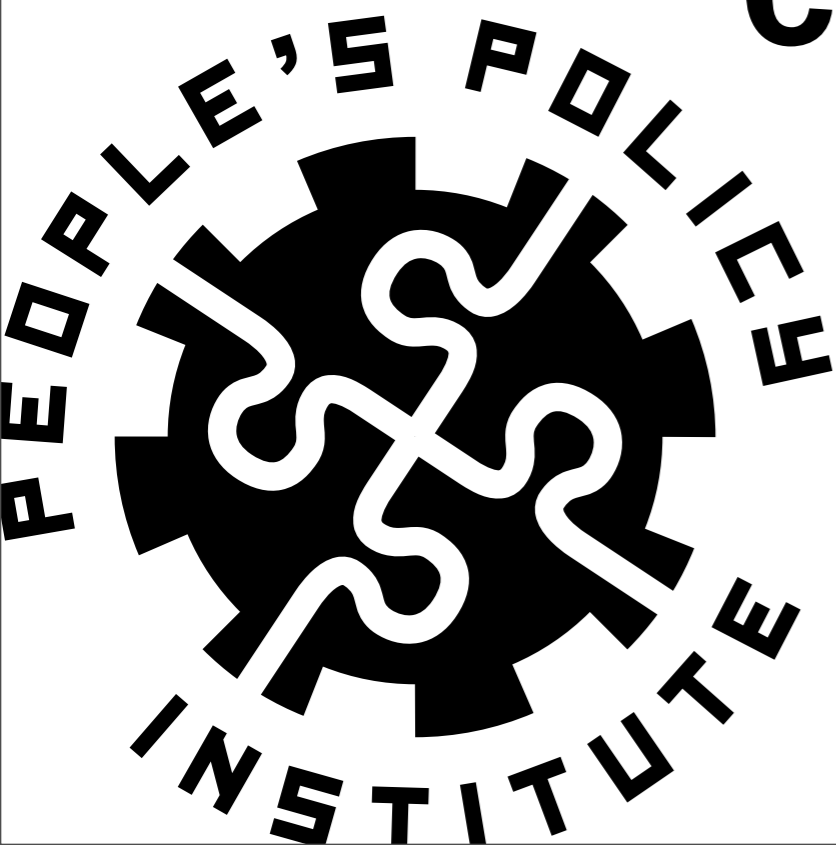


OCTOBER 21, 2009

COMMUNITY-CAMPUS PARTNERSHIPS FOR HEALTH

Participatory Policy Analysis: Achieving Systems Level Change Through CBPR

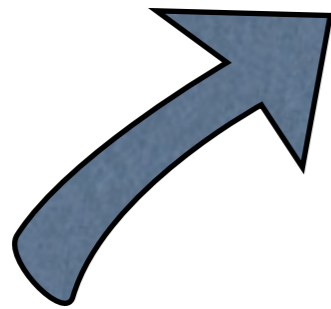


**AN EDUCATION AND ACTION
COMPANY THAT WORKS
EXCLUSIVELY WITH
COMMUNITIES AND THIER
PARTNERS TO DESIGN AND
PROMOTE HEALTHY, EFFICIENT,
EQUITABLE POLICIES.**

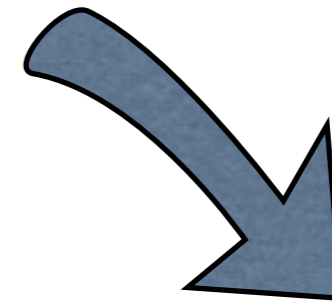


THE CBPR POLICY CHANGE CYCLE

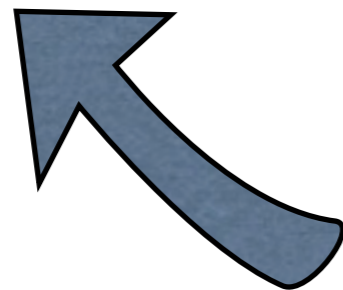
Evaluating Community Issues,
Building Skills
& Leadership



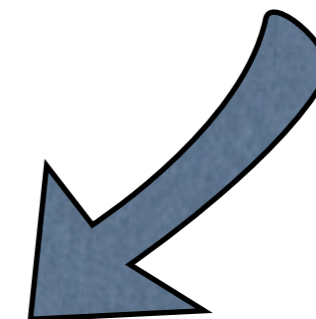
**Selecting Policy
Alternatives,**
Assessing the Political
Environment



Taking Action,
Affecting Change



Mustering Resources,
Choosing Action Plans



THE POLICY LENS

**Policy =
A Plan
of Action**

**Public Policy =
Government's
Plan of Action**



POLICY VS. PRACTICE

PUBLIC POLICY

- Tax
- Subsidize \grant \loan
- Tinker with economy
- Fund government
- Service
- Provide Jobs
- Build and maintain infrastructure
- Educate
- Regulate
- Structure rights
- Generate information, keep records, disseminate information
- Reform themselves

