Oregon Public Health Policy Institute
Agenda

Prior to Arrival

Participant teams will identify a need or health problem that the team intends to address through a public health policy solution. Participants will also identify any internal data sources used to discern the problem, and bring them to the Institute. Each team will identify several constituents in their community with whom they may consult by phone or email throughout the institute. Participants will arrive in Corvallis the evening prior to Day 1.

Faculty Assignments shown at end of agenda

Day 1 Morning: Wednesday, August 21st, 2013

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

9:15 – 10:00 Public Health Policy Overview
  Purpose: Highlight PH Policy process steps and skills that are focus of the Institute

10:00 – 10:15 BREAK

10:15 – 10:30 Lecture: Introduce the PH Policy Process
  • Orientation to the steps to be covered in the institute (see Appendix)
  • Identifying the local health need that policy will address [STEP 1]

10:30 – 10:45 Lecture: Using data to quantify public health problems/needs
  • Data, data sources and how they are used

10:45 – 12:00 Activity A: Quantifying the Problem [STEP 2]
  Purpose: Apply lecture content so that participants effectively communicate the need for policy to address their selected community health problem.
  Activity: Teams will describe their selected problem in measurable terms, including prevalence and impact on health (economic impact will be quantified during a subsequent exercise) and summarize in 2-4 PowerPoint slides.

12:00 – 1:00 WORKING LUNCH
Participants will observe the posted PowerPoint communication materials of other teams from Activity A.
Day 1 Afternoon

1:00 – 1:15  **Discussion:** Debrief Observations about PowerPoint Communications
Did the slides answer: “Why this is an important PH problem and should be the focus of a policy effort?” and “What more would you have wanted to know?” Not an exhaustive discussion. Just 15 Min!

1:15 – 1:35  **Lecture:** Synthesizing Evidence about effective state/local public health policies [STEP 3]
**Purpose:** Describe evaluating and synthesizing evidence about effective public health policies

1:35 – 2:50  **Activity B: Identifying Policy Options**
**Purpose:** Participants will gain experience with identifying evidence-based public health policy options
**Activity:** Teams will identify 2-3 policy options to address the problem they have identified and summarize its key aspects.

2:50 – 3:05  **BREAK**

3:05 – 3:20  **Lecture:** Assessing current local policy [STEP 4]

3:20 – 4:15  **Activity C: Policy Gap Analysis**
**Purpose:** The purpose of this activity is to assess PH policies currently in place and identify gaps, which if filled could improve the problem under consideration
**Activity:** Teams will complete gap analyses on their identified policy options.

4:15 – 4:30  **Plusses and Wishes** (Evaluation of the day)

4:30 – 5:30  **Panel of Policy Makers**
**Purpose:** Increase participants’ effectiveness in working with policy makers
**Topic:** Panelists will be state and local elected officials with experience in health policy, who will be asked to give participants advice about successfully approaching policy makers when they want support for public health policy.

5:30  **Reception and Networking with Panelists**
Day 2 Morning: Thursday, August 22\textsuperscript{nd}, 2013

8:30 – 8:45 Opening

8:45 – 9:10 Energizer—Ugli Orange Exercise
Participants divide into 2 groups in separate rooms and receive instructions. After reviewing the instructions, groups reunite. Each participant will negotiate with someone from the other group. After 5 minutes, call time. Ask who was successful and debrief.

9:10 – 9:30 Lecture: Stakeholder Analysis [STEP 5]
Purpose: Orient participants to the variety of stakeholders they need to engage. Participants will learn how to conduct an analysis of stakeholders.

9:30 – 10:15 Activity D: Stakeholder Analysis
Purpose: Analyze local stakeholders and select proposed policy
Activity: Participants 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 – 10:45 Lecture: Selecting a policy option & crafting a policy statement [Step 6]

10:45 – 11:30 Activity E: Policy Selection
Purpose: To facilitate a decision making process that identifies a policy solution that will best address the selected health problem/need.
Activity: Each team will draft a concise Policy Statement and post it for other teams to review.

Purpose: To clearly declare a policy direction
Activity: Teams will present their policy statement and their rationale for selecting the policy option.

12:00 – 12:40 LUNCH
Day 2  Afternoon

12:40 – 2:15 Lecture: Economic Analysis of PH Policy
and
Activity F: Economic Analysis
Purpose: To assess the economic benefits and costs of the team’s selected policy
Activity: Teams will complete the Economic Analysis Template, focusing on costs and benefits of the proposed policy and potential funders:

2:15 – 2:30 BREAK

2:30 – 2:45 Lecture: Communicating about PH Policy [STEP 8]

2:45 – 3:45 Activity G: Policy Communication Practice
Purpose: To strengthen participants’ skills in presenting their policy proposal and responding to questions about it.
Activity: Participants will form groups of three. There will be three “rounds,” in which a participant will present his/her proposed policy. Participants will rotate assuming one of three roles in each round: presenter, listener and observer.

