

# PUBLIC HEALTH LEADERSHIP ACADEMY

## Session 6: Advancing Policy in Public Health

Brad Brake, Harrison County Public Health

Bonnie Rubin, Johnson County Board of Health

Lina Tucker-Reinders, Iowa Public Health Association/Dallas County Board of Health

Becky Nowachek, Iowa Department of Public Health



Midwestern Public  
Health Training Center



**IOWA**  
PUBLIC HEALTH



# SESSION 6

## GOALS + OBJECTIVES

### Learning Goal:

Participants will understand their role in developing and influencing public health policies that affect the health of their communities.

### Objectives:

- Participants will:
  - Explain the process of advocacy, and differences between advocacy and lobbying
  - Utilize tools such as position statements, MAPP, CASPER and other resources in policy development and advocacy
  - Evaluate the purpose of organization such as IPHA in advocacy

### Competencies:

- Analyze internal and external facilitators and barriers that may affect implementation of population health policies, programs and services
- Modifies population health polices, programs and services in response to changes in the internal and external environment
- Influences policies, programs, and services external to the organization that affect the health of the community

# THE WHO, WHAT, AND HOW OF ADVOCACY

Brad Brake, JD

Director, Harrison County Home & Public Health

# Overview

- Who is your audience?
- Who are you representing?
- What is your goal?
- How will you go about achieving that goal?

# WHO IS YOUR AUDIENCE?



# Gatekeepers

## Local:

- Local government websites
- Check out boards and commissions - there are dozens to address different areas such as school, public health, planning and zoning, emergency management and conservation
- Includes minutes and contacts if you need to reach out
- Attend a meeting when you can listen and learn, not only when you have to engage
- Connect the dots for community leaders

## State:

- At [www.legis.iowa.gov](http://www.legis.iowa.gov) you can find your legislator's biographical information, contact information, link to their newsletter, listing of the committees and bills and amendments they have sponsored
- Anyone can attend committee meetings and speak or come and watch debate
- Legislative forums, coffee sessions, days on the hill – Know ideal times to communicate

## Federal:

- <https://www.senate.gov/> and <https://www.house.gov/>
- Individual congressional delegation pages for more info and contacts
- May have direct contacts in your community
- Some groups get invited to meet with the delegation in Washington DC

# WHO ARE YOU REPRESENTING?

# I am approaching this as...

- A single constituent of the district
- A representative of my neighborhood/community
- A representative of my church/civic org/board
- An employee



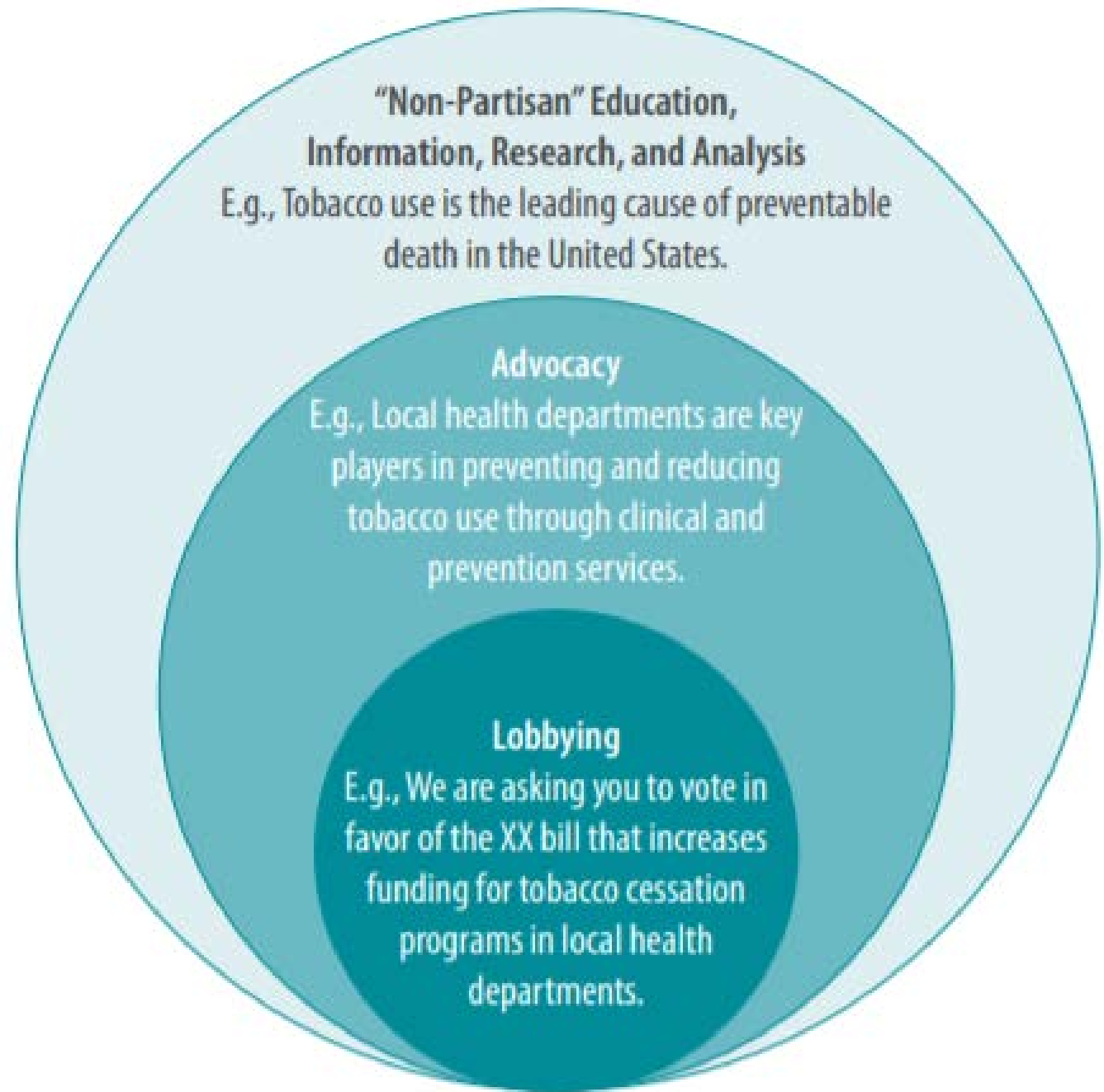
WHAT IS YOUR GOAL?



