Oregon Public Health Policy Institute 2015
Agenda

Prior to Arrival
Each participating team has identified a need or health problem that it intends to address through a public health policy solution. Prior to the Institute, teams will:
   a. Identify and collect data that can be used to quantify the problem they will address
   b. Identify examples of other jurisdictions that have successfully (or unsuccessfully) addressed this problem and gather any available documents describing those efforts
   c. Briefly list possible policy solutions the teams wishes to explore at the Institute
Teams may also identify colleagues or partner organizations in their community with whom they can consult by phone or email during the institute. Participants will arrive in Corvallis the evening prior to Day 1.

Faculty Assignments shown at end of agenda

Day 1 Morning: Wednesday, July 22nd, 2015

8:30 – 9:15  Welcome & Opening
   • Continental breakfast
   • Wireless access login
   • Faculty & Team introductions

9:15 – 10:00  Lecture: Public Health Policy Overview

10:00 – 10:15  Lecture: Introduce the PH Policy Process
   • Competencies and steps to be covered in the institute (see Appendix)
   • Identifying the local health need that policy will address [STEP 1]

10:15 – 10:30  BREAK

10:30 – 10:45  Lecture: Using data to quantify public health problems/needs

10:45 – 12:00  Activity A: Quantifying the Problem [STEP 2]
   Teams will describe their selected problem in measureable terms, including prevalence and impact on health (economic impact will be quantified during a subsequent exercise) and summarize in 2-3 paragraphs or PowerPoint slides that can be used to communicate with stakeholders.

12:00 – 1:00  WORKING LUNCH
   Working in pairs, teams will review and refine their messages from Activity A about quantifying the public health problems each team is addressing.
Day 1 Afternoon

1:00 – 1:30  **Discussion**: Brief team presentations of results from Quantifying the Problem activity

1:30 – 1:45  **Lecture**: Synthesizing Evidence about effective state/local public health policies **[STEP 3]**

1:45 – 2:45  **Activity B: Identifying Policy Options**
After reviewing available evidence and examples, each team will identify 2-3 policy options to address the problem they have identified and summarize the key aspects of each option.

2:45 – 3:00  **BREAK**

3:00 – 3:15  **Lecture**: Assessing current local policy **[STEP 4]**

3:15 – 4:00  **Activity C: Policy Gap Analysis**
Each team will review PH policies currently in place and identify gaps that must be filled to implement each of their selected options.

4:00 – 5:15  **Policy Maker Q&A**
A senior Oregon health policy maker will share perspectives about successfully gaining support for public health policy from elected officials and their staff.

6:00  Dinner at Fireworks restaurant or on your own

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Day 2 Morning: Thursday, July 23rd, 2015

8:00  Breakfast

8:30 – 8:45  **Opening**
- Overview of Day 2
- Evaluation of Day 1

8:45 – 9:00  **Lecture**: Stakeholder Analysis **[STEP 5]**
Orient participants to the variety of stakeholders they may need to engage and learn how to conduct a systematic analysis of those stakeholders.
9:00 – 10:15 **Activity D: Stakeholder Analysis**
Each team will brainstorm a list of stakeholders, prioritize five stakeholders (at least one of whom must be a perceived resister), and complete a Stakeholder worksheet on at least one prioritized stakeholder.

**10:15 – 10:30**  
**BREAK**

**10:30 – 12:00**  
**Lecture:** Economic Analysis of Public Health Policy  
**Activity E: Economic Analysis**  
Teams will complete the Economic Analysis Template

**12:00 – 1:00**  
**WORKING LUNCH**  
Apply economic analysis, focusing on costs and benefits of potential policy options.

**Day 2  
Afternoon**

**1:00 – 1:15**  
**Lecture:** Selecting a policy option & crafting a policy statement [Step 6]

**1:15 – 2:15**  
**Activity F: Policy Selection**  
Each team will select a policy option that will best address its selected health problem and draft a concise Policy Statement describing it.

