

Introduction to the Policy Change Process

San Diego, CA: February 16-17, 2012

Westin San Diego – Topaz Room

CDC Coordinated Chronic Disease Prevention and Health Promotion (CCDP)

Regional State Meeting (Regions 6-10)

Day 1 Agenda	
Time	Activity
8:00AM	Opening <ul style="list-style-type: none"> Welcome and introductory activities Review agenda and materials
8:10	Background and Context <ul style="list-style-type: none"> Changing policies, environments, and systems Competency curricula
8:20	Assessing and Framing the Policy Problem Health and social problems need defining and framing to encourage policy solutions. Root causes, evidence, and framing in terms of stakeholder values are part of a successful definition.
9:00	BREAK (15 minutes)
9:15	Using Policy Analysis Tools How to choose among potential solutions to a problem? A stakeholder power analysis highlights acceptability and feasibility of solutions. Policy analysis techniques compare estimated impact across itemized criteria, which can help to identify the solution(s) to pursue.
10:00	Background on Government Policy Change <ul style="list-style-type: none"> Structure and processes used
10:15	Influencing the Policy Change Process Advocacy techniques are key to influencing the policy process. Successful planning uses both policy and media advocacy strategies/tactics.
10:50	BREAK (10 minutes)
11:00	Implementing Enacted Policies Once a policy is enacted, a government bureaucracy implements it (e.g., programs, regulations, rules, and budgets). Advocates need to monitor and influence the process to ensure the policy is implemented as intended.
11:50	Closing Day 1 Plusses & Wishes, and questions for tomorrow.
Day 2 Agenda	
8:00AM	Welcome and Review of Day 1 Review Plusses & Wishes and questions received at the end of Day 1.
8:15	Communications Brief orientation to message framing and media.
9:00	BREAK (15 minutes)
9:15	Evaluating Policy Interventions Policy evaluation requires assessment of all campaign stages to provide rapid feedback. Capacity, process, and outcome measures are needed.
9:45	Closing <ul style="list-style-type: none"> Additional concepts and tools in Skill-Building workshop series Review and feedback
10:00	END