THE EIGHTFOLD PATH TO MORE EFFECTIVE PROBLEM SOLVING

- - **EUGENE BARDACH**

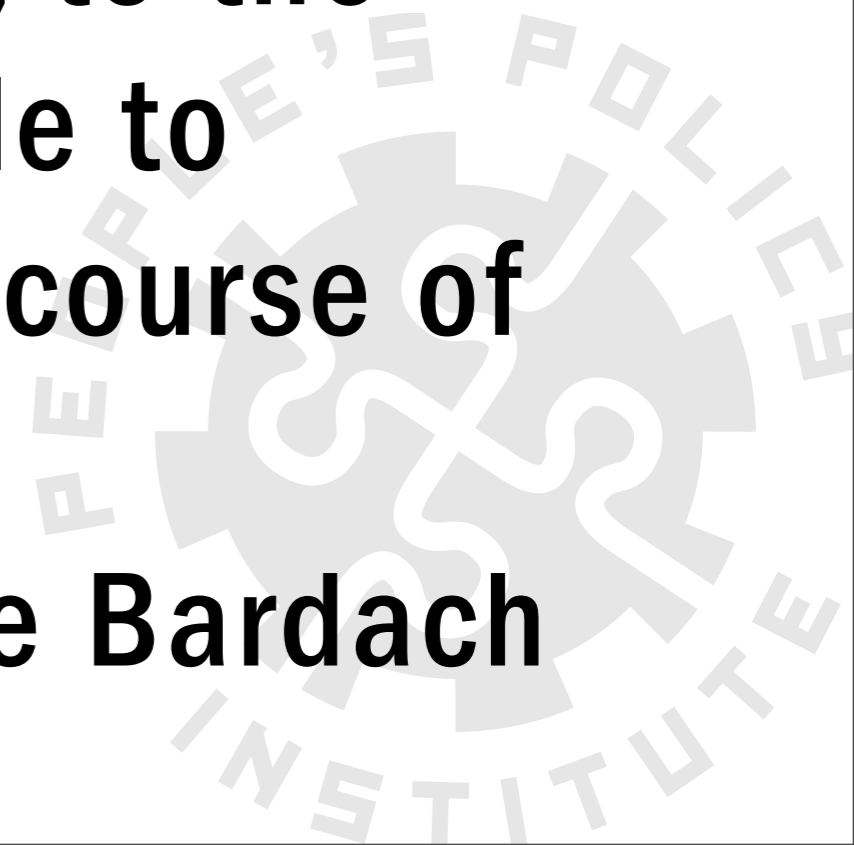
- **Define the problem**
- **Assemble some evidence**
- **Construct the alternatives**
- **Select the criteria**
- **Project the outcomes**
- **Confront the trade-offs**
- **Decide!**
- **Tell your story**

DEFINE THE PROBLEM

- **What is the problem?**
- **Why is it a problem?**
- **Is it a public problem?**
- **Can it be measured? Has it been measured?
How can we measure it?**
- **What do we already know about the problem
and our community's relationship to it?**
- **What are our gaps in knowledge?**

“The goal [of policy research] is to improve one’s understanding of the policy problem, and of possible means of coping with it, to the point where it is possible to advocate a responsible course of action.”

- Eugene Bardach



CONSTRUCTING THE ALTERNATIVES

- What are the well-known alternatives?
- What is being done about this problem in other places and times (historical)?
- What alternatives can we invent? What could we do ourselves? What could the community do with government help? What could local organizations and businesses do? What could the government do?
- How would the proposed alternatives change the game (the incentives)?
- What if we do nothing?

SELECT THE CRITERIA TO EVALUATE THE OUTCOMES

- **Efficiency: Utilitarianism**
- **Fairness**
- **Democracy**
- **Freedom (from government, of speech, economic)**
- **Community**
- **Other evaluative (or normative) criteria**

ANALYTICAL CRITERIA

- **Legality**
- **Political Acceptability**
- **Robustness - Does it lend itself to implementation?**
- **Improvability - Does it lend itself to innovation?**

PROJECT THE OUTCOMES

- **projection = model + evidence**
- **Write scenarios - consider multiple perspectives and implementation issues**
- **Think through unintended consequences. How does the alternative shift incentives? How will it affect action?**
- **Find one depressive realist - guard against excessive optimism**
- **Design a Matrix (x=alternatives, y=criteria)**
- **Conduct research to answer critical questions**

THE BAYVIEW CASE OUTCOMES MATRIX

	Political Feasibility	Fairness	Maximize increase in healthy food
Good Neighbor Resolution	Easy	Fair	Likely little impact
Restricted-use District	Difficult	unfair to new merchants	Increasing impact overtime
Good Neighbor Program	Doable	Favors participants, but voluntary	Immediate small impact

CONFRONT THE TRADE-OFFS

- **Simplify Comparisons - consolidate similar alternatives.**
- **What are trade-offs?**
What you give and what you get. Money v. Service, Freedom v. Security, Personal sacrifice v. Public good.
- **Weighting the Criteria.**
- **What are the trade-offs from the partnership's perspective?**
- **What are the trade-offs from the policymaker's or implementer's perspective?**

COLLECTIVE DECISION-MAKING

- **Good process = good result.**
- **Partnership has barriers to consensus due to multiple perspectives.**
- **These multiple perspectives also lead to better analysis and decision-making.**
- **This is no time to decide how to make decisions!**

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- EUGENE BARDACH

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WWW.POLICYPEOPLE.ORG

CASSANDRA RITAS, MPP

Thank You

