


Preventive Services ToolKit
Module 1: Intro and Overview

- What PSTK is all about
- Intro to Rapid Protocol
- ATV Exercise


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AAPHP Summit, November 4,5 2017



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Preventive Services ToolKit
Definition of PSTK


- Preventive Services ToolKit
- The tools:
 - Epidemiology as a policy tool
 - Return on Investment
 - Political Science
 - Public Administration
 - Organizational Development
- Packaged to be used as a rapid assessment protocol to develop strategic plans
 - (project funded to AAPHP by CDC 2005-2009)
 - (primary authors: Joel Nitzkin, Dave Cundiff, Jonathan Weisbuch, and Robert Harmon)



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Options for Strategic Planning


- Wing it
- Hire a consultant
- Do it yourself in 30-60 minutes



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Goals of Seminar


- -- to enable participants to achieve better health, policy and administrative outcomes through use of the **PSTK Advocacy Strategy Rapid Protocol**
- -- to open the hearts and minds of participants to "out of the box" thinking



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Root of Most Problems


- Mark Twain – "it's not what people don't know that worries me – it's what they know for sure that just aint so"



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What is the **PSTK** Rapid Protocol?

- 30-60 minute structured brainstorming session
- Alone or with small group
- Strategy to address proposed policy, program or budget cut



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ATV Initial Narrative

- ❑ Prominent local legislator
- ❑ Teenage daughter killed when thrown from ATV
- ❑ Wants them banned county-wide
- ❑ Health director asked to write the bill and provide the justification
- ❑ ?? How should you, as health director, proceed??

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Rapid Protocol – Step Zero Define and Set Up


- ❑ Specify problem, issue or proposal
- ❑ Anticipated
 - intervention
 - Sponsoring institution or group to provide the service
 - Community to receive the service



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The *PSTK* 30-60 Minute Rapid Protocol (structured brainstorming session)

- ❑ 1. Goals (desired outcomes)
- ❑ 2. Policy/program options
- ❑ 3. Guestimated numbers
 - Epidemiology
 - Return on Investment
- ❑ 4. Stakeholder Analysis
- ❑ 5. Partnering/collaboration
- ❑ 6. Identify (stakeholder) research needs
- ❑ 7. Decide – “Go,” “No-Go” or “Hold Until”



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Rapid Protocol Deliverables

- ❑ Political and administrative feasibility
- ❑ Strategy
- ❑ Preliminary draft
 - nature of program
 - Structure
 - Sponsorship
 - Cost
 - Benefits
- ❑ Research agenda (if any)
 - Stakeholder
 - Evidence and Guidelines
 - Baselines and Benchmarks



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Rapid Protocol – Step 1 Goal


- ❑ State goal or set of goals in qualitative terms
- ❑ 3-5 minutes



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Rapid Protocol - Step 2 Policy/Program Options


- ❑ List out alternative policies and program interventions
- ❑ 5-10 Minutes



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ATV Policy Options

- Ban all terrain vehicles (ATVs)
- Require warning placards on ATVs
- Impose control on ATV events
- Prohibit use under age 18
- Safety training and licensure or certification
- Posting of hazardous properties
- Research and surveillance
- Health education



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Rapid Protocol – Step 3
– some numbers

- Local ATVs
- Injuries and deaths
- Number and percent that might be prevented by various options

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Rapid Protocol – Step 4
Stakeholder Analysis – slide 1 of 5


- Brainstorm obvious stakeholders
- Use Sunburst diagrams to find key stakeholders who otherwise would have been missed
- Select the 1-5 stakeholders that appear most critically important
- 10-20 minutes (the heart of the brainstorming session)



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Stakeholder Analysis slide 2 of 5
preliminary list of ATV Stakeholders


- Local vendors
- Manufacturers (none local)
- Current owners of ATVs
- Members of ATV clubs
- Families of kids injured by ATVs
- Emergency room doctors
- County legislators
- State legislators
- Local police



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Stakeholder Analysis slide 3 of 5
Starburst Diagram Review
for forgotten ATV stakeholders

- Personal domain
 - Advocate level of involvement
- Professional culture (Technical domain)
 - No apparent problem
- Administrative domain
 - Anything mandatory would have to be at state level
- Policy/Political domain
 - Multiple external stakeholders, especially political conservatives
- Personal Idiosyncrasy



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Stakeholder Analysis slide 4 of 5
Most Important ATV Stakeholders


- Local vendors
- Local users
- Emergency room doctors
- Parents of injured children
- Political conservatives



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Stakeholder Analysis
slide 5 of 5 -- Decisions


- Banning ATVs locally
 - undoable, probably ineffective
- Safety training by vendors;
- Local or statewide?
- Future option (if needed):
 - more vigorous or restrictive
- Stakeholder research
 - Local legislators
 - State PH leadership
 - State legislators
 - State police
 - Leverage: parents of injured children



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Rapid Protocol – Step 5 Partnering


- Decide who to partner with
 - For leverage and for advocacy
 - For implementation
- ATV potential partners
 - Vendors
 - Doctors
 - Parents
 - Police
 - DMV
- 3-5 minutes



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Rapid Protocol – Step 6 Identify Research Needs


- (research to be done before initiating advocacy)
- Stakeholder research
 - (per stakeholder analysis)
- Evidence and guidelines
 - (literature review)
- Baselines and benchmarks
 - (project likely benefits)
- 3-5 minutes



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Rapid Protocol – Step 7 Decide

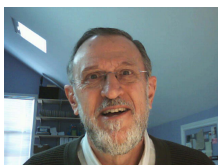
- Options:
 - "Go"
 - "No Go"
 - "Hold until . . ."
- ATV:
 - "go" on health education and training
 - "Hold" on ban and legal restrictions
- 5-10 minutes



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