# Advocacy vs. Lobbying

All lobbying is  
advocacy.

Not all advocacy is  
lobbying.



# Advocacy vs. Lobbying

## Advocacy:

- Meeting with a Member of Congress to educate them about the importance of COVID-19 funding for your community.
- Preparing educational materials that depict success stories from your local health department programs.
- Sending a weekly e-newsletter discussing factual information on opioid abuse and outlining programmatic efforts that are proven to reduce this health issue.

## Lobbying:

- Meeting with a member of Congress to urge them to vote for a bill providing emergency COVID-19 funding for your health dept.
- Preparing materials that include info on health programs at your health dept and contain messaging for or against specific legislation.
- E-mailing a “call to action” to members of your organization to encourage them to contact their legislator in favor of opioid prevention legislation.

HOW WILL YOU  
ACHIEVE THAT GOAL?



# Crafting the Message

- Identify the medium
- Look to the experts
- Clear and concise
- Make it personal – Tangible impact
- Evidence – Backing up stories with data

# Additional Tools

- The Legislative Services Agency has a guide called ["Lobbying: A Citizen's Guide."](#)
- The National Association of City and County Health Officials provides more tips with their [guide to "Building Your Advocacy Toolbox."](#)
- For public health topics, ["Speak Up, Public Health"](#) is offered by IDPH.

QUESTIONS?



# POSITIONS STATEMENTS, RESOLUTIONS AND ORDINANCES

Experiences from the Johnson County Board of Health

Bonnie D. Rubin, MLS (ASCP), MBA, MHA



# A Board of Health can create a...

- Position Statement – An evidence-based communication requested by the board members and generated by public health department staff on issues affecting public health practice and policy.
- Resolution – A formal expression of the opinion or will of an official municipal body (Board of Health) adopted by a vote.
- Ordinance – An act is adopted that has the force and effect of a law, the violation of which may be enforced in city or county court.

# Rationale for JCBoH Position Papers

- Iowa Code Chapter 137.103 states the county board has jurisdiction over public health matters within the county. Thus, the Board of Health has a responsibility to prepare opinions and comments on topics that impact the county's citizens.
- The scientifically based positions provide a resource to other Boards of Health for their use and adoption
- The papers are also distributed to other policy makers as needed or requested as part of public health policy development or implementation.

