

Shapers of the Environment and Health

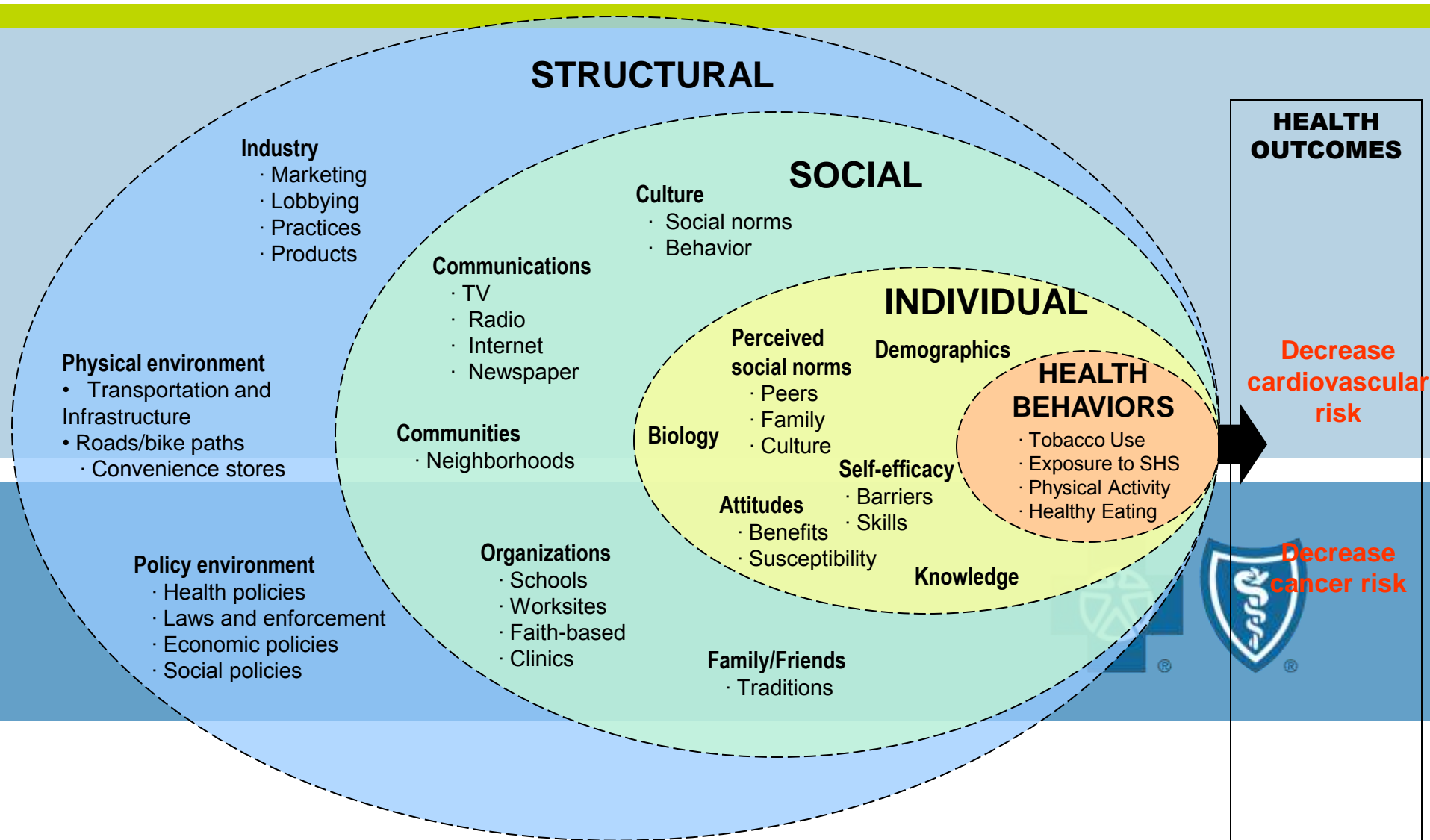
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Blue Cross and Blue Shield of Minnesota

APPEAL Webinar 12/6/11



The Master Framework





Blue Cross's Approach: Big Levers, Deep Engagement, and Adaptive Leadership

- Prevention = Tragedy and Triumph
- Priorities: Tobacco, Healthy Eating, Active Living, and Health Equity



We Need Science and Power

- > Education is Necessary but Insufficient
- > Policy and Systems Change: (Complete Streets, smoke-free policy, tobacco tax, Institutionalize Health Impact Assessments, Food/Agriculture Policy, etc.)



What is policy and environmental change for Health?


- > **Broad and sustainable** improvements that make it easier for people to make health the easy choice.
- > **Policy change:** “Big P” policy change - Official rules and statutes approved by elected officials.

“Small p” policy change – Organizational policies and patterns that drive practice.

Ramona and friends







We need policy,
environmental
and systems
change!

