

The Phase Model:

A Practical Approach to Enact Public Health Policies



Contributors

- **Monty Messesex, MPH¹**
- Mark D. Weber, PhD¹
- Linda Aragon, MPH¹
- Jack Nicholl, MA²

(1) Tobacco Control & Prevention Program, Los Angeles County Department of Health Services, 3530 Wilshire Blvd, Suite 800, Los Angeles, CA 90010, 213-351-7314, mmessesex@ladhs.org

(2) The Center for Tobacco Policy and Organizing, American Lung Association of California, 79 Daily Drive, #138, Camarillo, CA 93010

Overview

- ❑ Describe a phase-based model that has proved effective in facilitating the adoption of local legislative-based tobacco control policies in LA County
- ❑ Provide recommendations for application of this model to other public health policy areas (e.g., nutrition, physical activity and violence/injury prevention)



Tobacco Control in CA

- ❑ Utilizes a social norm change approach to create a social and legal climate in which tobacco use is viewed as unacceptable
- ❑ A primary avenue for achieving social norm change is through enactment of tobacco control policies
- ❑ To enact policies tobacco control advocates require the skills necessary to organize policy campaigns

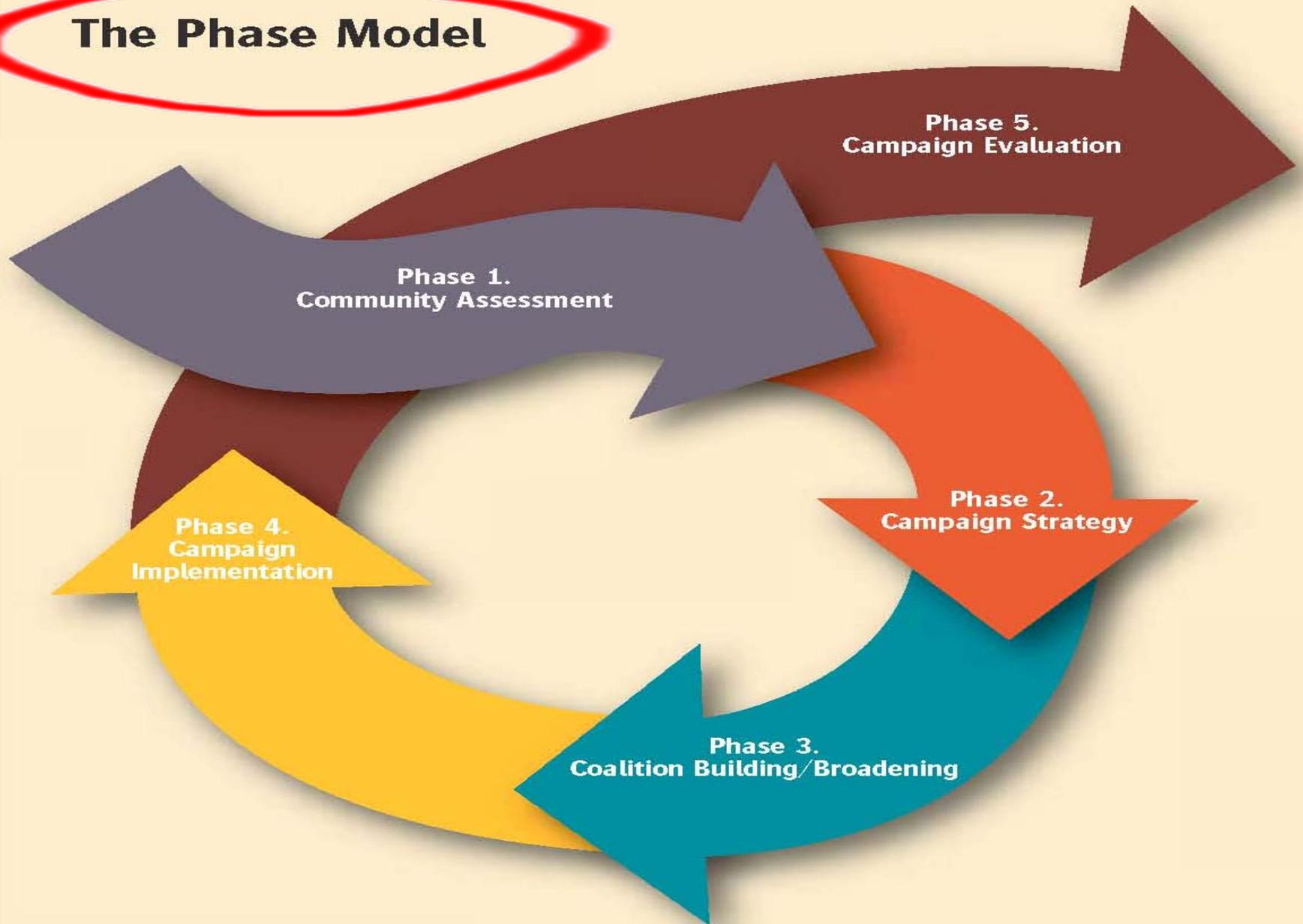


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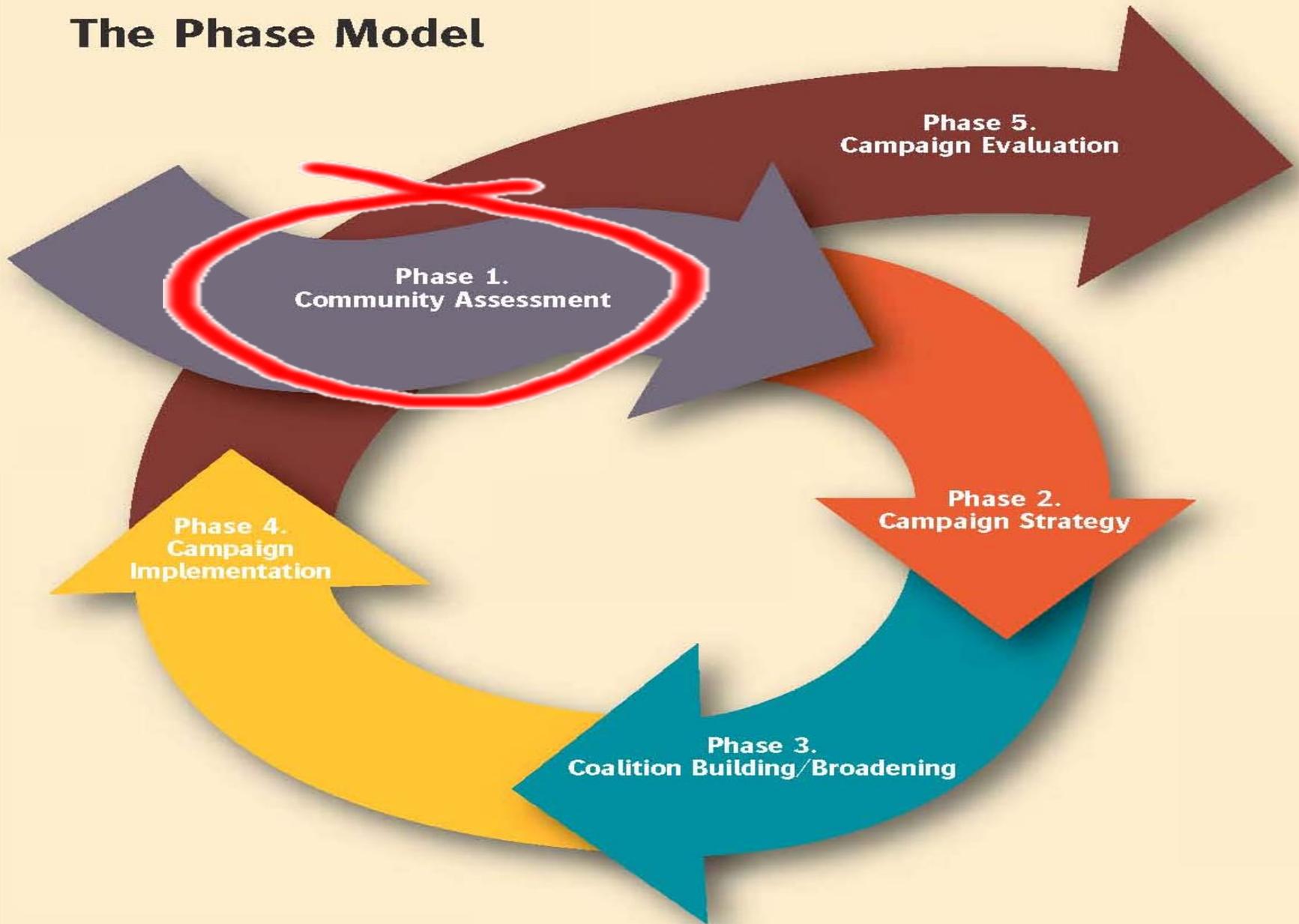
- ❑ LA County Tobacco Control and Prevention Program and the Center for Tobacco Policy and Organizing developed an advocacy model to build capacity
- ❑ Fundamental to this model is the recognition that most successful policy campaigns go through similar phases