# Policy on Position Statements - Highlights

- Any Board of Health member may introduce and present an issue for consideration. Public Health staff may also recommend issues.
- We consider the following criteria when deciding whether to proceed:
  - Prevalence
  - Severity
  - Applicability/Relevance
  - Persistence
  - Policy Solution
  - Local Priority
  - Unity
  - Science and Evidence Based

# Highlights – cont.

- Statements are reviewed at least every 3 years to consider
  - Updates to the science, epidemiology or any other evidence-based factors
  - May be archived if the criteria are no longer present
  - May rescind the statement if the basic science or other relevant factors have changed to the point where the Board can no longer support the statement
- The Position Statement Policy itself is reviewed at least every 5 years

# Existing Position Statements

- Raw Milk
- Syringe Service Programs
- Natural Resource Trust Fund
- E-Cigarettes
- Immunization
- Fluoridation
- Helmet Use

[https://www.johnson-county.com/dept\\_health.aspx?id=10977](https://www.johnson-county.com/dept_health.aspx?id=10977)

# Resolutions Moved to an Ordinance

## 2020 – Face Covering Regulation

- Originally introduced as Position Statement
- Schools deciding to have face-to-face classes, decided to make a strong statement by making a Resolution to be approved by Johnson County Board of Supervisors.
- After reviewing Iowa code, county legal department advised Board of Health could present this as a legally enforceable ordinance, which had to be approved by Board of Supervisors.
- Rewritten “Face Covering Regulation” available to public in paper for 4 days, then public comment meeting held before the Board of Health could vote and send to Board of Supervisors.
- Non-routine Board meetings held to get all review and approvals completed prior to start of academic year.

QUESTIONS?



# IOWA PUBLIC HEALTH ASSOCIATION + ADVOCACY

Lina Tucker Reinders  
Executive Director, Iowa Public Health Association  
[Lina@IowaPHA.org](mailto:Lina@IowaPHA.org)  
IowaPHA.org



# IPHA At-A-Glance

- Independent non-profit, non-partisan membership organization
- 430+ members across the state
  - Professionals, students, retirees, agencies & businesses
- Networking, professional development & advocacy
- All volunteer board, selected from and by our membership
- State affiliate of the American Public Health Association

# IPHA's Guiding Principles

## Mission:

To unite and strengthen  
the voice for public health  
in Iowa

## Vision:

A health and thriving Iowa

## Values:

Equitable

Inclusive

Proactive

Fact-based

Pragmatic

Disciplined

Community-focused

# IPHA's Core Functions

- Education & Professional Development
- Advocating for public health policy and infrastructure
- Connecting public health leaders, partners & allies



# Our Focal Issues

- Strengthening Iowa's public health infrastructure
- Promoting evidence-based decision-making
- Advancing health equity
- Protecting and strengthening Iowa's immunization laws
- Developing a strategic health communication network
- Others that we may support, but others lead on

# Advocacy in Action

## ■ Iowa Immunizes

- a coalition of individuals and organizations committed to protecting the health of Iowans through vaccination of children and adults.
- Open letter to legislators

