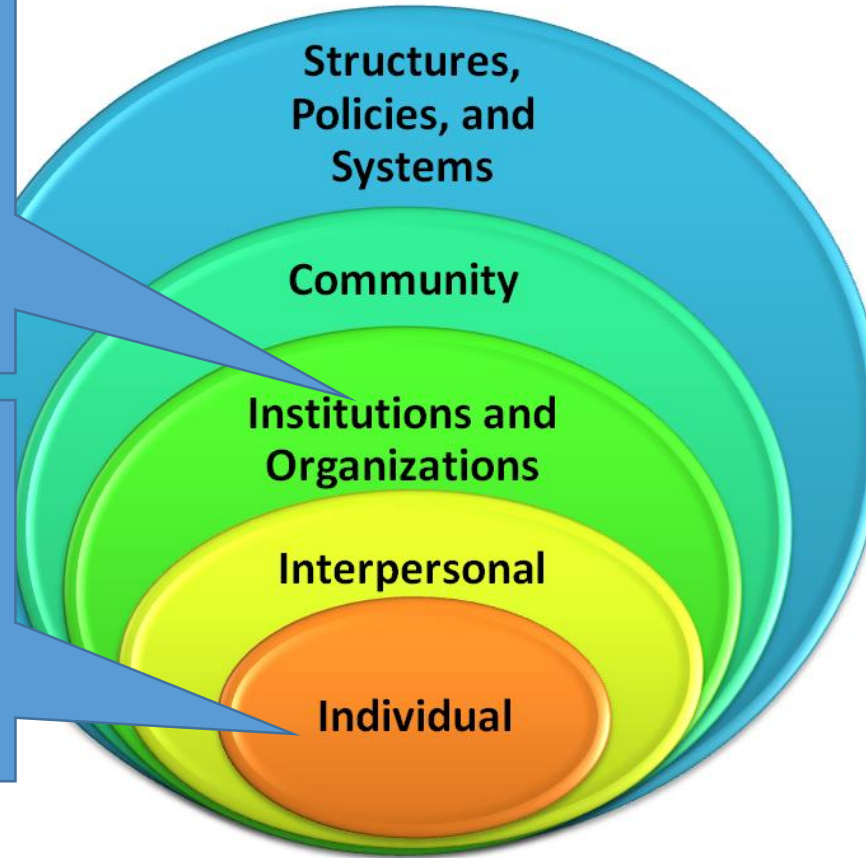
- Adopt High Tunnel and F&V production
- EFNEP included in Monthly meeting
- EFNEP continued/ sustained



EFNEP & Head Start Centers

Institutions and Organizations:
EFNEP help include /Adopt
healthy eating/active living
elements in plans
(System and policy change)

Individual level: EFNEP increase
the knowledge and awareness of
the origin and importance of
Fruits and Vegetables among
low-income parents with
children



EFNEP –PSE Change- 5-year Plan- WEBNEERS

How to include in 5 –year Plan??

Goal: “Include healthy eating/active living elements in Center for Clean Start plans” ???

Methods: ???

Coalition? (contact, stakeholder education etc.)

Data collection -Evaluation (time) ???

Reporting system (testimonials) ??



HOW TO EVALUATE and CAPTURE PSE CHANGE DATA IN EFNEP

- Who will lead the PSE Change: Program Supervisor
 - How to include it in your five year plan?
 - How to evaluate ???
 - How to capture data in WebNEERS???
-
- Discussion in Progress with PSE –WebNEERS Working group
 - 1890 Members:
 - Donna Brown
 - Virginie Zoumenou



EFNEP PSE Working Group Discussion

- Environmental Settings and Sectors of Influence sections of WebNEERS.
 - simple way to collect PSE data, but it raised a lot of questions.
 - What level of effort is needed for me to check the box that we're doing this work?
 - If only one person is doing something, is that enough?
 - Do I check something that we just started working on or is it only something we've made progress on?



EFNEP PSE Working Group Discussion

- Reviewed: Report from NE Region- Western Region Framework
- We focused on the socio-ecological framework as reflected in the dietary guidelines. An underlying premise is that we would stay within the constraints of the EFNEP policy.
- We discussed these questions:
 - Are we capturing data in a manner that is useful?
 - Is what we are collecting what we need?
 - Are there gaps?
 - Are there better ways to capture the data? If so, what are they?



