Creating Opportunities
For Healthy Communities
Course Objectives

- **Module 1**: Describe the systemic and environmental factors that influence health and health behaviors
- **Module 2**: Describe the social-ecological model and steps involved in using the social-ecological model to select strategies for improving public health
- **Module 3**: Describe how local organizations and communities can implement important policy change strategies
Understand that health is influenced by the policies, systems and environments that surround us

Discuss the importance of addressing policies, systems and environments to improve health behaviors
Where does our health come from?

The US has the **highest** healthcare expenditure in the world yet ranks below many other countries in life-expectancy.
Variations in Life Expectancy

**Education**

- Life Expectancy: <70 yrs
  - % with college degree or higher: 14.48%

- Life Expectancy: 75-81 yrs
  - % with college degree or higher: 48.84%

- Life Expectancy: 86-92 yrs
  - % with college degree or higher: 46.03%

**Poverty Level**

**Employment Status**
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Smedly and Syme
Institute of Medicine, 2000
Instructions
Click the arrow on the right that best answers the question below.

Which of the examples on the right is a strategy to make the healthy choices easier?

1. Increasing the number of low-fat food offerings in the cafeteria

2. Making the building’s staircase easy to find and safe to use

3. Sending an educational newsletter via company e-mail

Yes!

Making healthier options cheaper provide incentives for people to make healthy choices.
Module 2 | A Framework for Policy, System and Environment Change

In this module you will learn to:

- Identify levels of the Social Ecological Model and organizations included in each level.
- Use the Social Ecological Model to define multiple influences and strategies to improve community health.
- Recognize relative differences in outcomes and sustainability of health intervention strategies using the Health Impact Pyramid.
The Social Ecological Model

Policy/System

Community/Organizational

Interpersonal

Individual
The Social Ecological Model

Nutrition and Physical Activity

- Policy/System
- Community/Organizational
- Interpersonal
- Individual

- Schools
- Workplaces
- Recreation facilities
- Organizations/agencies
- Retail establishments
- Other community settings
### Individual

#### Nutrition Facts

<table>
<thead>
<tr>
<th>Serving Size</th>
<th>Amount Per Serving</th>
<th>Calories</th>
<th>% Daily Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 packet (1g)</td>
<td></td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

**Servings per Carton 100**

- **Calories:** 0
- **Total Fat:** 0g
- **Cholesterol:** 0mg
- **Sodium:** 0mg
- **Total Carbohydrate:** 12g
- **Dietary Fiber:** 7g
- **Sugar:** less than 1g
- **Protein:** less than 1g

**Vitamins and Minerals**

- **Vitamin A:** 0%
- **Vitamin C:** 0%
- **Iron:** 4%
- **Calcium:** 0%

<table>
<thead>
<tr>
<th>Amount for Serving</th>
<th>Calories from Fat</th>
<th>% Daily Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

- **% Daily Value**
- **Total Fat:** 1 g (1%)
- **Saturated Fat:** 0 g (0%)
- **Trans Fat:** 0 g (0%)
- **Cholesterol:** 0 mg (0%)
- **Sodium:** 0 mg (0%)
- **Total Carbohydrate:** 12 g (4%)
- **Dietary Fiber:** 7 g (26%)
- **Vitamin A:** 0%
Interpersonal
Community & Organizational

Fresh Start Healthy Corners
delivering fresh fruits and vegetables to your block
THIS STORE SELLS HEALTHY SNACKS!
We welcome the Ohio Direction Card here.
Click on the tabs on the left to read more about focus group participant experiences when shopping for healthy alternatives.
The Health Impact Pyramid

Long-Lasting Protective Interventions

- Counseling & Education
- Clinical Interventions
- Long-Lasting Protective Interventions
- Changing the Context to Make Individuals' Default Decisions Healthy
- Socioeconomic Factors

Examples:
- Immunizations against infectious diseases
- Smoking cessation programs
- Colonoscopy

These are effective, but significant effort is needed to be sure everyone is reached by these programs.
Module 3 | Putting It Into Practice

In this module you will learn to:

- Understand how to identify targets for policy, systems and environment change in your local community
- Identify steps you can take to move a local community toward a policy, systems, or environment change
- Describe the role public health practitioners can play in bringing about change in local communities
Healthy Mothers & Babies

Improvements to sanitation and infection control and surveillance, improvements in maternal and infant nutrition, advances to clinical medicine, improvements in access to women’s health care, increases in overall education levels and improved standards of living contributed to a 90% decline in the infant mortality rate over the last century.
Nationwide Children Says No to Sugar-Sweetened Beverages

Introduction

Kathy Glover
Director of Nutrition Services
Nationwide Children’s Hospital

Click on the question tabs on the left to hear how the hospital addressed these important questions.
This interactive course will provide basic knowledge about how our social networks, community structures and local and state policies affect our health and health behavior. Its goal is to discuss the importance of planning and implementing public health strategies to create environments that make the healthy choice the easy choice and support healthy living.

Upon completion of this course, participants will be able to describe the systemic and environmental factors that influence health and health behaviors; describe the social-ecological model and steps involved in using it to select strategies for improving public health, and describe how local organizations and communities can implement important policy change strategies.

View the full course announcement

This online self study course is currently available at cphplearn.org.

“informative and interesting”

“I learned a lot, it was easy to understand and navigate.”

“I like the approach, material depth and self-paced ability.”

“I liked the videos because they showed real world applications of the principles.”

“The combination of video, photos, audio, graphics--it all worked together to keep your interest.”