

HEALTH POLICY: SPRING 2012

[as of February 9, 2012]

Wednesdays, 6:00 – 10:00 pm

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MEETS: *Wed 6-10p in TBA*

The study of health policy can take many forms. There are some standard topic areas in this broad arena, including medical cost, access and quality. However, a sole focus on these areas only provides a two-dimensional (and a very medical model) view of this dynamic policy topic. The world of *public health* (which concerns itself with the health of the community as a whole) necessarily includes policy-based approaches to creating and assuring conditions that can positively impact individual health status. This upstream focus on public health remains an unrealized (or at least underutilized) goal in health care reform debates.

This course examines the health policy world from the perspective of *public health prevention*, specifically in the arena of building healthier communities. Specific policy subjects include the “*eating better*” side (*food systems, nutrition standards in child care, schools & workplaces, food/beverage industry marketing practices and taxes*); as well as the “*moving more*” side (*supporting greater physical activity via school, workplace, transportation, parks & recreation, and land use policy*). Using readings, research, writing, case studies, the development of specific policy ideas (to be aired in mock legislative hearings), and monitoring of relevant public health policy hearings during recent local and state policy processes, students will enhance their analytical and communication skills as they develop a deeper understanding of public policy as it relates to population health and ultimate changes in individual health status.

Having respect for others is fundamental to having open, educational dialogue. All students are expected to support and contribute to a well functioning MPA classroom learning community. Behavior that disrupts the learning community may be grounds for disciplinary action, including dismissal from the MPA program.

Course Objectives

- Improve student skills in understanding perspectives and roles in developing political strategies for influencing public health policy debates.
- Apply general policy analysis concepts to the particular content area of public health prevention, known as “healthy communities”.
- Develop and enhance message framing, public communication and presentation skills.

Required Readings

Health Policy Analysis: An Interdisciplinary Approach, McLaughlin and McLaughlin, Jones & Bartlett Publishers, 2008 (*excerpts called out in the weekly roll-up below*)

Essentials of Health Policy and Law, Teitelbaum and Wilensky, Jones & Bartlett Publishers, 2012. (excerpts called out in the weekly roll-up below – copies to be made available via Moodle)

>> PLUS VARIOUS JOURNAL ARTICLES AND POLICY REPORTS (found below in the weekly roll-up)

Week 1

- None

Week 2

- Health Policy Analysis (“HPA”) – Chapter 1
- Essentials of Health Policy and Law (“EHPL”) Chapters 1-2 (via Moodle)
- The Spectrum of Prevention: Developing a Comprehensive Approach to Injury Prevention, Larry Cohen and Susan Swift. Injury Prevention, 5:203-207, 1999.
<http://www.preventioninstitute.org/component/jlibrary/article/id-105/127.html>
- WA Food Policy Forum Fact Sheet (via Moodle)
- Adult Immunizations: Shots to Save Lives:
<http://healthyamericans.org/assets/files/TFAH2010AdultImmzBrief13.pdf>

Week 3

- Introducing the Healthy Eating Active Living Convergence Partnership, 2008
http://www.convergencepartnership.org/atf/cf/%7B245A9B44-6DED-4ABD-A392-AE583809E350%7D/CP_Introduction_printed.pdf
- F as in Fat: How Obesity Threatens America’s Future, 2011.
<http://healthyamericans.org/assets/files/TFAH2011FasInFat10.pdf>
- Moving from Data to Action, Colman & Hayes, Washington State Department of Health, 2007. (via Moodle)
- Building Diverse Community-Based Coalitions, The Praxis Project.
http://www.thepraxisproject.org/tools/Coalition_Building_2.pdf

Week 4

- HPA – Chapters 7-9, 11
- EHPL -- Chapter 10 (via Moodle)

Week 5

- Toward Health Equity: A Prevention Framework for Reducing Health and Safety Disparities, a chapter in “The New World of Health Promotion: New Program Development, Implementation, and Evaluation. Larry Cohen and Rachel Davis, Prevention Institute, August 2006
<http://www.preventioninstitute.org/component/jlibrary/article/id-199/127.html>
- Obesity and Diabetes Advisory Committee, Policy Recommendations. WA State Governor’s Interagency Council on Health Disparities. December 10, 2009.
http://healthequity.wa.gov/Committees/Diabetes/docs/20091209_Recs.pdf

Week 6

- “Reducing Health Care Costs through Prevention”. Prepared by the Prevention Institute and The California Endowment with The Urban Institute. August 2007.
<http://www.preventioninstitute.org/component/jlibrary/article/id-79/127.html>
- Prevention for a Healthier America: Investments in Disease Prevention Yield Significant Savings, Stronger Communities. Trust for America’s Health, February 2009, pp. 3-9.
<http://healthyamericans.org/reports/prevention08/Prevention08.pdf>
- Policy Options Beyond Legislation, Makani Themba, Praxis Project, pp. 67-68.
http://www.thepraxisproject.org/tools/Effective_Policy_Advocacy_English.pdf

