

POLICYMAKING AND POLITICAL ADVOCACY - CP 151.03

Winter Quarter 2017
Parnassus Campus, S-172

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TEXTBOOK

Lustig, SL, Ed. Advocacy Strategies for Health and Mental Health Professionals: From Patients to Policies. New York, NY: Springer Publishing Company, LLC; 2012

READINGS

All journal articles are available online or at CLE on the Galen website under Clinical Pharmacy. The course book and most of the books in the Recommended Reading list are available at Kalmanovitz Library. On Course Reserve at the Library: Bardach, E., A Practical Guide for Policy Analysis: The Eightfold Path to Effective Problem Solving. 2nd ed. 2005, Washington DC: CQ Press. [On reserve, Call # H97.B37 2005]

GRADING

Pass – Fail, based on a short (10-12 page) written report on a public health issue with public policy implications, including analysis of the public health problem, discussion of the public policy or policies needing change, detailed description of the students' proposed changes, and review of the implementation challenges and how they will be met. Small group (up to 3), rather than individual, writing project highly encouraged.

COURSE DESCRIPTION

This course is an introduction to the policymaking process and the political advocacy used for policy change, examines the process by which scientific research and the experience and knowledge of healthcare practitioners is used to change public health policy, and how that process aids legislative and regulatory debates by providing relevant information, giving students a practical understanding of the policy advocacy process to enable them to become public health policy change activists.

COURSE LEARNING OBJECTIVES

At the conclusion of this course, the student will be able to:

1. Appreciate why and how public policy advocacy is so important in public health policy; learn how the American system of policymaking works; learn how the different means and goals of scientific researchers and policymakers make health policymaking challenging.
2. Understand the challenges of turning health science into health policy; learn how scientists can effectively communicate with policymakers to influence their decisions.

3. Recognize the necessity of an objective evaluation of the public policy challenges to the public health goal; examine the process of determining the current state of policy affecting the issue under study; learn the basics of policy analysis; examine the variety of policy instruments that can be used to address the issue under study and how to design them.
4. Examine the numerous official and unofficial policymaking players, and how they interact with and among each other.
5. Comprehend the power of an effective and committed alliance of supporting organizations; learn how to build and use the power of a committed alliance.
6. Learn how to identify the opponents to the policy issue under study; examine how to determine the opponents' strategies.
7. Understand the power of media advocacy in coalescing and building voter and policymaker support for the policy solution under study.
8. Value the use of a creative and flexible strategic advocacy plan; understand the most effective methods for executing the strategic plan.

Identify the challenges to implementation of the new policy; understand the importance of ongoing evaluation of the new policy's effectiveness.

COURSE POLICIES

Class preparation is important to the student getting the greatest value out of the course. The assigned readings establish the basis of each lecture that then elaborates on the reading material with real-life examples and case studies. Recording of lectures is not permitted.