## ■ COVID-19 response

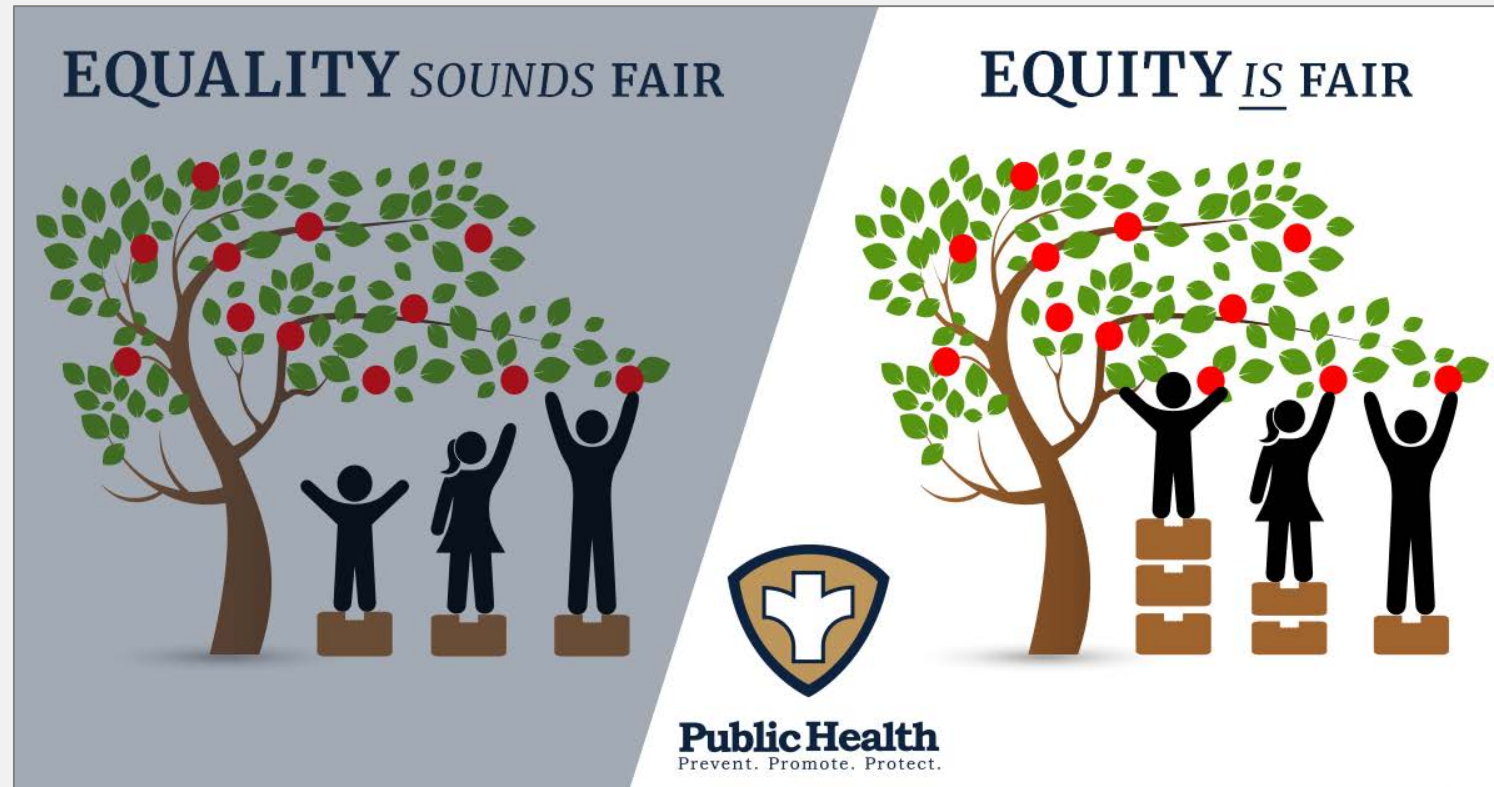
- Op-ed in The Register highlighting COVID-related disparities
- Press statement calling for universal mask mandate and local control for schools.
- Signed on to IMS letter
- Helped facilitate LPH letter to Governor Reynolds
- Participate in IDPH listening sessions and DOE round table discussions

# Advocacy in Action Continued

- Support funding for local public health
- Register in support of or against other bills relevant to public health

*“We all do better  
when we all do better.”*

– late Sen. Paul Wellstone (MN)





# So let us help you!

- Network of local experts
- Connection to national experts
- Opportunities for you to learn/share
  - Annual Conference
  - Monthly webinars
  - Archived webinars
  - Legislative Forum
  - Public Health Day on the Hill
- Building a repository of local public health policies/position statements/ordinances
- Being your independent voice!



JOIN US!  
[WWW.IOWAPHA.ORG](http://WWW.IOWAPHA.ORG)



QUESTIONS?



# LOCAL PERSPECTIVE: WORKING WITH ELECTED OFFICIALS - LOUISA COUNTY

Becky Nowachek  
Iowa Department of Public Health

QUESTIONS?