Ramona and friends



Ramona and friends

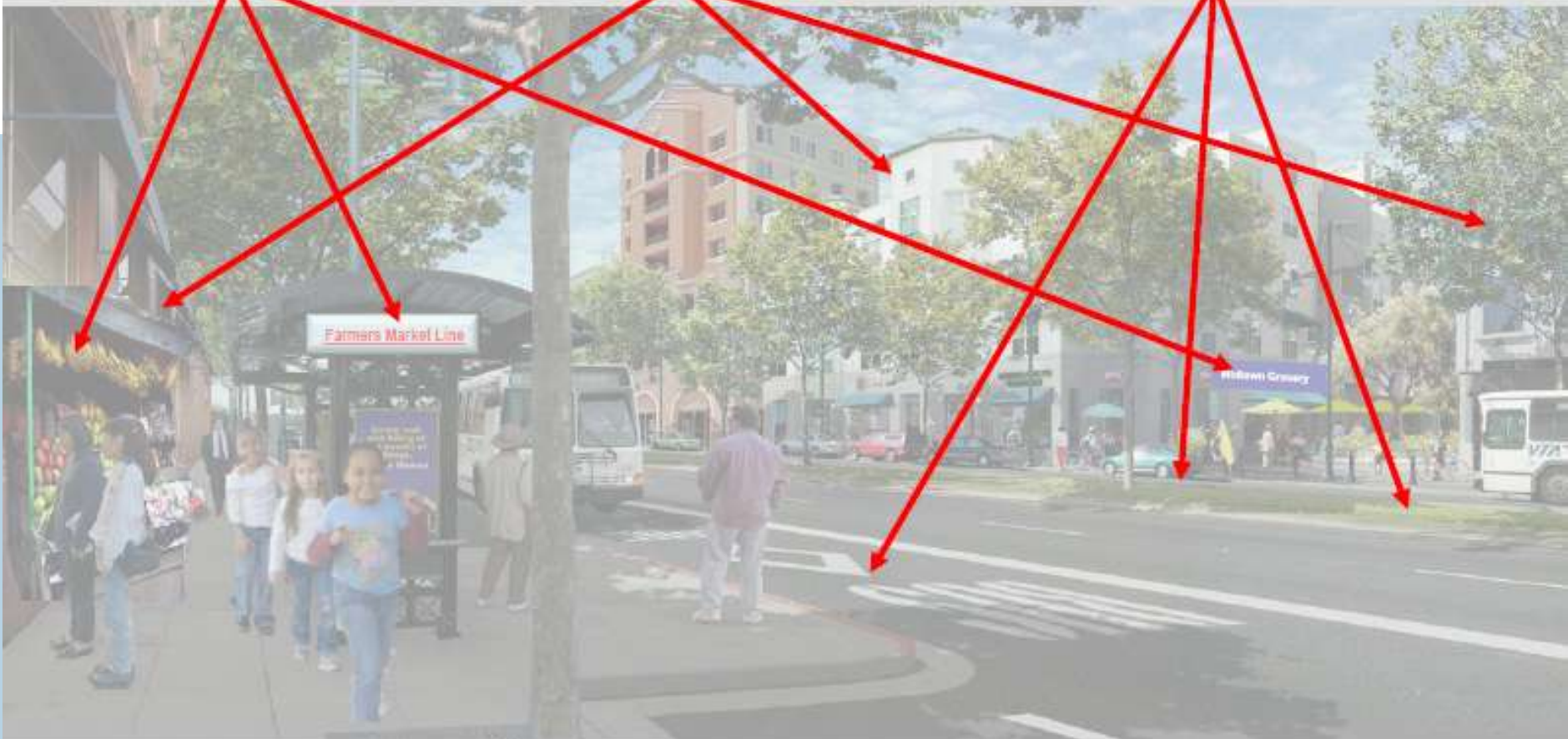


Policy Behind the Environment

Healthy Community Zoning

Comprehensive Plan

Complete Streets Ordinance



Public transit bike rack

Business incentives

Advertising ban

Lighting

Fines for littering

Business improvement district



Active Living Community Strategies

Physical activity

- > **Complete Streets policies**
- > Safe Routes to School
- > Land use and zoning policies that support walkable and bikeable communities
- > Require physical education in schools



Can't Solve Complex Issues with Technical Solutions



Cross Cultural and Interdisciplinary Partnerships

- > Leverage and share knowledge, relationships, and political capital
- > Build alliances with non-traditional partners





Conclusion: Be the Unusual Suspect and “Take the Gloves Off”

- > Community Input = Community Ownership
- > Conflict, Compromise, and Diplomacy is Necessary for Social Change
- > Power = knowledge, skills, relationships, and resources = GOOD
- > Movement Building vs. “Interventions”



Advocacy = Taking a Stand

**“ We are the ones we've
been waiting for.”**

**—The Elders Oraibi
Arizona Hopi Nation**



Thank You!
Questions and discussion

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