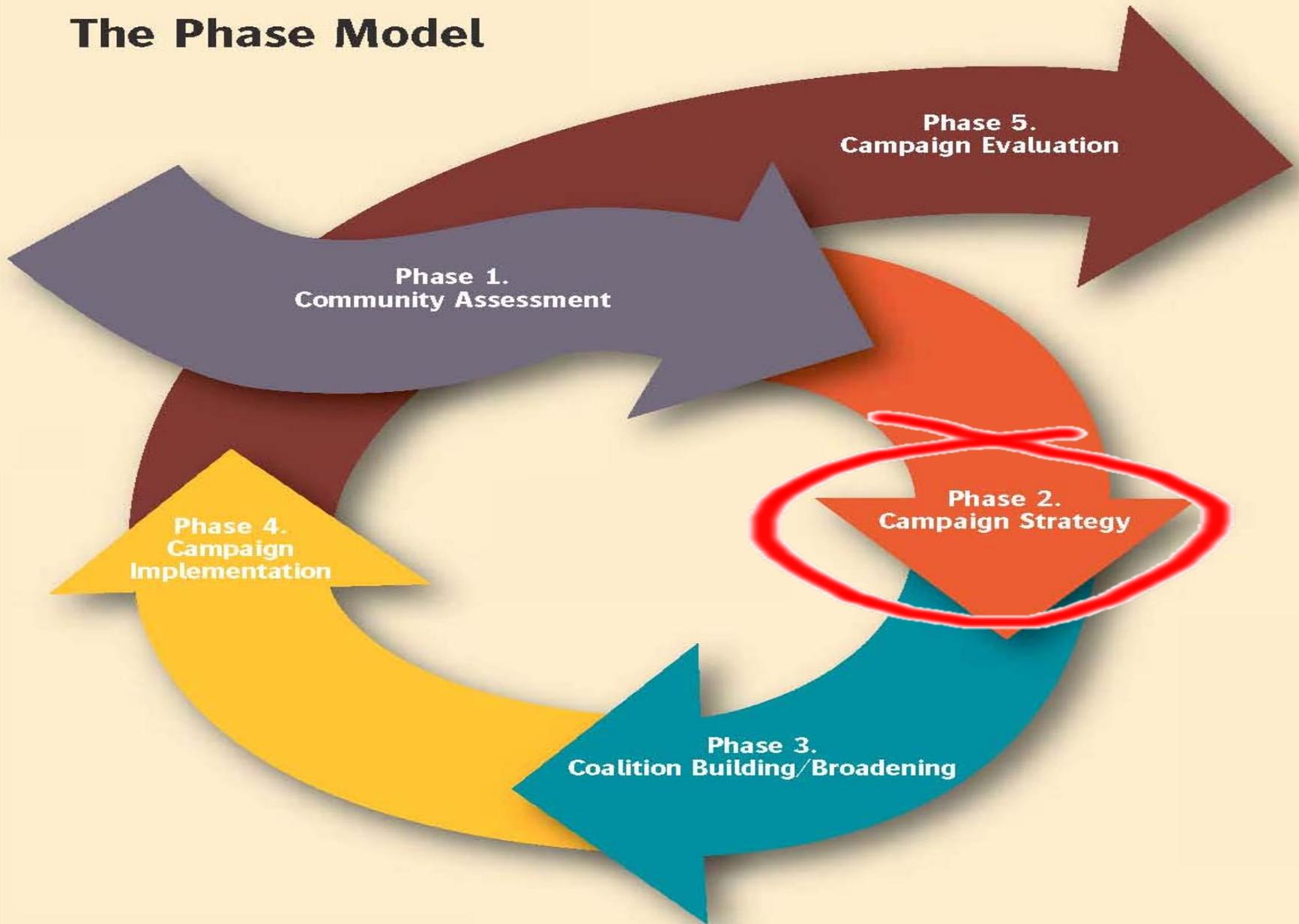
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