Health Promotion Foundations - Module Six

1. HPFC - Module Six Theories of Change at the Public Policy/Societal Level

1.1 HPFC - Module Six

Notes:

In this module, we will discuss theories of change at the public policy level, also known as the societal level, of the ecological framework.
1.2 Terms of Use

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Notes:

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1.3 Navigation Menu

Notes:

Throughout this module, you will see these icons. To be reminded of what they mean, please refer to the help tab at any point during the module.
1.4 Navigation Menu

<table>
<thead>
<tr>
<th><strong>NAVIGATION MENU</strong></th>
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<tbody>
<tr>
<td><strong>Glossary</strong></td>
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<tr>
<td>The glossary tab provides definitions of key words highlighted in this component.</td>
</tr>
<tr>
<td><strong>Help</strong></td>
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<tr>
<td>The help tab reviews the function of each icon.</td>
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<tr>
<td><strong>Menu</strong></td>
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<tr>
<td>The menu tab outlines each section in the module. By clicking on a menu title, you can navigate to that section.</td>
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<tr>
<td><strong>Resources</strong></td>
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<td>The resources tab contains further reading, and a complete list of references.</td>
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<tr>
<td><strong>Transcript</strong></td>
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<td>The transcript tab provides a full transcript for each slide.</td>
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**Notes:**

In the upper right hand corner of the slide, you will see a selection of ‘tabs’.

The glossary tab contains definitions of key words used in this module.

The help tab reviews the function of each icon.

The menu tab provides a list of all the sections in the module and allows you navigate to any one of them.

The resources tab contains further reading options, and a complete list of references for this module.

The transcript tab contains a full transcript of each slide.
1.5 Learning Objectives

Notes:

By the end of this module, you will be able to:

1. Explain how different sectors may be involved in creating healthy public policies
2. Describe the concept of Health in All Policies
3. Define three public policy and societal level theories and the processes they use to generate behaviour change
2. Ecological Framework

2.1 Overview

Notes:

We will begin by reviewing the ecological framework discussed in modules four and five. This will provide context for our discussion of public policy and societal level theories.
2.2 Ecological Framework

The ecological framework describes five levels that influence health behaviour. (37) It emphasizes that an ecological approach to health behaviour change involves exploring the complex interactions between people, groups, and their environments; rather than focusing on each of these factors in isolation. (39) In module four we covered individual and interpersonal level theories of behaviour change, and in module five we examined behaviour change theories at the organizational and community level. We will now explore the public policy and societal level theories of behaviour change.
2.3 Levels of Behaviour Change Theories

Notes:
The ecological framework, provides a comprehensive population-wide approach
to tackling health behaviour change. However, researchers have developed specific theories of health behaviour change that target each of the societal levels discussed in the ecological framework. In modules four, five and six of the Health Promotion Foundations series, we discuss specific theories and frameworks that can be applied at each of the five societal levels of the ecological framework developed by McLeroy and colleagues.

- Module 4 covered common individual and interpersonal level theories,
- module 5 covered organizational and community level theories, and
- module 6 will discuss theories at the public policy and societal level.

3. Health in All Policies

3.1 Health in All Policies

Notes:

We will now discuss the concept of healthy public policy.
3.2 What is a Public Policy

Notes:

The overall purpose of a policy is to address an issue or a problem. Public policies are strategic actions led by a public authority as a way to limit or increase certain behaviours within the population. They are designed to improve the conditions under which people live, including their social, and physical environments. (53)
3.3 Healthy Public Policy

Notes:

Public policies are developed in many different sectors such as transport, housing and education and these policies can make it either easier or harder for people to engage in healthy behaviours. Public policies that make it easier for people to make healthy living choices, such as the inclusion of bike lanes to support physical activity, are considered healthy public policies. (54)

In health promotion, the achievement of societal level change focuses on the development of healthy public policy. Healthy public policies are those that are designed specifically to promote health and equitable societies, and create environments that support healthy lifestyles. (54)
3.4 Healthy Public Policy

Building healthy public policy is included in one of the five action areas in the Ottawa Charter for Health Promotion. It lists four complementary approaches used to build healthy public policies: legislation, fiscal measures, taxation and organizational change. Click each term for definitions and health promotion examples.

3.5 How does healthy public policy promote the health of the individuals and communities?

Check all that apply and click the Submit button

(Multiple Response, 10 points, unlimited attempts permitted)
**QUIZ QUESTION**

How does healthy public policy promote the health of the individuals and communities?