CLASS SCHEDULE AND READING ASSIGNMENTS

January 12	Course Overview and Introduction to Public Policymaking <i>Readings:</i> Lustig, Chapters 1 and 2 Barnes, R. and D.R. McCaffree, Tobacco Wars – The Physician's Role in Public Health Advocacy. 2002, J Okla State Med Ass'n, 95(3): 120-125. Mebane, F. and R. Blendon, Political strategy 101: How to make health policy and influence political people. J Child Neurol, 2001. 16(7): 513-19. http://jcn.sagepub.com/content/16/7/513.full.pdf Oliver, T, The Politics of Public Health Policy. Annu Rev Public Health, 2006. 27: 195-233. http://arjournals.annualreviews.org/doi/abs/10.1146/annurev.publhealth.25.101802.123126
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	<i>Suggested Readings:</i> Apollonio, D., P. Lopipero, and L. Bero, Participation and Argument in Legislative Debate on Smoking Restrictions. 2007, Health Res Policy Syst, 5(1): 12 [Epub ahead of print]. http://www.health-policy-systems.com/content/pdf/1478-4505-5-12.pdf Gruen, R., E. Campbell, and D. Blumenthal, Public Roles of US Physicians: Community Participation, Political Involvement, and Collective Advocacy. 2006, JAMA, 296(20): 2467-75. http://jama.ama-assn.org/cgi/reprint/296/20/2467.pdf Part I, Harrington, C. and C. Estes, eds. Health Policy: crisis and reform in the U.S. health care delivery system. 2008, Jones and Bartlett Publishers: Sudbury, MA. [On reserve] Harris, J., D. Luke, R. Zuckerman, and S. Shelton, Forty Years of Secondhand Smoke Research: The Gap Between Discovery and Delivery. Am J Prev Med, 2009. 36(6): p. 538-548. http://www.sciencedirect.com/science?_ob=MImg&_imagekey=B6VHT-4W2V4JF-1-6&_cdi=6075&_user=4430&_orig=browse&_coverDate=06%2F30%2F2009&_sk=999639993&_view=c&_wchp=dGLzVlz-zSkWb&_md5=ef3919f7c42847921c1b6fe1f4c12bf3&ie=/sdarticle.pdf Sarna, L., et al., Strategies to Implement Tobacco Control Policy and Advocacy Initiatives. 2006, Crit Care Nurs Clin N Am, 18: 113-122.
January 19	Science and Policymaking <i>Readings:</i> Lustig, Chapter 8 Brownson, R., C. Royer, et al., Researchers and Policymakers: Travelers in Parallel Universes. 2006, Am J Prev Med 30(2): 164-172. http://www.sciencedirect.com/science?_ob=MImg&_imagekey=B6VHT-4J5Y9JG-B-3&_cdi=6075&_user=4430&_orig=search&_coverDate=02%2F28%2F2006&_sk=999699997&_view=c&_wchp=dGLbVlb-zSkWb&_md5=7d5cb826ad277a86044c3bc9883bc0ff&ie=/sdarticle.pdf McKinlay, J. and L. Marceau, Upstream Healthy Public Policy: Lessons from the Battle of Tobacco. 2000, Int J Health Serv 30(1): 49-69. http://ucelinks.cdlib.org:8888/sfx_local?sid=Entrez:PubMed&id=pmid:10707299 Davis P, Howden-Chapman P. Translating Research Findings into Health Policy. Soc Sci Med. 1996;43(5):865-72. http://www.sciencedirect.com/science/article/pii/027795369600130X <i>Suggested Readings:</i> Johnson, S., T Greenfield et al., The role of research in the development of U.S. federal alcohol control policy. 2004, Contemp Drug Problems 31(4): 737-758. http://web.ebscohost.com/ehost/pdf?vid=3&hid=114&sid=260bf66c-7329-453f-b66d-fccb4f5dfa55%40sessionmgr102