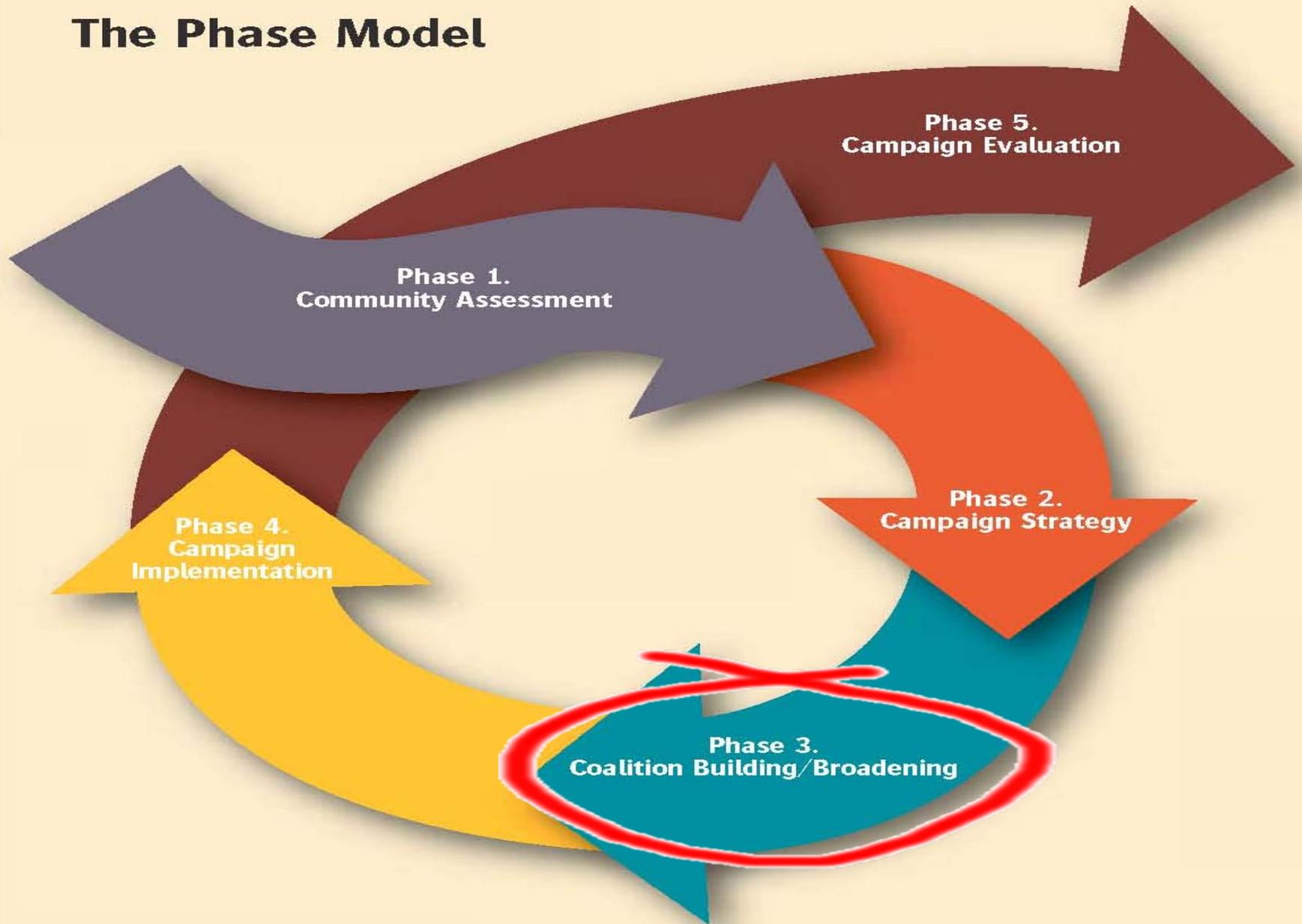
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