# TOOLS TO ASSIST IN ADVANCING PUBLIC HEALTH POLICY

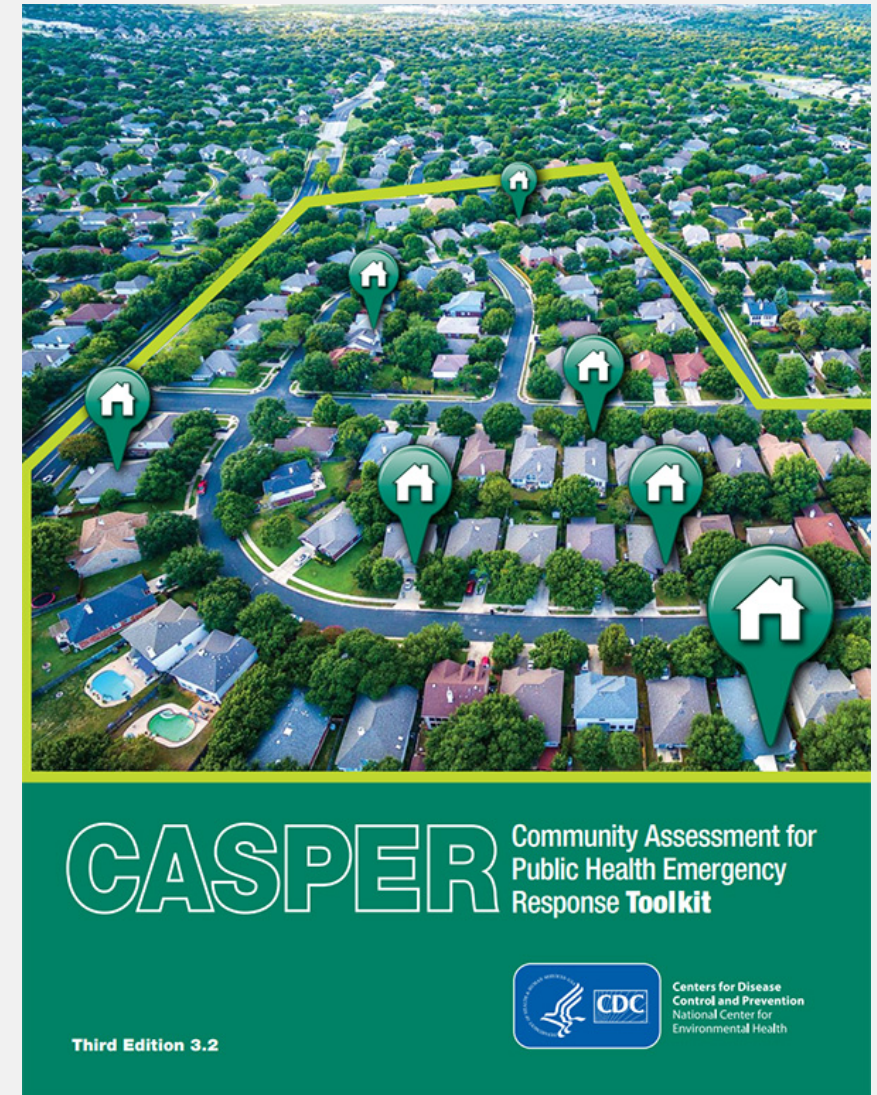
# The Community Assessment for Public Health Emergency Response (CASPER)

## ■ What is CASPER?

- A type of Rapid Needs Assessment (RNA) that provides household-level information to public health leaders and emergency managers to initiate public health action, facilitate disaster planning, allocate resources and assess new or changing needs in the community.
- It is a cross-section epidemiologic design adapted from epidemiologic techniques used by scientists in the WHO's Expanded Program on Immunization
- Uses cluster sampling design

# CASPER – cont.

- CASPER can be used in both disaster & non-disaster settings, such as:
  - Assessing public health perception
  - Estimate needs of a community
  - Assist in planning for emergency response
  - As part of the public health accreditation process
- Johnson County used this method to collect data, concerns and input for the Community Health Needs Assessment





