Saskatoon Health Region

Population and Public Health (PPH)
Healthy Public Policy Famework

INPUTS	THREE LEVELS OF ACTIVITIES — *Multiple Approaches Work Best*			GOALS: WHAT DO WE WANT TO ACHIEVE	ENTRY POINTS IN THE POLICY PROCESS	IMPACT
1. PPH STRATEGIC DIRECTION AND PLAN TO GUIDE WORK IN PRIORITY AREAS AND SET GOALS 2. FINANCIAL RESOURCES TO MEET STRATEGIC PLAN 3. ORGANIZATIONAL CAPACITY FOR: A) LEADERSHIP AND STAFF (DETERMINE ROLES) B) DEVELOPMENT OF INFRASTRUCTURE C) SKILLS TRAINING D) TIME DEVOTED E) STAKEHOLDERS IN COMMUNITY INITIATIVES 4. COMMUNITY MEMBERS REPRESENTATION. DEVELOPMENT AND ROLE* 5. ORGANIZATIONAL PARTNERS' REPRESENTATION, DEVELOPMENT AND ROLE	**Developmental Activity** **Preliminary investigation** • Identify a policy issue • Gather evidence e.g. through surveillance • Needs/health impact assessment/gender analysis **Discovery** • Scientific and grey literature review • Participate in consultations and dialogues • PPH representative on stakeholder initiatives **Internal and External Education** • Provide internal briefings to senior management • Build staff capacity skills for healthy public policy • Forwarding information on to partners	**Incremental Activity** **Build a Case** • Assess tri-partite evidence: qualitative and quantitative data, practitioner and community • Make MHO policy or position statements, recommendations within reports **Mobilize Community Partners for Public Support** • Join/support/build/ coordinate coalitions, and relationships • Meet with champions and Ministerial staff to raise awareness **Develop New Partnerships and Define Roles and Responsibilities** • Endorse the work of other organizations • Fund partners' priorities	**Implementation Activity** **Public Mobilization** • Gauge public opinion **Public Statements from MHO** • Deliver press conferences • Publish news stories in the media • Publicly comment on government policy **Meetings with Public Officials** • Get decision makers involved in strategic plan development to influence specific policies **New Policy, Program or Service** • Craft legislation, bills, and regulations, and request amendments	**SHORT TERM** - Raise awareness - Strengthen PPH and community capacity and leadership - Stakeholder engagement **INTERMEDIATE** - Public support and political will - Strong case **LONG TERM** - Achievement of policy adoption, implementation, and/or maintenance	1. ON THE POLICY AGENDA 2. POLICY DEVELOPMENT 3. POLICY ADOPTION 4. POLICY IMPLEMENTATION 5. POLICY MONITORING AND EVALUATION 6. POLICY MAINTENANCE 7. POLICY BLOCKING 8. POLICY REFRAMING 9. INFLUENCE POLICY	IMPROVE POSITIVE SOCIAL, MENTAL AND PHYSICAL HEALTH FOR ALL IMPROVE PPH, SHR, COMMUNITY AND GOVERNMENT SERVICES AND/OR SYSTEMS

CONTEXT
POLITICAL, ECONOMIC, SOCIAL CLIMATE, GENDER IDEOLOGY; VALUES, BELIEFS AND ATTITUDES
PUBLIC OPINION
PERSONAL EXPERIENCE
ISSUE COMPETITION
TIMING (i.e. election)

DEVELOPING A HEALTHY PUBLIC POLICY
1. DESCRIBE THE PROBLEM
2. ASSESS READINESS FOR POLICY DEVELOPMENT
3. DEVELOP GOALS, OBJECTIVES AND POLICY OPTIONS
4. IDENTIFY DECISION MAKERS AND INFLUENCERS((CHAMPIONS)
5. BUILD SUPPORT FOR THE POLICY
6. WRITE AND/OR REVISE THE POLICY
7. IMPLEMENT THE POLICY
8. EVALUATE AND MONITOR THE POLICY
From: The Health Communications Unit, University of Toronto

AUDIENCES
POPULATION AND PUBLIC HEALTH
SASKATOON HEALTH REGION and AUTHORITY
COMMUNITY LEADERS AND MEMBERS
ELECTED OFFICIALS   GENERAL PUBLIC
MEDIA   CANDIDATES
VOTERS   BUSINESS
PUBLIC ADMINISTRATORS
SENIOR CIVIL SERVANTS