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# OHIO INJURY PREVENTION PARTNERSHIP

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*Injury Prevention Policy and Advocacy Action Group*

**Conference Call  
April 21, 2011 – 10 AM**

**(866) 961-9227  
Meeting ID: 84678  
Password: 87648**

## **AGENDA**

### **Meeting Objectives:**

- Introductions
- Review of IPPAAG goals
- Determine Structure of the Group
- Identify policy priorities
- Identify advocates/recognition efforts
- Identify communication strategies

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<b>Agenda Item</b>	<b>Process</b>
<b>Introductions/Review Agenda</b>	
<b>Overview of CDC Guidance, Mission Statement and Goals</b>	Review CDC Guidance and IPPAAG Mission Statement/Goals Documents Provided
<b>Group Structure</b>	
<b>Goal 1 – Identify Policy Priorities</b>	
<b>Goal 2 – Identify Advocates/Recognition Efforts</b>	
<b>Goal 3 – Communication Strategies and Tools</b>	
<b>Next Steps/Next Meeting</b>	
<b>Adjourn</b>	

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## **OHIO INJURY PREVENTION PARTNERSHIP**

*Injury Prevention Policy and Advocacy Action Group*

***Mission:*** To advance evidence-based policies to prevent injuries in Ohio.

***Vision:*** Working together to create a safe and injury free Ohio.

### **Goal 1: Support public health policies designed to advance injury prevention in Ohio**

- Develop consensus statements/position papers for injury prevention policies.
- Assess current public policy priorities of Ohio Injury Prevention Partnership membership.
- Inventory existing state and local laws/policies and organizational regulations related to injury prevention/safety.
- Research, identify, promote and/or develop model injury prevention policies for organizations (e.g., schools, work places), local communities (ordinances) and state laws.

### **Goal 2: Develop champions to advocate for effective injury prevention policies**

- Identify key individuals working in the field who can champion issues with policy makers/media.
- Establish an annual recognition for an individual who has made a notable contribution to injury prevention.
- Develop injury prevention advocacy list serve/network of people who can be called-upon to contact policymakers or testify in support of IP policies at the local or state level.

### **Goal 3: Develop promotion and communication strategies to support injury prevention policies**

- Provide tools to empower Ohio Injury Prevention Partnership members to communicate public policy priorities to public officials.
- Provide briefing materials for local groups for use with the media and legislators.
- Develop “how-to” materials to support policy change.
- Publish success stories related to policy change.
- Identify opportunities to educate public officials about issues that impact the health and safety of all Ohioans.

**CDC GUIDANCE: UTILIZING POLICY TO PREVENT INJURY AND VIOLENCE**  
**A Guide for State Health Department Injury and Violence Prevention Programs**

**Purpose:**

To provide guidance to state health departments about their essential role in affecting policy to prevent injuries and violence through active participation in all domains of the policy change process.

**Target Audience:**

- State health department injury and violence prevention programs
- State health department program staff working to prevent injuries and violence

**POLICY AS AN EFFECTIVE PUBLIC HEALTH TOOL TO PREVENT INJURIES AND VIOLENCE**

Policy interventions are important and effective community and societal level strategies for improving the public's health. Public health policy interventions influence systems development, organizational change, social norms, and individual behavior to promote improvements in the health and safety of a population.

A state health department injury and violence prevention program and its partners play a significant role in:

- assessing/analyzing policies that impact injury and violence prevention,
- convening interested groups to develop a plan for establishing policy strategies to address injury and violence prevention
- using data and science to educate decision makers about the components and potential effects of policies,
- increasing public awareness of existing policies or laws, and
- evaluating the impact of policies.

State health department injury and violence prevention programs are also well-positioned to link with other public health department programs or initiatives (i.e., obesity prevention, maternal and child health, or environmental health) and complementary issues, such as transportation, affordable housing, and sustainable healthy communities, so that injury prevention goals are incorporated into larger societal level efforts.