# Mobilizing For Action Through Planning and Partnership (MAPP)

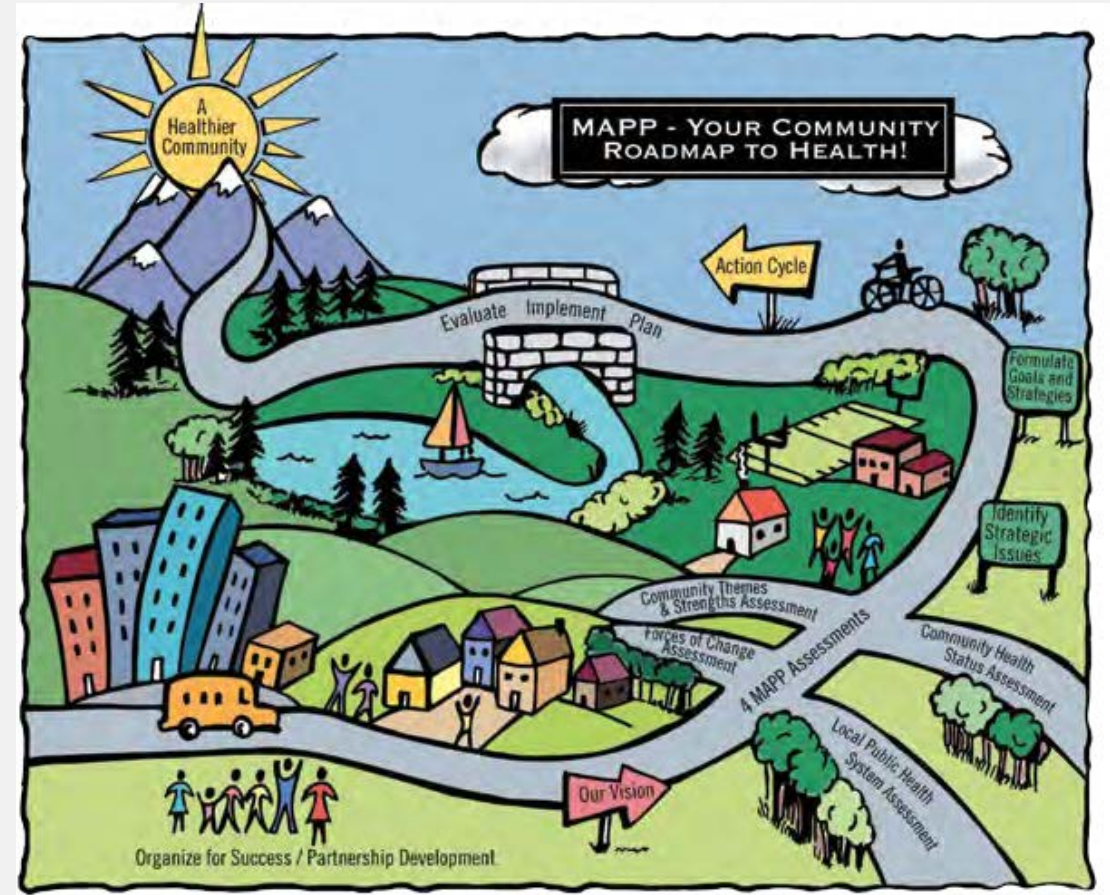
- Community-wide strategic planning process for improving public health.
- Framework helps prioritize public health issues, identify resources for addressing them, and take action to improve conditions that support healthy living.

# MAPP: Underlying Principles

- Systems thinking
- Dialogue
- Shared vision
- Data
- Partnership and collaboration
- Strategic thinking
- Celebration

# MAPP Steps

1. Phase One - Organize for Success/Partnership Development
2. Phase Two - Visioning
3. Phase Three - Four MAPP Assessments
4. Phase Four - Identify Strategy Issues
5. Phase Five - Formulate Goals and Strategies
6. Phase Six - Action Cycle



# WHY USE MAPP?

- Based on partnership and collaboration
- Includes strategic planning
- Helps the community to anticipate and manage change.
- Focuses on strengthening the local public health system
- Creates government leadership on public health issues
- Takes a community perspective

# Action Items

- Research MAPP, CASPER, or other tools to determine which tool would work best for your LBOH and LPHA
- Utilize an evidence-based policy making processes when developing policies
- Advocate and develop position statements as a Board when appropriate
- Attend a Board of Supervisors meeting in your county

# Resources

- [Building Your Advocacy Toolbox](#)
- [Community Assessment for Public Health Emergency Response \(CASPER\)](#)
- [Iowa Association of Counties](#)
- [Iowa Counties Public Health Association](#)
- [Iowa Environmental Health Association](#)
- [Iowa Public Health Association](#)
- [Iowa Rural Development Council](#)
- [Iowa Rural Health Association](#)
- [Health in All Policies](#)
- [Health Impact Assessments](#)
- [Legislative Communication Toolkit](#)
- [Lobbying: A Citizen's Guide](#)
- [Mobilizing for Action through Planning and Partnerships \(MAPP\)](#)
- [Northwest Center for Public Health Practice: Policy Briefs: From Plan to Action](#)
- [Speak Up, Public Health](#)



# THANK YOU FOR SUPPORTING LOCAL PUBLIC HEALTH

In your role as a Board of Health or Board of  
Supervisor member!



# THANK YOU FOR PARTICIPATING IN THE PUBLIC HEALTH LEADERSHIP ACADEMY!

From:

The Public Health Leadership Academy Planning Committee

Diane Anderson  
Erin Barkema  
Heather Bombei  
Mark Campbell

Becky Nowachek  
Kathy Preston  
Patty Ritchie  
Marisa Roseberry

Hannah Shultz  
Erin Taber  
Laurie Walkner  
Jes Wegner



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