Tools for Effective Multi-Sector Efforts

Larry Cohen
Executive Director

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The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills
### The Spectrum of Prevention

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WE'RE NOT BUYING IT
Latinas Against Domestic Violence

New York City, NY
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Thinking on the Edge of the Box
## The Spectrum of Prevention

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Partnerships Among Sectors

Health & Public Health

Agriculture

Planning

Transportation
Developing Effective Coalitions: The 8-Step Process

1. Analyze program objectives, determine whether to form a coalition
2. Recruit the right people
3. Devise preliminary objectives and activities
4. Convene the coalition
5. Anticipate necessary resources
6. Develop a successful structure
7. Maintain coalition vitality
8. Improve through evaluation
Recruit the right people.

- Identify people working on the issue
- Consider who has influence
- Determine who will be supportive
- Identify who may put obstacles in your path
- Consider how many people should be involved
**Optometry**

**Expertise:**
- Understanding of how people visualize traffic signs and signals

**Desired Outcomes:**
- Improved vehicle displays, traffic signals, and road signage
- Better driver assessment for licensing purposes

**Key Strategies:**
- Utilize color and design features to increase driver attention to traffic signals and signs

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**Transportation Engineering**

**Expertise:**
- Road and sidewalk design that provides safe travel for multiple modes of transportation

**Desired Outcomes:**
- Prevent traffic crashes and reduce severity of injuries if a crash does occur

**Key Strategies:**
- Promote safety regulations for occupants and vehicles
- Implement street designs that promote safety (e.g., traffic calming)

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**Public Health**

**Expertise:**
- Population-based prevention approaches and data collection of injury rates

**Desired Outcomes:**
- Reduce unintentional injuries among all travelers, including drivers, pedestrians, bicyclists, people with disabilities, elderly

**Key Strategies:**
- Facilitate environmental and policy changes (i.e., pedestrian/bicycle-friendly street design, car seats, seat belts, DUI, bicycle helmets)

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**Law Enforcement**

**Expertise:**
- Expertise in legal requirements and crash investigations and has the authority to enforce traffic laws

**Desired Outcomes:**
- Increased compliance to traffic safety laws

**Key Strategies:**
- Enforce traffic laws, patrol neighborhoods, implement check points, cite reckless drivers, and participate in educational campaigns

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**Shared Outcomes**

- Improved transportation infrastructure and systems
- Ability for motorists, bicyclists, pedestrians, people with disabilities, and elderly to travel easily and safely
- Decrease in traffic-related injuries and deaths

**Partner Strengths**

- Subject matter expertise
- Authority and ability to implement policies and environmental changes
- Understanding of motor vehicle patterns and individual transportation behaviors
- Knowledge of street and vehicle design

**Joint Strategies/Activities**

- Incorporate health and safety elements into transportation planning
- Promote complete streets policies
- Connect roadways to complementary systems of trails and bike paths
- Implement smart growth strategies, including transit-oriented developments

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Organizational Practice:

The internal practices, regulations, and norms of businesses, government departments, schools, churches, etc.
Reasons Organizational Practice Change is Crucial

- Widespread Impact
- Achievability
- Testing Ground
- Organizational Benefits
Worksite Wellness: Activity Breaks in Meetings

Fuel Up/Lift Off! ¡Sabor y Energía!

Eat 5 servings of fruits & vegetables and get 30 Minutes of Physical Activity Every Day!
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Policy

The rules that guide the activities of government or quasi-governmental organizations, and that provide authority for the allocation of resources.
Useful policy is often developed locally.
10 Reasons Local Policy is Critical

1. Local politicians are more *responsive*.

2. **People** Power.

3. *Cheaper & easier* to implement.
4. Can be *tailored* to individual community needs.

5. Raises *community awareness* and support.

6. *Not burdened* with the bureaucracy.

7. A *laboratory* for broader policy change, providing valuable clues and appropriate models.
8. Can act as an *impetus* and spread from community to community, leading to state-wide & national change.

9. More *easily monitored* to ensure responsible implementation and follow-through.

10. Easier to *evaluate*. 
Including Health in the General Plan

Madison, WI
Chula Vista, CA
Richmond, CA
Young Lungs at Play

- Ban smoking where children play
- Post Young Lungs at Play signs
- Spread knowledge about health impacts of smoking and second hand smoke
The Synergy of The Spectrum

“The whole is greater than the sum of its parts.”
Community Health Councils: African Americans Building a Legacy of Health

South Los Angeles, CA
### Selecting Activities for Synergy

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<td>6. <strong>Influencing Policy and Legislation</strong></td>
<td>- City Council adopted policy to encourage retailers sell healthy food. County local procurement policy.</td>
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<td>5. <strong>Changing Organizational Practices</strong></td>
<td>- City works with large retailers to encourage them to settle in underserved areas.</td>
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<td>4. <strong>Fostering Coalitions and Networks</strong></td>
<td>- AABLH coalition works to promote healthy communities</td>
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<td>3. <strong>Educating Providers</strong></td>
<td>- Food retailers agree to stock high-quality, healthy foods.</td>
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<td>2. <strong>Promoting Community Education</strong></td>
<td>- Media campaign spotlights community improvements.</td>
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<td>- Residents are enlisted to assess the community food environment.</td>
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Addressing the Intersection:
Preventing Violence and Promoting Healthy Eating and Active Living

This document was prepared by Prevention Institute with funding from Kaiser Permanente.

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Erica Valdovinos, BA

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Prevention Institute is a nonprofit, national center dedicated to improving community health and well-being by building momentum for effective primary prevention. Primary prevention means taking action to build resilience and to prevent problems before they occur. The Institute’s work is characterized by a strong commitment to community participation and promotion of equitable health outcomes among all social and economic groups. Since its founding in 1992, the organization has focused on injury and violence prevention, traffic safety, health disparities, nutrition and physical activity, and youth development. This, and other Prevention Institute documents, are available at no cost on our website.
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Collaboration Multiplier

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Shared Outcomes

Partner Strengths

Joint Strategies

Prevention
PART 1: Develop a Policy Strategy
PART 2: Develop Key Partners
PART 3: Back Up Your Case
PART 4: Plan for Implementation
ENACT

Environmental Nutrition & Activity Community Tool
Local Policy Database

Promising Practices in Nutrition and Physical Activity

Catalogues promising policies in nutrition and activity at the local level

http://preventioninstitute.org/sa/policies/