EFNEP PSE Working Group Discussion-

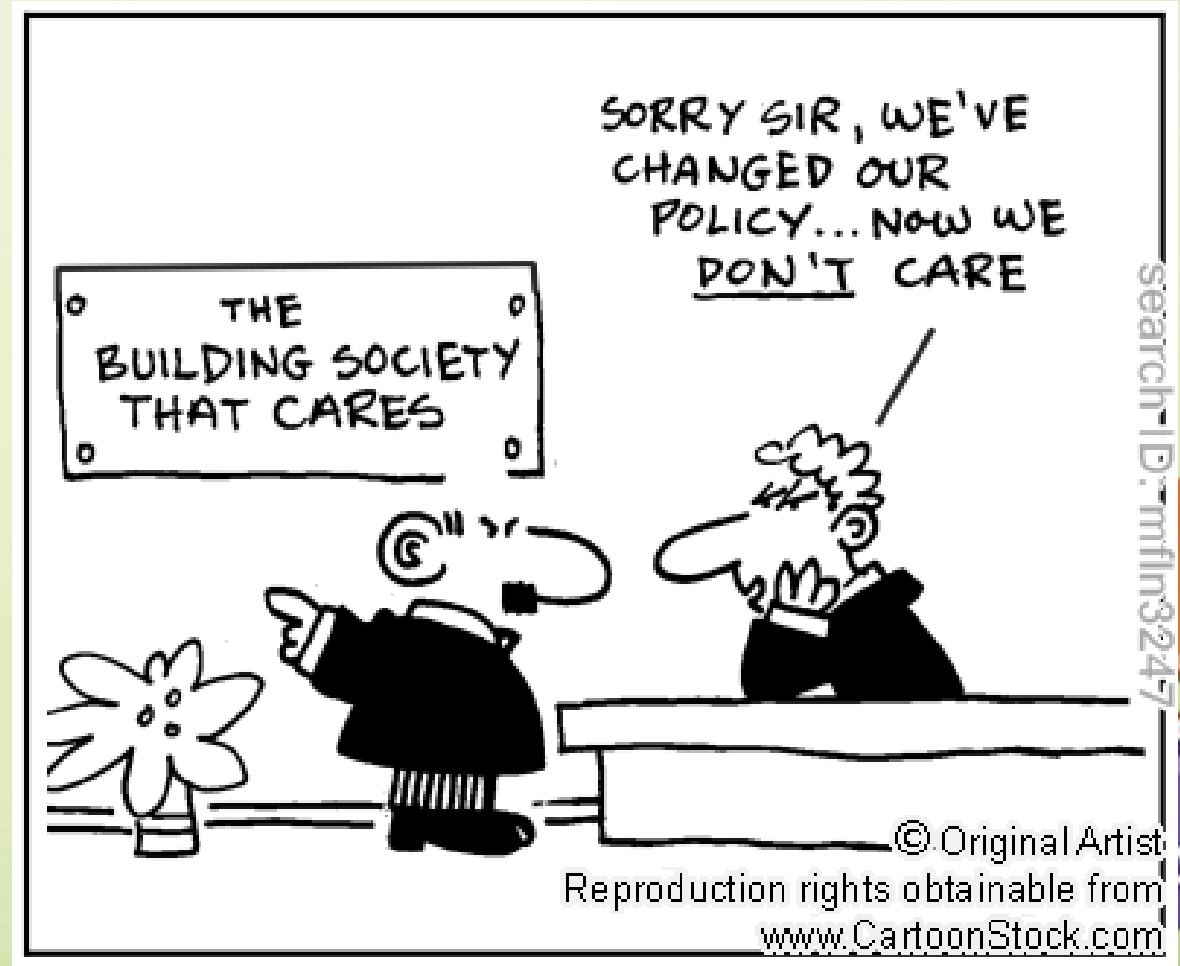
- Subcommittees
- There are three subcommittees of the Workgroup
- Each subcommittee will focus on one of the following areas:
- EFNEP PSE Definitions
- Existing Indicators
- Collecting information in WebNEERS
- Program Data and Program Information in the Field

IN PROGRESS.....



CONCLUSION

- By adjusting an individual's environment, PSE change can lead to modifications in their behavior that are **permanent and beneficial**.
- Don't lose sight of the smaller policy change that you can bring about.



THANK YOU

Virginie Zoumenou PhD CNS LDN

Associate Professor

1890 EFNEP program Director

University of Maryland Eastern Shore (UMES)



GROUP DISCUSSION

Any PSE Change going on I your state ??

ISSUES???

EXPECTATIONS??