	Mindell, J., Lessons from tobacco control for advocates of healthy transport. 2001, J Public Health Med 23(2): 91-97. http://pubhealth.oxfordjournals.org/cgi/reprint/23/2/91 Nilsson, M., R. Beaglehole, R. Sauerborn, Climate policy: lessons from tobacco control. 2009, Lancet 374: 1955-56. http://download.thelancet.com/pdfs/journals/lancet/PIIS0140673609619590.pdf? Drope, J. The politics of smoke-free policies in developing countries: Lessons from Africa. 2010, CVD Prev Control 5: 65-73. http://www.sciencedirect.com/science?_ob=MIimg&_imagekey=B8JHR-50VSVN1-2-1&_cdi=43705&_user=4430&_pii=S1875457010000781&_origin=browse&_zone=rslt_list_item&_coverDate=08%2F24%2F2010&_sk=999999999&_wchp=dGLbVlz-zSkzk&_md5=5500797c48a3988581b6c0c9b2bc2752&_ie=/sdarticle.pdf
January 26	Policy Analysis – What is Wrong and How Can It Be Fixed? <i>Readings:</i> Part I, Bardach, E., A Practical Guide for Policy Analysis: The Eightfold Path to Effective Problem Solving. 2nd ed. 2005, Washington DC: CQ Press. [On reserve, Call # H97.B37 2005] Nykiforuk, C., J. Eyles and H. S. Campbell, Smoke-free spaces over time: a policy diffusion study of bylaw development in Alberta and Ontario, Canada. 2008, Health Soc Care Community, 16(1): 64-74. http://www.blackwell-synergy.com/doi/abs/10.1111/j.1365-2524.2007.00727.x Torgerson, D., Between knowledge and politics: Three faces of policy analysis. 1986, Policy Sciences, 19: 33-59. http://www.springerlink.com/content/r47v58157x4362v1/fulltext.pdf
February 2	Who are the Policymaking Players – Official and Unofficial? <i>Readings:</i> Kennedy, G.E. and L. Bero, Print media coverage of research on passive smoking. 1999, Tob Control, 8(Autumn): 254-260. http://tc.bmjournals.com/cgi/content/full/8/3/254
February 9	Building an Alliance and Keeping It Alive <i>Readings:</i> Lustig, Chapter 9 Chapter 14, Glantz, S. and E. Balbach, Tobacco War: Inside the California Battles. 2000, Berkeley, CA: University of California Press. Available online at http://content.cdlib.org/view?docId=ft167nb0vq&chunk.id=d0e12710 Sherraden, M., B. Slosar, and M. Sherraden, Innovation in social policy: collaborative policy advocacy. 2002, Soc Work, 47(3): 209-21. http://www.ncbi.nlm.nih.gov/sites/entrez?Db=pubmed&Cmd=ShowDetailView&TermToSearch=12194401&ordinalpos=2&itool=EntrezSystem2.PEntrez.Pubmed.Pubmed_ResultsPanel.Pubmed_RVDocSum
February 16	Understanding and Combating the Opposition <i>Readings:</i>

	Bryan-Jones, K. and L. Bero, Tobacco industry efforts to defeat the Occupational Safety and Health Administration indoor air quality rule. 2003, Am J Public Health, 93(4): 585-592. http://www.ajph.org/cgi/reprint/93/4/585 Castellblanch, R., Challenging Pharmaceutical Industry Power in Maine and Vermont. 2003, J Health Polit Policy Law, 28(1): 109-132. http://web.ebscohost.com/ehost/detail?vid=1&hid=14&sid=ea99c969-510c-440a-9831-581a4d92539a%40sessionmgr9 Givel, M. and S. Glantz, Failure to Defend a Successful State Tobacco Control Program: Policy Lessons from Florida. 2000, Am J Public Health, 90(No. 5): 762-767. http://www.ajph.org/cgi/reprint/90/5/762.pdf Mangurian, C.V. and L. Bero, Lessons Learned from the Tobacco Industry's Efforts to Prevent Passage of a Workplace Smoking Regulation. 2000, Am J Public Health, 90(12): 1926-30. http://www.ajph.org/cgi/reprint/90/12/1926.pdf
February 23	Getting and Keeping the Public on Your Side Through Media Advocacy Readings: Lustig, Chapter 5 Chapters 3 and 4, Gladwell, M., The Tipping Point: How Little Things Can Make a Big Difference. 2000, New York: Little, Brown and Company. [On reserve, Call # HM1003.G53 2000] <i>Suggested Readings</i> Niederdeppe, J., M. Farrelly, and D. Wenter, Media advocacy, tobacco control policy change and teen smoking in Florida. 2005, Tob Control, 16: 47-52. http://tobaccocontrol.bmj.com/cgi/reprint/16/1/47 Rothman, A. and P. Salovey, Shaping Perceptions to Motivate Healthy Behavior: The Role of Message Framing. 1997, Psychol Bull, 121(1): 3-19. http://content.apa.org/journals/bul/121/1/3 Smith, K. and M. Wakefield, Textual analysis of tobacco editorials: how are Key media gatekeepers framing the issues? 2005, Am J Health Promot, 19(5): 361-68.
March 2	Executing the Strategic Plan – Swaying the Decision-makers Readings: Lustig, Chapter 4 Bergan D. Does Grassroots Lobbying Work? 2009 Amer Polit Research 37(2): 327-352. http://apr.sagepub.com/cgi/reprint/37/2/327 Cohen, J., et al., State legislators' perceptions of lobbyists and lobbying on tobacco control issues. 1997 Tob Control, 6: 332-336. http://tobaccocontrol.bmj.com/cgi/reprint/6/4/332

