Workshops and Presentations Offered by the National Collaborating Centre for Healthy Public Policy 2014

The NCCHPP offers a number of workshops and presentations on topics related to **healthy public policy**. All of the workshops described below can be adapted to a one-hour, three-hour or full-day format. Based on the selected format and target audience, the Centre will adjust the content and format to ensure that specific needs of participants are met.

Workshop themes 2014

Methods

- **Method for Synthesizing Knowledge about Public Policies**
- **Health Impact Assessment: Practical Applications at the Local and Regional Levels**

Themes

- **Public Policy: An Introduction for Public Health**
- **Governmental Rationalities and Public Policy**
- **Communication and Public Health Actions**
- **Wicked Problems and Deliberations: A Method for Establishing Dialogue**
- **Problem Framing: Implications for Policy Making**

Policies and Transportation

- **Transportation Policies and Health Inequalities: Avenues for Intervention**
- **Traffic-calming Strategies: Understanding Impacts to Improve Outcomes**

Updated in July 2014

Are you interested in holding a training activity in your area? Contact Mylène Maguire at 514-864-1600, ext. 3638, or mylene.maguire@inspq.qc.ca to discuss your needs and determine which format would best suit you.

Methods

Method for Synthesizing Knowledge about Public Policies

Meeting policy makers' needs for accurate, thorough and relevant information

The goal of this workshop is to enable participants to apply a new method for synthesizing knowledge to inform policy making. This method makes it possible to document the impacts and equity considerations of policies under study, as well as implementation issues of interest to policy makers (costs, feasibility, acceptability). The approach focuses on the construction of logical models, a review of scientific and grey literature and the organization of deliberative processes to collect contextual information.

This workshop is intended for public health professionals who synthesize knowledge to inform policy makers.

For further details on the proposed method for synthesizing knowledge: http://www.ncchpp.ca/172/publications.ccnpps?id_article=536

Health Impact Assessment: Practical Applications at the Local and Regional Levels

Determining potential impacts of policies on public health, and more…

This workshop is designed to introduce participants to the practice of health impact assessment (HIA) through a review of the underlying theoretical framework, the processes and tools involved and the role of HIA in the development of healthy public policy. Participants will be invited to examine the role of HIA as a tool for acting on the determinants of health, to discuss the shared health-related responsibilities of various actors and to explore the nature of the data used to inform policy making.

This workshop is intended for local and regional public health professionals, not-for-profit organizations and municipal authorities.

For more information on HIA: http://www.ncchpp.ca/54/health-impact-assessment.ccnpps

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Themes

Public Policy: An Introduction for Public Health

Public policy 101

The goal of this workshop is to familiarize participants with the world of public policy. It addresses some of the key elements of public policy making, including various definitions, factors that influence political decision making and the impact and role of public policy on health. Participants will also define the sociopolitical context in which public policy is made using six analytical dimensions (effectiveness, unintended effects, equity, cost, feasibility and acceptability).

This workshop is intended for public health professionals and not-for-profit organizations interested in gaining an understanding of public policy making and exploring the challenges relating to advancing a specific policy of interest..

To find out more about public policy processes: http://www.ncchpp.ca/51/policy-processes.ccnpps

Governmental Rationalities and Public Policy

A tool for Strategic Analysis

Why are certain policy options more acceptable than others? Answering this question is of great strategic importance for the promotion of healthy public policies. Understanding governmental rationalities, and how they structure areas of public policy, is a key part of answering this question. The session will include a presentation introducing the governmentality approach as a, as well as individual and small group exercises. The exercises will be based on examples of public policy options from various areas of public policy, but will allow participants to develop skills for analyzing policy options and areas of individual interest.

At the end of the workshop, participants will be able to:

1. Understand the basics of governmentality approach,
2. Use that knowledge to improve their strategic analysis of a situation, and thus
3. Assess the political acceptability of certain policy options.

This workshop is intended for public health professionals and those affiliated with not-for-profit organizations who are interested in gaining an understanding of public policy making and exploring the challenges relating to advancing a specific policy of interest.

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Problem Framing: Implications for Policy Making

Sharing various interpretations of an issue, to develop significant partnerships

This workshop takes a closer look at the concept of "framing", a concept borrowed from the social sciences, to look at collaboration in public health. The workshop examines the effect that different ways of framing issues can have upon defining problems and developing solutions. Recognizing these frames and the ways in which they influence approaches can be especially useful for those interested in fostering significant partnerships between public health actors and other groups or institutions.

This workshop is intended for public health professionals whose work involves advocacy and who are called upon to act in an intersectoral context.

For an example of the framing concept used in a practical context:
http://www.ncchpp.ca/162/publications.ccnpps?id_article=622

Wicked Problems and Deliberations

A method for establishing dialogue and fostering insight

Public health actors are often called upon to deal with wicked problems such as obesity, health inequalities, climate change and so on. These types of issues can be technically, socially and politically complex. To deal with them, public health actors need to implement intersectoral mechanisms that facilitate participation and deliberation among various stakeholders.

This workshop will examine how deliberative processes can help address the complexity of public health issues. It will start by looking at the notion of "wicked problems" and how they relate to public health initiatives. It will then explore concepts, models and best practices for developing, implementing and participating in an honest deliberation process. This overview will highlight the usefulness of the deliberative approach for addressing various issues and supporting decision making in public health.

This workshop is intended primarily for public health professionals but may also prove useful to any individual who is required to work with numerous stakeholders to act on public health issues.

For further information on deliberative processes: http://www.ncchpp.ca/57/deliberative-processes.ccnpps

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Communication and Public Health Actions

Understanding media communications – The encoding/decoding approach

Dealing with public health issues often requires the use of communication strategies. The target audiences of these strategies play an active role in interpreting the messages they receive – in other words, they are more than simply passive receivers of information. This workshop shows how even the best-designed communication tools (posters, public health campaigns, etc.) can be interpreted in widely different ways by their intended audiences. Participants will also learn how the creation and interpretation of messages are "socially situated."

This workshop is intended for public health professionals looking to deepen their understanding of the implications of their communication strategies and connect more effectively with their target audiences.

For more information on the encoding/decoding approach:
http://www.ncchpp.ca/166/presentations.ccnpps?id_article=429

Policies and Transportation

Transportation Policies and Health Inequalities: Avenues for Intervention

Reflecting on the impact of our policy decisions

This workshop is designed to clarify the connection between transportation policies and health inequalities, to develop an understanding of health inequalities arising from transportation policies and to develop potential solutions for mitigating or reducing these inequalities. Workshop participants will work to define specific problems related to transportation policies and health inequalities and subsequently explore the most promising strategies, from a policy-making perspective, for resolving these problems.

This workshop is intended for public health professionals, not-for-profit organizations, municipal authorities and any other group interested in transportation policies as they relate to health inequalities.

For a description of this workshop: http://www.ncchpp.ca/176/presentations.ccnpps?id_article=552

Traffic-calming Strategies: Understanding Impacts to Improve Outcomes

Key information to inform decision making

Through this workshop, participants will have the opportunity to familiarize themselves with the literature findings on traffic calming and to examine its impacts on four determinants of health: air quality, noise pollution, injury prevention and active transportation. The workshop will also invite participants to explore the relevance of this information to advocacy efforts related to traffic calming and to consider where this information can be used to develop promotional strategies.

This workshop is intended for public health professionals, non-profit organizations, municipal authorities and any other group interested in transportation issues related to traffic-calming.

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