Check all that apply and click the Submit button

- By improving health equity in communities
- By making it harder for people to adopt unhealthy practices
- By focusing on creating policies in the health sector exclusively
- By creating healthy physical and social environments

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<td>X</td>
<td>By creating healthy physical and social environments</td>
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</tbody>
</table>

**Feedback when correct:**

That's right! You selected the correct response.

**Feedback when incorrect:**

You did not select the correct response.

**Notes:**
Now, let’s take a moment to reflect on what you have learned about the definition of a healthy public policy.

Remember that healthy public policies are those that are designed to promote health and health equity, and create environments that support healthy lifestyles.

Correct (Slide Layer)

That’s right! You selected the correct response!

Remember that healthy public policies are those that are designed to promote health and health equity, and create environments that support healthy lifestyles.
Incorrect (Slide Layer)

Remember that healthy public policies are those that are designed to promote health and health equity, and create environments that support healthy lifestyles.

Try Again (Slide Layer)

Remember that healthy public policies are those that are designed to promote health and health equity, and create environments that support healthy lifestyles.

Try Again
3.6 Health in All Policies

Notes:

Improving health outcomes is a shared responsibility within and across different sectors and levels of government. In 2010, the World Health Organization released the Adelaide Statement on Health in All Policies.(54) The statement encourages a collaborative approach to policy making and emphasizes that government objectives are best achieved when all sectors include health and well-being as a key component policy development. This approach to healthy public policy development recognizes that policy objectives from other departments can also help to improve health. For example, improving health may not be the primary goal of a policy that supports the creation of walkable communities, but such a policy can be designed to take into consideration health impacts and outcomes.(58)
3.7 Health in All Policies Example

Many sectors would be involved in creating healthy public policies that reduced air pollution exposure.

Example: Create more compact cities that use less energy

Urban Planning

*Adapted from: World Health Organization, Health in All Policies Training Manual, 2015*
We know that a Health in All Policies approach means that health issues can be tackled by many different sectors working together. For example, the World Health Organization reports that one in eight deaths worldwide are related to air pollution (59). Many sectors would be involved in changing pollution levels in society. One example would be urban planning. Air pollution could be reduced if the urban planning sector elected to create more compact cities that use less energy.

3.8 Stop and Think

Notes:

Think about the following three sectors: energy, housing and transport. Can you think of healthy public policies these sectors might create to reduce air pollution similar to the urban planning example given in the previous slide? Type your answer in the box provided. When you have given an example for each sector, press the magnifying glass icon to compare your answers to the sample responses we have provided.
STOP AND THINK

Our Answer | Your Answer
---|---
Increase use of low-emission fuels and renewable power sources | type your text here
Increase energy efficiency of buildings | type your text here
Decrease dependence on personal vehicles by prioritizing urban transit systems | type your text here

Adapted from: World Health Organization, Health in All Policies Training Manual, 2015

3.9 World Health Organization Example

Notes:
The previous question was adapted from the World Health Organization's Health in All Policies Training Manual. Click the link to be directed to that manual and the accompanying resources. This page also includes a useful infographic entitled “What is Health in All Policies?” (59).

### 3.10 Implications for Practice

![IMPLICATIONS FOR PRACTICE](image)

Challenges for implementing a Health in All Policies approach:

- Governments are divided into departments and ministries with their own goals, cultures and budgets
- Electoral cycles are often too short to create long-term change

**Notes:**

There are many challenges associated with successfully implementing a Health in All Policies approach. For example, governments are divided into different departments and ministries that do not always have common goals. And, decision makers may not hold elected positions for long enough to create meaningful change. (60)
4. Public Policy/Societal Level Theory

4.1 Public Policy/Societal Level Theory

Notes:

We will now discuss public policy behaviour change theories.
4.2 Theories of Public Policy Change

This module will explore three theories of public policy change: Agenda Building Theory, Multiple Streams Theory and the Advocacy Coalition Framework. These are all considered key theories of public policy change by Bartholomew and colleagues in their book entitled “Planning Health Promotion Programs: An Intervention Mapping Approach” (61). As we learn about each theory, consider common elements of policy level theories, and the implications that they have on practice.
4.3 Agenda Building Theory

Cobb et al. define agenda building as, “the process by which demands of various groups in the population are translated into items vying for the serious attention of public officials.” (62) Agenda building theory looks at different dynamics and processes in policy formation.
4.4 Agenda Building Theory: Systematic Agenda

Notes:

Agenda building is classified into two categories: the public agenda and the formal agenda. Click on the purple buttons to learn more about these two terms.