Week 7

- What Surrounds Us Shapes Us: Making the Case for Environmental Prevention, Strategic Alliance / Berkeley Media Studies Group, May 2009
<http://www.preventioninstitute.org/component/jlibrary/article/id-175/127.html>
- Talking About Public Health: Developing America's "Second Language" Lawrence Wallack, Regina Lawrence. *The Longview Institute*.
<http://www.longviewinstitute.org/research/wallack/secondlanguage>
- More Than a Message: Framing Public Health Advocacy to Change Corporate Practices, Dorfman, Wallack & Woodruff, *Health Education and Behavior*, 32(4):320-336, June 2005.
http://www.bmsg.org/documents/6HEB-Dorfman_001.pdf
- Grantmakers in Health, *Communicating for Policy Change*: pp. 2-13, November 2007.
http://www.gih.org/usr_doc/Communicating_for_Policy_Change_FINAL.pdf

Week 8

- Worksite Wellness: Taking Root in the Public Sector, Colman, Dilley & Norman. WA State Employment Security Department, June 2009. (via Moodle)

Assignments

1. POLICY GUIDE FOR POLICYMAKERS: ASSESSING UTILITY
Description: In one page or less discuss the utility of this policy paper and its usefulness to public policymakers.
2. POLICY ANALYSIS: GAP ANALYSIS PAPER -- DRAFT
Description: One policy scan document in the area of “healthy communities” will be reviewed in the second week. Students will choose one policy objective area and independently conduct a “policy gap analysis” in that particular objective for Washington State.
3. POLICY ANALYSIS: GAP ANALYSIS PAPER -- FINAL
Description: *See above.*

4. LEGISLATIVE DRAFTING: STATE OR LOCAL LEGISLATIVE PROPOSAL -- DRAFT
Description: Once the gap analysis is complete, students may work independently or in teams of 2-3 to choose one policy idea and draft a specific legislative proposal at the state or local level.

5. LEGISLATIVE DRAFTING: STATE OR LOCAL LEGISLATIVE PROPOSAL -- FINAL
Description: *See above.*

6. LEGISLATIVE HEARING: TESTIMONY
Description: As an individual or in teams, the legislative proposal will be presented in a mock policy hearing setting. Requirements here include: a 10 minute testimony as lead advocate for the bill (along with written talking points); external fact sheet, and op-ed for print media.

7. BILL HEARING SUMMARIES
Description: Each individual will review, via TVW archives, <http://www.tvw.org/archives>, at least two policy committee hearings related to “healthy communities” bills during the 2012 session of the Washington State Legislature. A written summary of the bills heard will be prepared, using a form adapted from a state agency.

8. REFLECTIVE PAPER
Description: Each individual student will describe reflective thoughts and reactions to the specific policy analysis processes that they engaged in throughout the class. Attention should be paid to both specific public health policy content as well as particular policy development variables. A summary version of this paper will be presented in class by each student.

Weekly Outline

DATE	TOPICS	READINGS	ASSIGNMENTS
Week 1 4/4	Introductions & Course Overview <i>Food Inc.</i> viewing and discussion		
Week 2 4/11	Overview of Health Policy and Law in the US Prevention and	Main Text Readings: <ul style="list-style-type: none"> • Health Policy Analysis (“HPA”) – Chapter 1 • Essentials of Health Policy and Law (“EHPL”) Chapters 1-2 • The Spectrum of Prevention (Cohen) • WA Food Policy Forum Fact Sheet 	1. Policy Guide for Policymakers: Assessing Utility

DATE	TOPICS	READINGS	ASSIGNMENTS
	Public Health	<ul style="list-style-type: none"> Adult Immunizations (TFAH) 	
Week 3 4/18	Policy Development Framework – Part 1: Stage 1	<ul style="list-style-type: none"> Healthy Eating Active Living Convergence Partnership F as in Fat (TFAH) Moving from Data to Action (Colman) Building Diverse Community-Based Coalitions (Praxis Project) 	
Week 4 4-25	Policy Development Framework – Part 2: Stages 2-4	<p>Main Text Readings:</p> <ul style="list-style-type: none"> HPA – Chapters 7-9, 11 EHPL – Chapter 10 	2. Gap Analysis paper (draft)
Week 5 5-2	Social Determinants and Health Disparities	<ul style="list-style-type: none"> Toward Health Equity Obesity and Diabetes Advisory Committee (WA State Governor’s Interagency Council on Health Disparities) 	3. Gap Analysis paper (final)
Week 6 5-9	Cost-Benefit Policy Advocacy: Beyond Legislation	<ul style="list-style-type: none"> Prevention for a Healthier America (TFAH) Reducing Health Care Costs through Prevention Policy Options Beyond Legislation, (Themba) 	4. Legislative bill – initial draft
Week 7 5-16	Media Advocacy and Message Framing	<ul style="list-style-type: none"> What Surrounds Us Shapes Us (BMSG) Talking About Public Health (Wallack) Framing Public Health Advocacy to Change Corporate Practices (Dorfman) Communicating for Policy Change 	5. Legislative bill draft – final 6. Bill hearing Summaries Case Study (in-class)
Week 8 5-23	Catch-up Week Worksite Wellness	<p>TBD</p> <p>Worksite Wellness: Taking Root in the Public Sector (Colman)</p>	Case Study (in-class)
Week 9 5-30	Mock Policy Committee Hearing	None	7. External fact sheet, written talking points and op-ed.
Week 10 6-6	Re-review of Week 2 – Assignment 1 Student presentations of	None	8. Reflective paper

DATE	TOPICS	READINGS	ASSIGNMENTS
	Reflective papers		