3:45 – 4:00 BREAK

4:00 – 5:00 A Conversation with Experts
Purpose: To provide participants insights about the future of Public Health and the role of Public Health Policy in its success
Format: Two Public Health Policy Experts will engage in an informal conversation with follow up Q&A from participants and faculty.

5:00 – 5:15 Plusses and Wishes (Evaluation of the day)

Day 3 Morning: Friday, August 23rd, 2013

8:30 – 8:45 Check in and Review Day 2
Go over Day 3 Agenda.

8:45 – 9:15 Lecture: Policy Implementation [Step 7]
Purpose: Provide training in plan adoption and enactment

Purpose: Draft a plan for policy adoption
Activity: Using the Implementation Plan Template, each team will draft a plan for policy adoption and implementation. The work will be done in two sessions with a break in between
9:45 – 10:00  BREAK

10:00 – 10:15  Lecture: Communication and Outreach Strategies

   Purpose: to practice and gain new ideas for marketing a proposed policy
   Activity: Each team will continue their work in the Implementation Plan

10:45 – 10:50  BREAK

10:50 – 11:30  Activity I: Team Consultations
   Purpose: To provide external peer review of Policy Implementation Plans
   Activity: Teams will work in pairs. Each team will have 15 minutes to
   present highlights of their Implementation Plans and receive clarifying
   questions and constructive feedback from members of another team.

11:30 – 12:00  Lecture: Measuring Performance and Evaluating PH Policy [STEP 9]
   Purpose: Orient participants to policy evaluation

12:00 – 1:00  Working Lunch
   Box lunch & Q&A about public health Policy Evaluation.

Day 3 Afternoon

1:00 – 1:30  Activity J: Making a Policy Evaluation Plan [STEP 10]
   Purpose: Identify aspects of the policy that can be measured to assess
   performance of the team’s implementation strategies and success of the
   policy
   Activity: Teams use ideas from the lecture to brainstorm a list of things they
   can evaluate to measure the effectiveness of their proposed policy

1:30 – 1:45  Lecture: Writing a Policy Brief
   Purpose: To orient participants to writing a policy brief. Provide standard
   content (including health and economic impact) and examples. OSU will
   write a first draft policy brief and sending it to each team to finalize.

1:45 – 2:15  Activity K: Taking It Home
   Purpose: Participants will make plans for debriefing the Institute to their
   Base and next steps to refine and implement proposed policy
   Activity: Teams will plan how they intend to debrief the institute with co-
   workers and stakeholders and commit to first steps in their implementation
   plans

2:15 – 2:30  Summary and Closing
   • Plusses and Wishes (Evaluation of the 3 days)
   • PHPI Evaluation (may be online follow up)
## Faculty Assignments

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Activity</th>
<th>Lecture?</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tynan</td>
<td>-</td>
<td>✓</td>
<td>Overview of public health policy</td>
</tr>
<tr>
<td>Luck</td>
<td>-</td>
<td>✓</td>
<td>PH policy process</td>
</tr>
<tr>
<td>Bernell</td>
<td>A</td>
<td>✓</td>
<td>Quantifying the problem</td>
</tr>
<tr>
<td>Luck</td>
<td>B</td>
<td>✓</td>
<td>Synthesizing evidence and identifying policy options</td>
</tr>
<tr>
<td>Luck</td>
<td>C</td>
<td>✓</td>
<td>Current policies and gap analysis</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Legislator panel</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ugli Orange exercise</td>
</tr>
<tr>
<td>Bernell</td>
<td>D</td>
<td>✓</td>
<td>Stakeholder analysis</td>
</tr>
<tr>
<td>Luck/Yoon</td>
<td>E</td>
<td>✓</td>
<td>Selecting a policy option and crafting policy statement</td>
</tr>
<tr>
<td>Yoon</td>
<td>F</td>
<td>✓</td>
<td>Economic analysis</td>
</tr>
<tr>
<td>Mossbaek</td>
<td>G</td>
<td>✓</td>
<td>Communicating about PH policy</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Policy expert panel</td>
</tr>
<tr>
<td>Luck</td>
<td>H1</td>
<td>✓</td>
<td>Implementation planning</td>
</tr>
<tr>
<td>Mossbaek</td>
<td>H2</td>
<td>✓</td>
<td>Communication and outreach</td>
</tr>
<tr>
<td></td>
<td>I</td>
<td>-</td>
<td>Team consultations</td>
</tr>
<tr>
<td>Yoon</td>
<td>J</td>
<td>✓</td>
<td>Evaluation</td>
</tr>
<tr>
<td>Bernell/Tynan</td>
<td>-</td>
<td>✓</td>
<td>Writing a policy brief</td>
</tr>
<tr>
<td>Luck/Bernell</td>
<td>K</td>
<td>-</td>
<td>Taking it home</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix:
Steps in Public Health Policy Development, Implementation, and Evaluation

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