	Eisenberg, M., Understanding Tobacco Policy Making from the Local Policy Makers' Point of View, 2000, Arizona Tobacco Information Network, Phoenix, http://azdhs.gov/phs/tepp/pdf/2000policymaker.pdf Landers, S. and A. Sehgal, How do physicians lobby their members of Congress? 2000, Arch Intern Med, 160(21): 3248-51. http://archinte.ama-assn.org/cgi/reprint/160/21/3248 Montini, T. and L.A. Bero, Policy makers' perspectives on tobacco control advocates roles in regulation development. 2001, Tob Control, 10(3): 218-224. http://tobaccocontrol.bmj.com/cgi/reprint/10/3/218 O'Dougherty, M., J. Forster and R. Widome, Communicating With Local Elected Officials: Lessons Learned From Clean Indoor Air Ordinance Campaigns. 2008, Health Promot Pract, (online). http://hpp.sagepub.com/cgi/rapidpdf/1524839908324781v1
March 9	Policy Implementation and Evaluation <i>Reading:</i> Hagglblom, A and A Moller. Implementation of a government policy programme on Operation Kvinnofrid. 2009, Nurs Inq, 16(1): 43-52 http://www3.interscience.wiley.com/cgi-bin/fulltext/122192686/PDFSTART Hicklin, A and E. Godwin. Agents of Change: The Role of Managers in Public Policy. 2009, Policy Stud J, 37(1): 13-20. http://web.ebscohost.com/ehost/detail?vid=1&hid=106&sid=5eabdfcc-b513-4231-91f9-b0d3a53bcc33%40sessionmgr102&bdata=JnNpdGU9ZWhvc3QtG2ZQ%3d%3d%db=bth&AN=36606289 Jaeger, P and Zheng Yan. One Law with Two Outcomes: Comparing the Implementation of CIPA in Public Libraries and Schools. 2009, Inf Tech Lib, 28(1): 6-14 http://ucelinks.cdlib.org:8888/sfx_local?url_ver=Z39.88-2004&url_ctx_fmt=info:ofi/fmt:kev:mtx:ctx&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.atitle=One+Law+with+Two+Outcomes%3A+Comparing+the+Implementation+of+CIPA+in+Public+Libraries+and+Schools&rft.auinit=P&rft.aualast=Jaeger&rft.date=2009&rft.epage=14&rft.genre=article&rft.issn=0730-9295&rft.issue=1&rft.spage=6&rft.stitle=INFORM+TECHNOL+LIBR&rft.title=INFORMATION+TECHNOLOGY+AND+LIBRARIES&rft.volume=28&rft_id=info:sid/www.isinet.com:WOK:UA&rft.au=Yan,+Z Montini, T. and L. Bero, Implementation of a workplace smoking ban in bars: The limits of local discretion. 2008, BMC Public Health, 8: 402-414. http://www.pubmedcentral.nih.gov/picrender.fcgi?artid=2633292&blobtype=pdf Ross, A and S Dovers. Making the Harder Yards: Environmental Policy Integration in Australia. 2008, Aust J Public Admin, 67(3): 245-260 http://www3.interscience.wiley.com/cgi-bin/fulltext/121382575/PDFSTART
March 16	Wrap Up Deadline for Student Project Reports

RECOMMENDED READING

Introduction to Public Health Policymaking in the U.S.