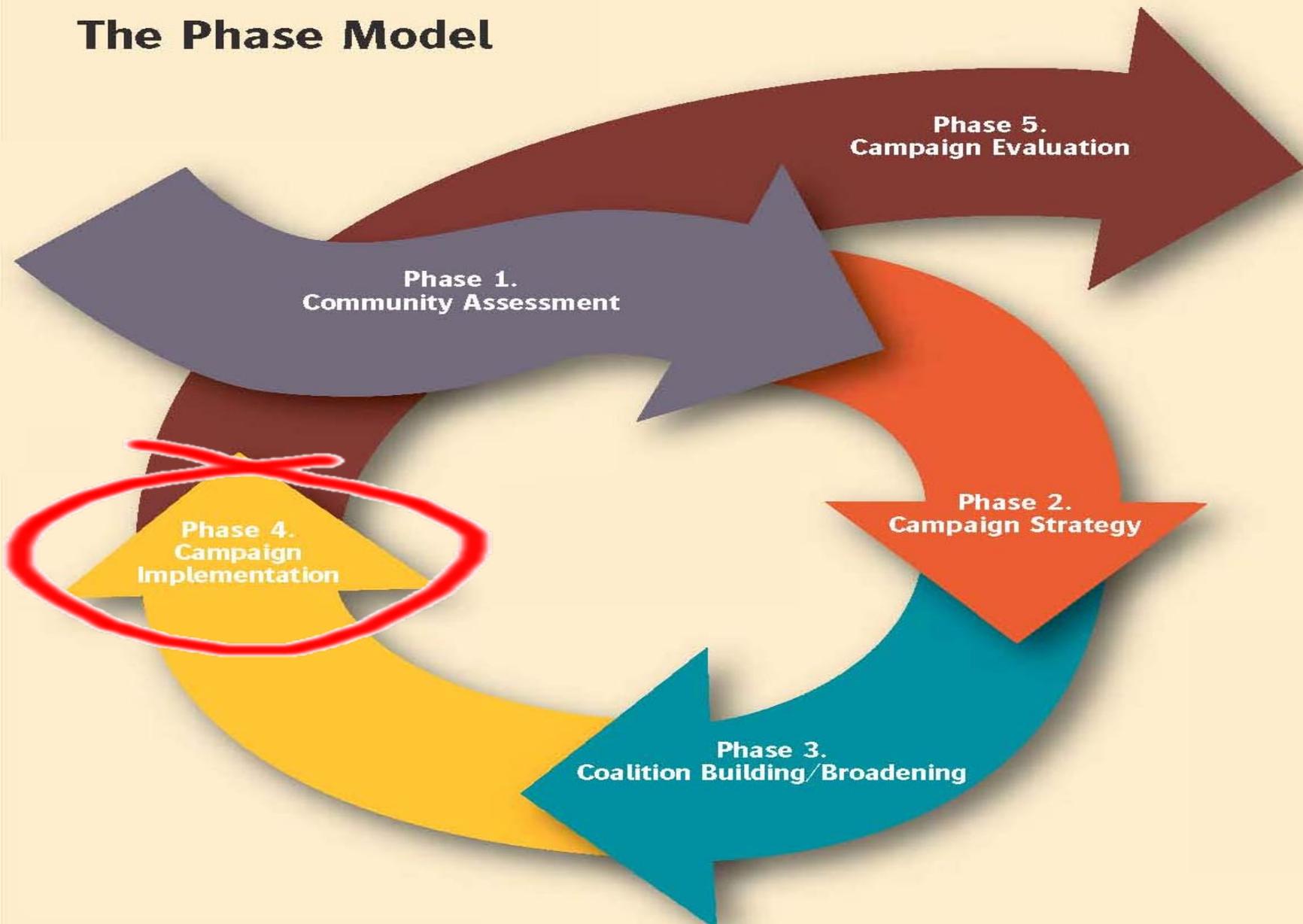
Phase 1.
Community Assessment

