College of Public Health and Human Sciences

Planning for Policy Adoption and Implementation
Presenter: Jeff Luck
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Moving from ideas to action in public health policy

Develop

PHPI

 Adopt

Implement

Evaluate
Creating a practical plan

1. Specify tasks to adopt and implement policy
   • Be comprehensive, and update the list periodically

2. Arrange the tasks in order
   • Identify dependencies
   • Identify longest-lead tasks

3. Put the tasks on a timeline
   • Deliverable, Date, Responsible person
Potential tasks: Development

Finish tasks started at PHPI

- Finalize problem statement
- Fill in quantitative details
  - Including benefits and costs
- Finish search for examples and evidence of effectiveness
- Check that all viable options have been identified
- Review and update stakeholder list
- Compare and rank policy options
  - Identify preferred option and viable alternatives
- Write policy brief
Potential tasks: Adoption

• Review existing laws/ordinances/regulations/rules
  • Identify changes needed, if any
• Draft new legislation/ordinance/regulation/rule for preferred option
  • Start with models from other communities, if available
  • Specify fees and enforcement mechanism, as appropriate
  • Update based on stakeholder input
• Prepare groundwork for official decision/vote
  • Brief—and listen to—decision makers or elected officials
    • Identify potential champion(s) and likely opponent(s)
  • Plan for vote, if required

• Work with partner organizations (i.e., stakeholders)
  • Reach out and assess interest
  • Present evidence and listen to their perspectives
  • Facilitate coalitions (e.g., provide meeting venue/data/networking opportunities)
  • Develop detailed guidance documents, e.g., (shared use agreement)
Potential tasks: Implementation

• Identify resources required, e.g.:
  • Staff
  • Training in skills needed to implement policy
  • Infrastructure/equipment
  • Communication/outreach support
    • Documents/flyers/brochures
    • Web, social media
    • Events
    • Collaboration with partners
  • Other?

• Develop budget
• Seek funding
  • Sources: Local? State? National?
• Obtain funding and resources
• Promulgate regulations/rules
  • Decide enforcement priorities
• Collaborate with partner organizations
Evaluation tasks

Implementation
• Specify key deliverables/milestones and dates

Outcome/Impact
• Choose evaluation design
• Specify measures

Jangho will explain…
## Example Implementation Plan Timeline

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<thead>
<tr>
<th>Task</th>
<th>Date</th>
<th>Lead Person</th>
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<tbody>
<tr>
<td>Refine analysis &amp; Evidence synthesis</td>
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<td>Prepare policy brief</td>
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<td>Consult with elected officials</td>
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<td>Gather input from stakeholders &amp; implementation sites</td>
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<td>Draft policy &amp; obtain comments</td>
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<td>Policy adoption by elected officials [if required]</td>
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<td>Obtain external funding [if available]</td>
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<td><strong>Communication &amp; Outreach</strong></td>
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<tr>
<td>• Prepare materials</td>
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<td>• Conduct events</td>
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<td>• Meet with partners</td>
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<td>Put enforcement mechanisms in place</td>
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<td>Evaluate policy implementation</td>
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<td>Evaluate policy impact</td>
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