

Preventive Services ToolKit

Introduction to
2d Half Day

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Intro to 2d Half Day

AAPHP PSTK Advocacy Strategy Seminar

Slide 1

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



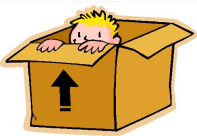

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Goals of Seminar

- -- 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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Other Problems

- Politics
 - Conflicting agendas
- Bureaucracy
 - Stovepipe thinking
- Stuff not (or not well) taught in MPH programs, PM residencies or national meetings:
 - Epidemiology as a policy tool
 - Return on investment
 - Stakeholder analysis
 - Bureaucracy
 - (etc.)



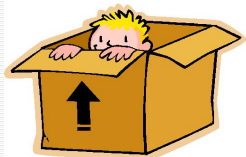
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-- stated another way

- **Tradition!!!**
- "in the box" thinking
 - Researcher
 - Clinician
 - Administrator
 - Legislator
 - Patient/Community Client
- Organizational culture hostile to new approaches




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PSTK Response


- ❑ **A ladder to climb out of the box**
- ❑ Policy Analysis skill set
 - Epidemiology
 - Public administration
 - Political Science
 - Real life experience



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Options for Strategic Planning


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



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The 30-60 Minute Protocol (structured brainstorming session)


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



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Seminar/Workshop Structure

- ❑ 9 slide sets
- ❑ Case studies
- ❑ Interactive workshops
- ❑ Internet Resources on AAPHP web site



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Lessons Learned Day 1: Framing and Mindsets


- ❑ 4 mindsets
 - Technical/Scientific
 - Administrative
 - Policy/Political
 - Deeply held belief/Org. culture
- ❑ Rank by Power
- ❑ Dysfunctional organization
- ❑ Advocacy as threat

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Lessons Learned Day 1: Epidemiology as a Policy Tool


- ❑ Epi for policy is very different from epi for research
- ❑ No use for p values
- ❑ Multiple levels of intervention
 - Primary, secondary, tertiary model too oversimplified
- ❑ Syndemics
- ❑ Data models
 - Medical
 - Public Health
 - Community
- ❑ Do not start with a literature review!!!

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**Lessons Learned Day 1:
 Stakeholder Analysis**

- Stakeholder
- Power
- Leverage
- Character types
- Games People play
- Sunburst diagram
- Outcomes not otherwise achievable
- Hazard to advocates
- (and more)


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**Slide Sets
 (and topics for day 2)**

- 1. Introduction and overview
- 2. Framing and Mindsets
- 3. Epidemiology as a policy tool
- 4. and 5. Stakeholder Analysis
- *****
- 1a. Introduction to 2d Half Day
- 6. Return on Investment
- 7. Partnering
- 8. Wrap-up



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Handouts and Follow-up

- Slide sets
- Schedule, goal and context, teaching objectives
- Worksheet for brainstorming sessions
- Wrap-up Quiz (10 multiple choice questions)

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