SLIDE LAYER: public agenda
The public, or systemic, agenda refers to “...issues which have achieved high levels of public interest and visibility.” (62) They must also be within the domain of government legislation and authority. (63)

SLIDE LAYER: Formal agenda
The formal, or institutional, agenda refers to “…items which decision makers have formally accepted for consideration.” (62)
"...issues which have achieved high levels of public interest and visibility."\textsuperscript{62}

"...items which decision makers have formally accepted for consideration."\textsuperscript{62}
4.5 Agenda Building Theory

Notes:

Agenda building theory proposes three different agenda building models:
- the outside-initiative model,
- the inside-initiative model and,
- the mobilization model.

The main goal of each model is to move the formal policy agenda forward. This is more likely to happen if the issue has a broad definition, is not too complex, and has a large social impact with long-term social implications. (61, 62)
4.6 Outside-Initiative Model

Notes:

In the outside-initiative model, public support for an issue is gained and the issue is incorporated into the public agenda first. Then it is brought to the attention of government and added to the formal agenda. Public support and government recognition is generally driven through advocacy efforts by community groups and other organizations such as voluntary health agencies. (61)
4.7 Inside-Initiative Model

In the Inside-Initiative Model, support for an issue is developed within the government system and placed on the institutional agenda without involving or requiring the larger public. Advocacy efforts are done more systematically and ‘behind the scenes’ where health advocates bring attention of an issue to the legislator’s agenda. (61)
4.8 Mobilization Model

Notes:

In the Mobilization Model, policy proposals are created within the government, and then public support is pursued in order for a policy to be passed and implemented. In this model, government engages the media and other public forums to mobilize societal support for the policy in question. (61)
4.9 Quiz Question

Choose the agenda building model that best fits each of the following scenarios:

a) Outside-Initiative Model
b) Inside-Initiative Model
c) Mobilization Model

Notes:

Now let’s take a moment to reflect on what we have learned. In the following slides you will be presented with a scenario. Choose the agenda building model that best fits each scenario.

4.10 Quiz Question

(Pick One, 10 points, unlimited attempts permitted)
**Correct Choice**

<table>
<thead>
<tr>
<th>Correct</th>
<th>Choice</th>
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<tbody>
<tr>
<td></td>
<td>Outside-Initiative Model</td>
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<tr>
<td>X</td>
<td>Inside-Initiative Model</td>
</tr>
<tr>
<td></td>
<td>Mobilization Model</td>
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</tbody>
</table>

**Feedback when correct:**

That's right! You selected the correct response.

**Feedback when incorrect:**

You did not select the correct response.

**Notes:**

Nutritional policy guidelines are developed within government, and then placed on the legislative agenda.
That's right! You selected the correct response!

Remember the order in which the formal and public agendas are incorporated into the agenda building process for each model.

Next Scenario
Incorrect (Slide Layer)

QUIZ QUESTION

Incorrect:

Remember the order in which the formal and public agendas are incorporated into the agenda building process for each model.

Try Again (Slide Layer)

QUIZ QUESTION

Incorrect: please try again!

Remember the order in which the formal and public agendas are incorporated into the agenda building process for each model.
4.11 Quiz Question

(Pick One, 10 points, unlimited attempts permitted)

**Quiz Question**

Scenario 2: A grassroots organization garners support of the media to place the issue of investment in heart disease research on the federal political agenda.

- Outside-Initiative Model
- Inside-Initiative Model
- Mobilization Model

**Correct Choice**

<table>
<thead>
<tr>
<th>Correct Choice</th>
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<tbody>
<tr>
<td>X Outside-Initiative Model</td>
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</tr>
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Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

Notes:
A grassroots organization garners support of media to place the issue of investment in heart disease research on the federal political agenda.

Correct (Slide Layer)

That’s right! You selected the correct response!

Remember the order in which the formal and public agendas are incorporated into the agenda building process for each model.

Next Scenario
Incorrect (Slide Layer)

Quiz Question
Incorrect:

Remember the order in which the formal and public agendas are incorporated into the agenda building process for each model.

Try Again (Slide Layer)

Quiz Question
Incorrect: please try again!

Remember the order in which the formal and public agendas are incorporated into the agenda building process for each model.