Phase 5.
Campaign Evaluation

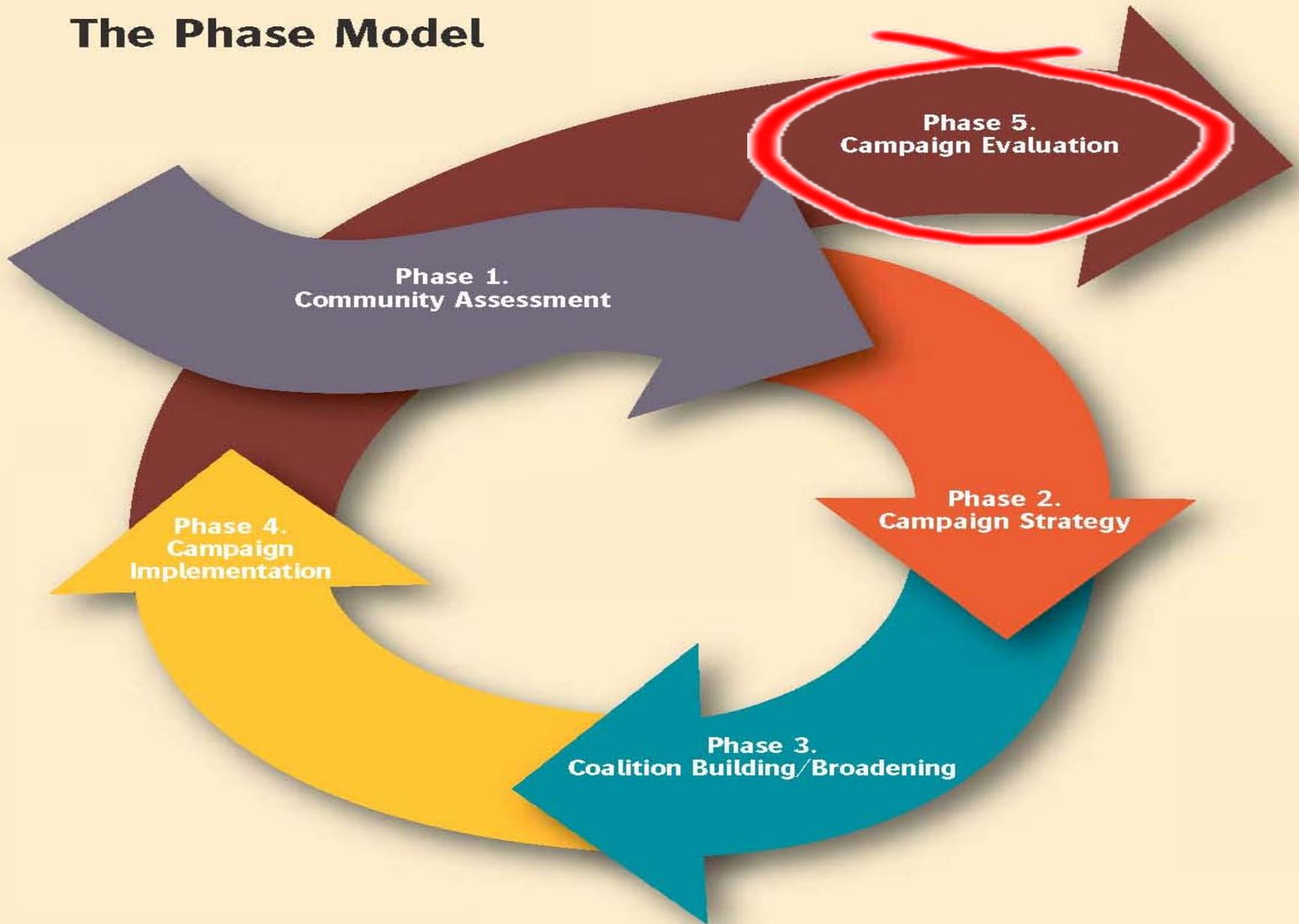
Phase 2.
Campaign Strategy

Phase 4.
Campaign
Implementation

Phase 3.
Coalition Building/Broadening

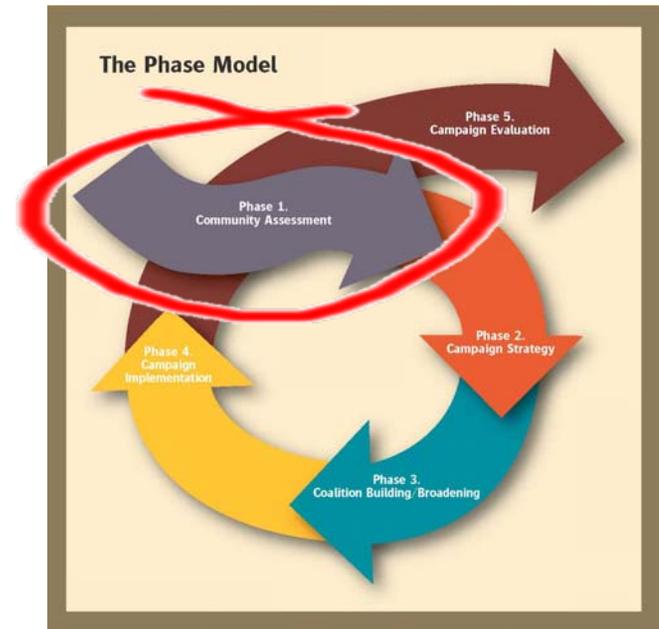


The Phase Model



Phase 1: Community Assessment

- Identify issues that will influence local policy makers
 - Document the public health problem
 - Investigate the political environment