- Caira, N., et al., The health educator's role in advocacy and policy: principles, processes, programs, and partnerships. 2003, *Health Prom Pract*, 4(3): 303-13.
<http://hpp.sagepub.com/cgi/reprint/4/3/303>
- Galer-Unti, R., M. Tappe, and S. Lachenmayr, Advocacy 101: Getting Started in Health Education Advocacy. 2004, *Health Prom Pract*, 5(3): 280-288.
<http://hpp.sagepub.com/cgi/reprint/5/3/280>
- Hofler, L., Learning From the Best: The Benefits of a Structured Health Policy Fellowship in Developing Nursing Health Policy Leaders. 2006, *Policy Polit Nurs Pract*, 7(2): 110-113.
<http://ppn.sagepub.com/cgi/reprint/7/2/110>
- Kidder, T., *Mountains Beyond Mountains: The Quest of Dr. Paul Farmer, a Man Who Would Cure the World*. 2003, New York: Random House.
- Lee, P., T. Oliver, A. Benjamin and D. Lee, Politics, Health Policy, and the American Character. 2006, 17 *Stan. L. & Pol'y Rev* 7.
- Weissert, C. and W. Weissert. *Governing Health: The Politics of Health Policy*, 3rd Ed. 2006, Baltimore: Johns Hopkins University Press.
- Worsham, J., Up in Smoke: Mapping Subsystem Dynamics in Tobacco Policy. 2006, *Policy Stud J*, 34(3): 437-452 <http://web.ebscohost.com/ehost/pdf?vid=3&hid=101&sid=2db245af-d65c-4671-84de-6554ed6d41eb%40sessionmgr104>

Science and Policymaking

- Davis, D., *The Secret History of the War on Cancer*. 2007, New York: Basic Books.
- Bero, L., T. Montini, et al., Science in regulatory policy making: case studies in the development of workplace smoking restrictions. 2001, *Tob Control* 10(4): 329-336.
<http://tc.bmjournals.com/cgi/reprint/10/4/329.pdf>
- Bayer, R. and J. Colgrove, Science, Politics, and Ideology in the Campaign Against Environmental Tobacco Smoke. 2002, *Am J Public Health* 93(6): 949-954.
<http://www.ajph.org/cgi/reprint/92/6/949.pdf>
- The Council of State Governments, *Using Research in Public Health Policymaking*, 2008.
<http://www.csg.org/knowledgecenter/docs/health/StatePolicyGuideCP.pdf>
- Schotland, M. and L. Bero, Evaluating Public Commentary and Scientific Evidence Submitted in the Development of a Risk Assessment. 2002, *Risk Anal*, 22(1): 131-140.
<http://www.blackwell-synergy.com/links/doi/10.1111/0272-4332.t01-1-00011/pdf>

Policy Analysis – What is Wrong and How Can It Be Fixed?

Bardach, E., A Practical Guide for Policy Analysis: The Eightfold Path to Effective Problem Solving. 2nd ed. 2005, Washington DC: CQ Press. [On reserve, Call # H97.B37 2005]

Nykiforuk, C, J. Eyles and H. Campbell. Smoke-free space over time: a policy diffusion study of bylaw development in Alberta and Ontario, Canada. Health Soc Care Community. 2008, **16**(1): 64-74.

Building an Alliance and Keeping It Alive

Bozlak, C and M. Kelley, Youth Participation in a Community Campaign to Pass a Clean Indoor Air Ordinance. Health Promot Pract, 2009. **11**(4): 530-540.
<http://hnp.sagepub.com/cgi/rapidpdf/1524839908330815v1>

Chemers, M., Leadership Research and Theory: A Functional Integration. Group Dynamics: Theory, Research and Practice, 2000. **4**(1): 27-43.
http://ft.csa.com/ids70/resolver.php?sessid=f977102b4f66de49690073c46ad682e4&server=www-mi7.csa.com&check=8097e41dd843c668096d0493843c88c8&db=psycarticles-set-c&key=GDN%2F4%2Fgdn_4_1_27&mode=pdf

Lasker, R., Medicine and public health: the power of collaboration. 1997, New York: The Academy.