Try Again
4.12 Quiz Question

(Pick One, 10 points, unlimited attempts permitted)

Scenario 3: Local government develop a policy plan to ban tanning bed use among youth in a municipal jurisdiction, and garner public support in order to drive it forward.

Correct Choice

- Outside-Initiative Model
- Inside-Initiative Model
- X Mobilization Model

Feedback when correct:
That's right! You selected the correct response.

Feedback when incorrect:
You did not select the correct response.

Notes:
Local government develop a policy plan to ban tanning bed use among youth in a municipal jurisdiction, and garner public support in order to drive it forward.
Incorrect (Slide Layer)

Remember the order in which the formal and public agendas are incorporated into the agenda building process for each model.

Try Again (Slide Layer)

Remember the order in which the formal and public agendas are incorporated into the agenda building process for each model.

Try Again
4.13 Implications for Practice: Agenda Building Theory

Notes:

Understanding the agenda-building process in each respective model offers insight into the processes involved in policy formation, and how the type and nature of issue being discussed largely determines the legislative process. Agenda Building also provides a starting point for understanding the roles and involvement of key stakeholders in the process.

As with all models discussed in this module, the role of timing, and political climate are important determinants of change.
4.14 Multiple Streams Theory

Notes:

Now let’s take a look at our next policy level theory: Multiple Streams Theory. This theory, developed by John Kingdon in 2003, examines how an issue or problem reaches the government level or public agenda. (61)

According to Kingdon, there are three streams in the policy making process:
1. Politics
2. Problems
3. Policies
4.15 Multiple Streams Theory: Political Stream

Notes:

The political stream includes things such as changes in administration and political platforms, elections, and political mood. (61)
4.16 Multiple Streams Theory: Problem Stream

Notes:

The problem stream includes various issues within the different political domains such as global warming, healthcare costs, and homelessness. Science-based evidence is used to determine the causes and severity of a problem and to provide further information regarding policies and programs currently in place. (61)
4.17 Multiple Streams Theory: Policy Stream

Notes:

The policy stream refers to policy solutions such as environmental and pollution controls, public health care, and social services. In this stream, science and information help provide legitimate solutions and technical advice regarding how to address the issue with policy. (61)
4.18 Multiple Streams Theory

Notes:

Events and ideas in each of the three streams move independently until there is a change in one of the streams - for example, a change in government, a developing social problem, or advocacy of specific policies.

When these types of changes occur, opportunities arise for change in other streams. Policy advocates help manage the roles of the different streams, linking them together when circumstances provide the opportunity for interests to be addressed.

Timing, context and framing of the issue are incredibly important within the multiple streams model, as is preparedness of the policy advocates. (61)
4.19 Quiz Question

(Pick One, 10 points, unlimited attempts permitted)

<table>
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<td>X</td>
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<tr>
<td></td>
<td>Problems</td>
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<td></td>
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Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

Notes:
Now let’s take a moment to reflect on what we have learned.

Community advocacy groups can be active in each of the three streams that we’ve just discussed. In this multiple choice quiz, select the stream that each of the following example activities applies to.

Correct (Slide Layer)

Recall the distinctions between each of Kingdon’s three streams. The political stream includes things such as changes in administration and political platforms, elections, and political mood. The problem stream includes various issues within the different political domains. The policy stream refers to legislative solutions grounded in scientific evidence.”
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4.20 Quiz Question

(Pick One, 10 points, unlimited attempts permitted)

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<tr>
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<td>X Policies</td>
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Feedback when correct:
That's right! You selected the correct response.

Feedback when incorrect:
You did not select the correct response.

Notes:
Correct (Slide Layer)

That's right! You selected the correct response!

Recall the distinctions between each of Kingdon’s three streams. The political stream includes things such as changes in administration and political platforms, elections, and political mood. The problem stream includes various issues within the different political domains. The policy stream refers to legislative solutions grounded in scientific evidence.91

Incorrect (Slide Layer)

Recall the distinctions between each of Kingdon’s three streams. The political stream includes things such as changes in administration and political platforms, elections, and political mood. The problem stream includes various issues within the different political domains. The policy stream refers to legislative solutions grounded in scientific evidence.91
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4.21 Quiz Question

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**Feedback when correct:**

That's right! You selected the correct response.

**Feedback when incorrect:**

You did not select the correct response.