**2:15 – 3:15**  
**Team Report Outs:** Proposed policy and key stakeholder perspectives.  
Teams will present their policy statement and their rationale for selecting the policy option.

**3:15 – 3:30  
BREAK**

**3:30 – 3:45**  
**Lecture:** Communicating about Public Health Policy [STEP 8]

**3:45 – 5:00**  
**Activity G: Policy Communication Practice**  
There will be three “rounds,” in each of which a team member will present his/her proposed policy. Participants will rotate assuming one of three roles in each round: presenter, listener and observer.

**5:00 – 5:15**  
**Plusses and Wishes** (Evaluation of Day 2)

**Dinner on your own**
Day 3: Friday, July 24th, 2015

8:00  Breakfast

8:30 – 8:45  Opening
Overview of Day 3

8:45 – 9:00  Lecture: Policy Implementation [Step 7]

9:00 – 9:45  Activity H. Policy Implementation Planning
Using the Implementation Plan Template, each team will draft a plan for implementing its selected policy option.

9:45 – 10:00  Lecture: Measuring Performance and Evaluating Public Health Policy [STEP 9]

10:00 – 10:45  Activity I. Making a Policy Evaluation Plan [STEP 10]
Teams will brainstorm aspects of their policy that can be measured to assess implementation progress and the effectiveness of the proposed policy

10:45 – 11:00  BREAK

11:00 – 11:30  Lecture: Writing a Policy Brief
Orient participants to writing a policy brief by providing guidelines and examples.

11:30 – 12:00  Activity J: Policy Brief
Teams will work with faculty to identify target audiences and outline a policy brief for their proposed policy.

12:00 – 12:15  Summary
Plusses and Wishes (Evaluation of the 3 days)

12:15 – 1:00  WORKING LUNCH
Working with faculty, each team will plan how to debrief the institute with co-workers and stakeholders and commit to first steps in its implementation plan. Teams can also solicit feedback and suggestions from members of other teams.

1:00  ADJOURN
# Faculty Assignments

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<th>Faculty</th>
<th>Activity</th>
<th>Lecture?</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Tynan</td>
<td>-</td>
<td>✓</td>
<td>Overview of public health policy</td>
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<td>Luck</td>
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<td>Public health policy process</td>
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<td>Bernell</td>
<td>A</td>
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<td>Quantifying the problem</td>
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<td>Luck</td>
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<td>Synthesizing evidence and identifying policy options</td>
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<td>Luck</td>
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<td>Current policies and gap analysis</td>
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<td>Bernell</td>
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<td>Stakeholder analysis</td>
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<td>Yoon</td>
<td>E</td>
<td>✓</td>
<td>Economic analysis</td>
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<tr>
<td>Luck</td>
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<td>Selecting policy option and crafting statement</td>
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<td>Communicating about PH policy</td>
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<td>Luck</td>
<td>H</td>
<td>✓</td>
<td>Implementation planning</td>
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<td>Yoon</td>
<td>I</td>
<td>✓</td>
<td>Evaluation and performance measurement</td>
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<tr>
<td>Bernell/Tynan</td>
<td>J</td>
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<td>Writing a policy brief</td>
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### APPENDIX

Steps in Public Health Policy Development, Implementation, and Evaluation

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<td><strong>1</strong></td>
<td>Identify local health problem/need</td>
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<td><strong>2</strong></td>
<td>Quantify local health problem/need</td>
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<td><strong>3</strong></td>
<td>Synthesize evidence about effective PH policy options</td>
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<td><strong>4</strong></td>
<td>Assess current local policy</td>
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<td><strong>5</strong></td>
<td>Assess local stakeholders</td>
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<td><strong>6</strong></td>
<td>Select and describe policy</td>
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<td>Plan for adoption/enactment</td>
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<td>Communicate with stakeholders</td>
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<td><strong>9</strong></td>
<td>Implement policy</td>
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<td>Measure performance</td>
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