**TYPES AND LEVELS OF POLICY**

Policy can be defined in many ways. One applicable definition when describing public health policy is "the concerted action of governments and other institutions to use mechanisms of influence or control to achieve a desired outcome. Policies generally operate at the systems level, applying to large sectors or populations and set the context in which individual decisions and actions are made."

There are different types and levels of policy; each of them plays an important role in improving the public's health:

- Organizational (also known as internal policies) – rules or practices established within an agency or organization, such as those developed by:
  - Local education agencies and/or schools or school districts i.e. required training for teachers on teen dating violence prevention,
  - Private hospital or other healthcare delivery sites (i.e. physicians' offices), i.e. a systematic, required use of an evidence-informed program to prevent Shaken Baby Syndrome as a component of a hospital stay for all new mothers,
  - Community- or faith-based organizations, i.e., requiring volunteer coaches to receive training and information on concussion awareness to protect young athletes ,
  - Governmental agencies, i.e., restricting the use of government-owned electronic communication devices while driving by employees and contractors,
  - Business, industry, or corporations, i.e., health insurance company reimbursement policies, and
  - Professional associations or accrediting organizations, i.e., CEU requirements to demonstrate competencies in public health or injury prevention.
- Regulatory – rules, principles, or methods created by government agencies with regulation authority for products or services (government agency receives authorization to make regulations through legislation)
  - State, i.e., standards regarding main drain covers and starting blocks in swimming pools
  - Federal, i.e., rules governing manufacturing of automobiles to meet safety standards
- Legislative – laws or ordinances
  - Local (city or county), i.e., statute requiring working smoke alarms be included in all residences
  - State, i.e., legislation allowing police to enforce seat belt laws without requiring another violation (also known as primary enforcement seatbelt laws)
  - Federal, i.e., federal legislation setting national requirements for maximum blood alcohol concentration levels acceptable among persons operating a motor vehicle

Policy interventions at each of these levels are particularly valuable because they are systems-based and affect populations by changing the context in which individuals take action or make decisions. Policy interventions can influence decisions (e.g., requiring seat belt use) or they can create an environment or structures in which we live safer (e.g., mandating that all cars are made with front and side airbags). While the behavior change may occur at the individual level, policy change facilitates behavior change across the population or before the population is even given a choice in how to act.

## ROLE OF STATE HEALTH DEPARTMENTS IN THE POLICY PROCESS

State health departments have an important role to play in all domains of the policy change process<sup>1</sup>:

- Problem identification – analyze and communicate the problem
- Policy development – propose a solution
- Policy promotion – promote the solution
- Policy implementation – ensure solution is implemented
- Policy evaluation – evaluate the process and impact of the policy

While most state health department staff are accustomed to playing a major role in the problem identification domain, some agencies or programs may be less involved in other critical domains of policy change, including policy development, promotion, implementation, and evaluation. Participation in these domains can help to ensure that public health policy solutions are based on the best science available, reflect and respond to audience needs and realities, and are updated as knowledge improves. Public health agencies have a role to play in all types (organizational, regulatory, and legislative) of policy initiatives.

State health department play an important role in using scientific evidence and epidemiological data to *educate both internal and external decision makers and partners* about health issues and the potential effect of a policy intervention on a public health issue such as injuries and violence. Allowable activities related to contact with public policymakers vary by state; therefore it is important to consult internal agency rules, state laws, and (where applicable) federal laws to ensure full compliance.

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<sup>1</sup> Policy Domains adopted from Emery J and Crump C (2006). Public Health Solutions Through Changes in Policies, Systems, and the Built Environment. Prepared for the Directors of Health Promotion and Education. Retrieved on April 14, 2009 from [http://www.dhpe.org/HPEC\\_Comps\\_Phase\\_Final.pdf](http://www.dhpe.org/HPEC_Comps_Phase_Final.pdf)