

**IT'S TIME TEXAS**

# **PSE CHANGE RESOURCE GUIDE**



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# WHAT IS PSE CHANGE?

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Policy, system, and environmental (PSE) changes are approaches that aim to create lasting improvements in individual, organizational, and community health. PSE change seeks to make healthier choices more accessible to all members of a community. We know that our health and well-being are impacted by the places we live, work, worship, learn, and play. Our ability to make healthy choices in those places is dictated by the availability, affordability, and accessibility of the conditions we all need every day to thrive.

Creating policies, systems, and environment change by adopting a safe streets policy, adding an additional bus stop for a farmer's market, or creating a walking trail at your school can positively influence community health and well-being. Actions focused on changing conditions through PSE are more effective than traditional programs alone because they create more supportive environments, reach more people, and lead to more impactful, sustainable change.

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## KEY TERMS

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**Policy Change:** Policies are the written, officially adopted statements of position, decision, or course of action.

*Examples: Creation of healthy meeting guidelines at a workplace, changing zoning requirements to allow community gardens.*

**Systems Change:** Unwritten, ongoing decisions or changes that result in ways of conducting business that reach people within an organization or network of organizations within a community.

*Examples: Organizing a group of parents to walk with their kids to school, connecting a local farm with a healthcare provider to serve fresh produce at their cafeteria.*

**Environmental Change:** Includes changes to the built or physical environment, which is observable, but it can also include economic or social environments.

*Examples: Installing a bike rack at a local business, Financial incentives at farmer's markets across the city for fresh produce.*

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# TOOLS & CAPACITY BUILDING

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## CAPACITY BUILDING FROM IT'S TIME TEXAS

- **Healthier Texas Summit**
  - An annual gathering of more than 700 public health professionals, leaders, and innovators uniting to transform health in Texas through systems change.
- **Social Marketing Campaigns**
  - Free, easy-to-implement health campaigns that include a toolkit with evidence-based health resources and marketing materials.
- **Skill Building Workshops**
  - Localized workshops that aim to empower health champions with the skills, knowledge, resources, and connections to improve health within their schools, workplaces, and communities.
- **School Capacity Building**
  - Free, ongoing support to implement and monitor progress to achieve a school district's health and wellness goals.

## ONLINE RESOURCES FOR PSE CHANGE

- **What Works for Health**, County Health Rankings
  - Find policies and programs that are a good fit for your community's priorities
- **Action for PSE Change Tool**, George Washington University Cancer Center
  - Provides tools and resources on the PSE approach and how to advance PSE change efforts
- **PSE Change Guide**, CDC, and American Cancer Society
  - Guide to help develop and implement PSE change
- **SNAP-Ed Connection**
  - Provides information on the national SNAP-Ed program and its approaches
- **SNAP-Ed Toolkit**
  - Find evidence-based physical activity & nutrition interventions
- **SNAP-Ed PSE Interactive Map**
  - Provides interactive resources for communities implementing PSE change

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# ONLINE RESOURCES

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## ASSESSMENT RESOURCES

The **PLACES collaboration**, an extension of the CDC's 500 Cities project, provides model-based population-level analysis based on multiple geographic markers. These maps and datasets can be used to determine the most pressing health-related outcomes in your community.

**Building Coalitions to Promote Health Equity: A Toolkit for Action**: This toolkit, created by the Center to Champion Nursing in America, aims to provide action-based strategies and concrete steps for individuals, communities, and healthcare facilities to promote and sustain a culture of health.

**Developing Partnerships and Coalitions to Advance Health Equity** is a short document created by the CDC to guide community partners and practitioners in achieving equitable outcomes. Most helpful is the last page, a list of questions for reflection on the community.

**Harris County Public Health Equity Framework**

**Evaluating Rural Programs**

**Evaluation Considerations for Social Determinants of Health Programs**

**Evaluation Strategies and Considerations for SDOH Programs**

## IMPLEMENTATION RESOURCES

**Promoting Health Equity: A Resource to help communities address social determinants of health**. Developed by the CDC, this document follows 9 different case studies of programs to address health inequity, as well as a guideline to create your own initiative.

**Health Equity Programs of Action: An Implementation Framework**. From Georgetown University, this framework describes seven principles of human rights and health equity.

**REACH Across the Divide: Finding Solutions to Health Disparities**. A breakdown of how the CDC-supported REACH initiative is addressing race-related health disparities across America.

**Work being done by TAMU for Rural Communities**

**Environmental Strategies: Selection Guide, Reference List, and Examples of Implementation Guidelines**

**Health in All Policies**: The first part of PSE Change