Sabatier, P. and H. Jenkins-Smith, eds. Policy Change and Learning: An Advocacy Coalition Approach. 1993, Boulder, CO: Westview Press.

Getting and Keeping the Public on Your Side Through Media Advocacy

Gladwell, M., The Tipping Point: How Little Things Can Make a Big Difference. 2000, New York: Little, Brown and Company. [On reserve, Call # HM1003.G53 2000]

Quick, B, B. Bates and S. Romina, Examining Antecedents of Clean Indoor Air Policy Support: Implications for Campaigns Promoting Clean Indoor Air. Health Commun, 2009 **24**: 50-59.
http://pdfserve.informaworld.com/548832_770849120_908584641.pdf

Understanding and Combating the Opposition

Brandt, A., The Cigarette Century: The Rise, Fall, and Deadly Persistence of the Product that Defined America. 2007, New York: Basic Books.

Davis, D, The Secret History of the War on Cancer, 2007, New York: Basic Books.

Glantz, S. and E. Balbach, Tobacco War: Inside the California Battles. 2000, Berkeley, CA: University of California Press.

Johnson, H. and D. Broder, The System: The American Way of Politics at the Breaking Point. 1997, Boston: Little, Brown & Company.

Kessler, D., *A Question of Intent: A Great American Battle with a Deadly Industry*. 2001, New York: Public Affairs.

Michaels, D, *Doubt is Their Product: How Industry's Assault on Science Threatens Your Health*. 2008, New York: Oxford University Press

Executing the Strategic Plan – Swaying the Decision-makers

Harrington, C. and C. Estes, eds. *Health Policy: crisis and reform in the U.S. health care delivery system*. 2008, Jones and Bartlett Publishers: Sudbury, MA.

Roth, A, J. Dunsby and L Bero. Framing Processes in Public Commentary on US Federal Tobacco Control Regulation. 2003, *Soc Stud Science* **33**(1): 7-44
<http://sss.sagepub.com/cgi/reprint/33/1/7>

Policy Implementation and Evaluation

Pressman, J. and A. Wildavsky. *Implementation*. 1973, University of California Press: Berkeley, CA

Mazmanian, D. and P. Sabatier. *Implementation and Public Policy*. 1989, University Press of America: Lanham, MD

Goggin, M, A. Bowman, J. Lester and L. O'Toole, Jr. *Implementation Theory and Practice: Toward a Third Generation*. 1990, Scott Foresman/Little Brown: Glenville, IL

deLeon, P and Varda, D. Toward a Theory of Collaborative Policy Networks: Identifying Structural Tendencies. *Policy Stud J*, 2009, **37**(1): 59-74.
<http://web.ebscohost.com/ehost/detail?vid=1&hid=115&sid=7c707a77-3be7-40d7-94ee-de141746c906%40sessionmgr103&bdata=JnNpdGU9ZW9vc3QtbGl2ZQ%3d%3d#db=bth&AN=36606286>

Margolis, P, R. Stevens, W. C. Bordley, J. Stuart, C. Harlan, L. Keyes-Elstein and S. Wisseh. From Concept to Application: The Impact of a Community-Wide Intervention to Improve the Delivery of Preventive Services to Children. *Pediatrics*, 2001, **108**(3): e42-e52.
<http://pediatrics.aappublications.org/cgi/reprint/108/3/e42>

Robichau, R and Lynn, L Jr. The Implementation of Public Policy: Still the Missing Link. *Policy Stud J*, 2009, **37**(1): 21-36.
<http://web.ebscohost.com/ehost/detail?vid=1&hid=112&sid=93217e00-994c-4d12-86ed-fe9e2b1840cd%40sessionmgr108&bdata=JnNpdGU9ZW9vc3QtbGl2ZQ%3d%3d#db=bth&AN=36606288>