Phase 2: Campaign Strategy

Midwest Academy Strategy Chart

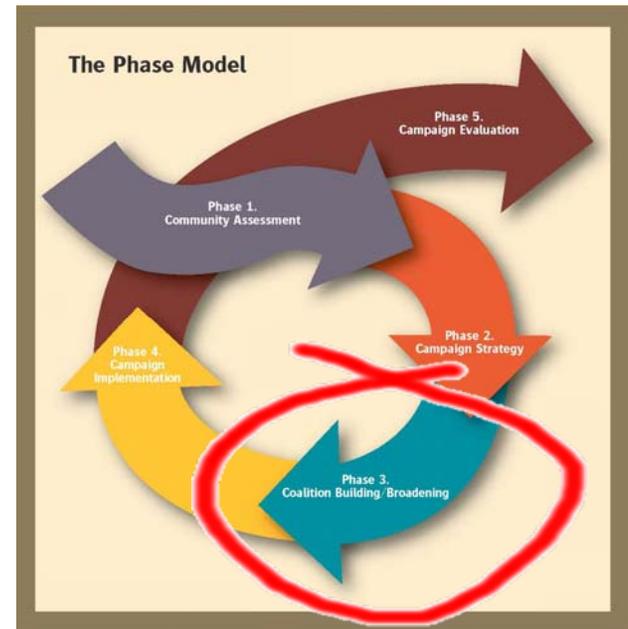
Goals	Organizational Considerations	Constituents, Allies and Opponents	Targets	Tactics
Smoke Free Beaches	Volunteers	American Lung Association	Council Member Smith	Beach Clean Up

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Phase 3: Coalition Building/Broadening

- Engage a diverse group of community stakeholders to ensure the needed leadership and skills are available to achieve the campaign goal
 - Recruit members
 - Facilitate and sustain a coalition



Phase 4: Campaign Implementation

Midwest Academy Strategy Chart

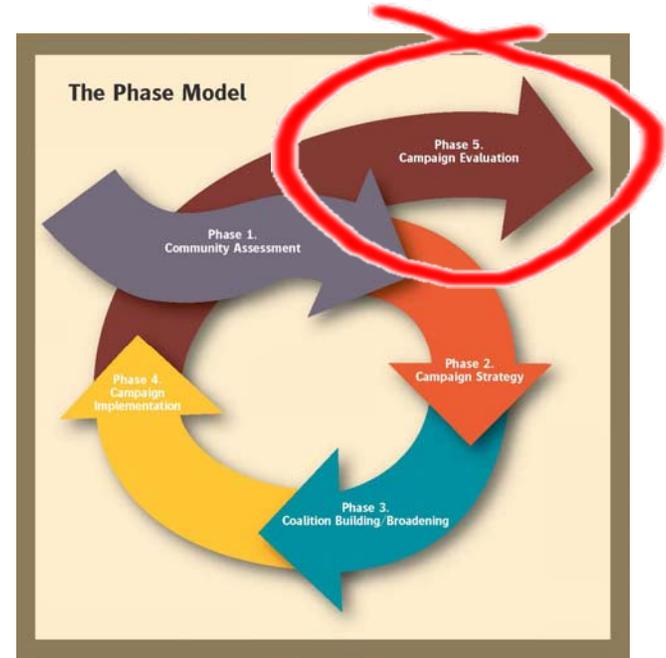
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Phase 5: Campaign Evaluation

- Determine the effectiveness of campaign and understand its strengths and weaknesses so refinements can be made and future efforts can be optimized
 - Evaluate measurable goals and objectives
 - Use process measures



Conclusion

- ❑ Field-tested experiences to date suggests that the phase model approach is an effective tool to implement and evaluate policy campaigns
- ❑ The model's generality suggests that it is applicable to a variety of public health policy areas (e.g., nutrition, physical activity and violence/injury prevention)

