

Preventive Services ToolKit

Introduction to
PSTK
Rapid Protocol
ATV Exercise



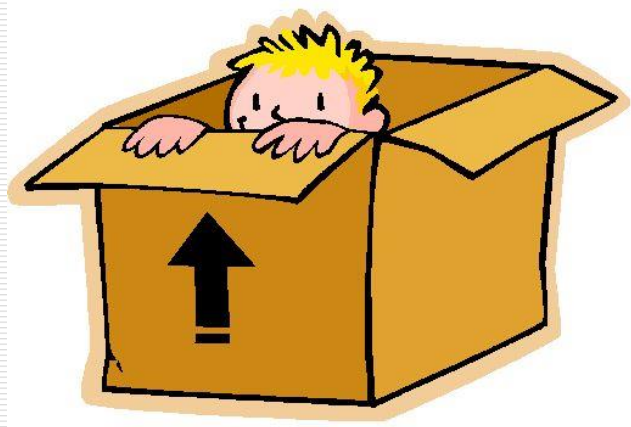
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History of PSTK

- Funded by CDC in 2004 as curriculum to enable public health professionals to be more effective in preventing budget cuts and developing new programming
- Based on
 - Epidemiology as a policy tool
 - Principles of public administration
 - Experience of PSTK faculty in securing outcomes not considered possible before they were achieved

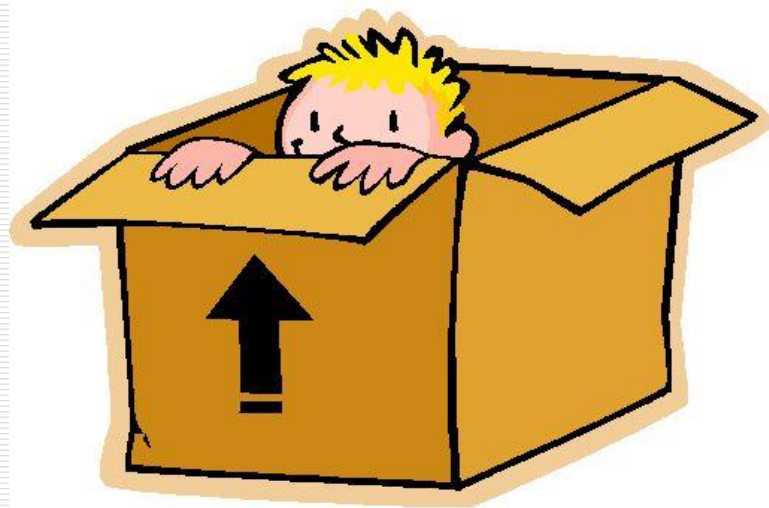
Goals of Seminar

- -- to enable participants to get the bureaucracy and legislature to do what you want them to do –
- - - to open the hearts and minds of participants to “out of the box” thinking



-- the problem

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



PSTK Response

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



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”



MLK on Thinking

- “Rarely do we find men who willingly engage in hard, solid **thinking**. There is an almost universal quest for easy answers and half-baked solutions. Nothing pains some people more than having to think.”



How to Think

- PSTK teaches how to think these bureaucratic and legislative things through

Lesson 1: Framing and Mindsets

- 4 mindsets
 - Technical/Scientific
 - Administrative
 - Policy/Political
 - Deeply held belief/Org. culture

Lesson 3: Stakeholder Analysis

- Stakeholder
- Power
- Leverage
- Character types
- Games People play

Lesson 4: Partnering

□ -- a bird may love a fish – but where can they make a home together?

□ (ref: Fidler on the Roof)

ATV Initial Narrative

(all terrain vehicle)

- 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??

Rapid Protocol – Step 1

Define and Set Up

- Specify problem and proposal
- Anticipated
 - What intervention?
 - Who pays?
 - Who gets the benefit?



Step 2: 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



Step 3: some numbers

- Local ATVs
- Injuries and deaths
- Number and percent that might be prevented by various options
- (start with best guestimate – save research for later)

Step 4: Stakeholder Analysis

- ❑ Brainstorm obvious stakeholders
- ❑ Identify 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)



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



Step 5: Brainstorm Partnering

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



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



Step 7: Initial and Final Decisions

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