**Notes:**

Recall the distinctions between each of Kingdon’s three streams. The political stream includes things such as changes in administration and political platforms, elections, and political mood. The problem stream includes various issues within the different political domains. The policy stream refers to legislative solutions grounded in scientific evidence.
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4.22 Implications for Practice: Multiple Streams Theory

Notes:

Multiple Streams Theory has practical implications for understanding how factors such as political mood and climate, public issues, and potential solutions or policies work together to create policy change.
4.23 Advocacy Coalition Framework

Now let’s move on to the last concept we will be discussing: the advocacy coalition framework. This framework was developed to address major factors and processes related to policy formation such as problem definition, policy formulation, and implementation (61, 64). Click the resource link to learn about the process used by Sabatier and colleagues to develop this framework.
### 4.24 Advocacy Coalition: Policy Subsystem

- Focus on the policy subsystem
- Agents work together to influence laws and policy initiatives over a considerable period of time\(^\text{61}\)

Notes:

This model focuses on the policy subsystem. A policy subsystem is a group of
agents from private and public organizations that are especially invested in particular broad policy issues, such as health promotion. Agents from an advocacy coalition may work in fields such as government, interest-groups, research or the media. The defining feature of the advocacy coalition is that agents work together over a considerable length of time to influence laws and policy initiatives that affect their shared area of interest. (61) An example of this would be the Ontario Chronic Disease Prevention Alliance. This is a coalition working towards effective Chronic Disease Prevention policy and programming. It involves partners such as the Canadian Cancer Society, the Ontario Public Health Association, and Parks and Recreation Ontario.

Resources (Slide Layer)

Resource:

Ontario Chronic Disease Prevention Alliance

Click the link above to see an example of an advocacy coalition.
Advocacy coalitions are based on deeply rooted and rather stable shared values, assumptions, and perspectives regarding problems in a policy subsystem. (61, 65) These coalitions also share and negotiate secondary beliefs which are more changeable, about how to impact policy and implement change. Competing coalitions within a policy subsystem prompt the need for policy mediators to reduce conflict and enact policy. (61)

4.26 Quiz Question

(Multiple Response, 10 points, unlimited attempts permitted)
### QUIZ QUESTION

Which of the following are features of an advocacy coalition?

Check all that apply and click the Submit button:

- [x] Invested in a particular, broad policy issue
- [ ] Agents are solely from public organizations
- [ ] Agents work together over a considerable length of time
- [x] Shared secondary beliefs about how to impact change

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**Feedback when correct:**

That's right! You selected the correct response.

**Feedback when incorrect:**

You did not select the correct response.
Notes:

Now let's take a moment to reflect on what we've learned.

Which of the following are features of an advocacy coalition? Check all that apply.

Correct (Slide Layer)

Recall some key features of an advocacy coalition:
- Agents are all invested in a particular, broad policy issue
- Agents may work in many fields such as government, interest-groups, research or the media
- Agents work together over a considerable amount of time in order to create change
- An advocacy coalition has shared values but it may need to negotiate more secondary beliefs such as, how to impact change
Recall some key features of an advocacy coalition:
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- Agents may work in many fields such as, government, interest-groups, research or the media
- Agents work together over a considerable amount of time in order to create change
- An advocacy coalition has shared values but it may need to negotiate more secondary beliefs such as, how to impact change
4.27 Theories of Change at the Public Policy/Societal Level

Notes:

Theories of change at the public policy level, such as the three models discussed, can provide guidance for how healthy public policies can be influenced by health promotion researchers and practitioners, and the many factors that must be considered to influence change at the level of society. (18) These theories, collectively, provide insight into the determinants of policy-making, the key players involved in the process and what drives advocates for policy change.
5. Review

5.1 Review

Notes:

This brings us to the end of Module Six: Theories of Change at the Public Policy Level. We began this module by outlining three learning objectives. The first indicated that by the end of this module you would be able to explain how different sectors may be involved in creating healthy public policies.

We now understand that healthy public policies are any policies that are designed explicitly to promote health and equity. Their development is not limited to health-related sectors. We explored examples of how healthy public policies can be created in sectors such as energy, transportation, housing, and urban planning.
5.2 Review

Notes:

Our second learning objective indicated that by the end of this module, you would be able to describe the concept of Health in All Policies.

We now understand that a Health in All Policies approach means that improving health outcomes is a shared responsibility within and across different sectors. This approach recognizes that many policy objectives from other sectors can also help to improve health.
5.3 Review

Learning Objective #3:
Define three public policy level theories and the processes they use to create health behaviour change

- Agenda building theory
- Multiple streams theory
- Advocacy coalition framework

Notes:

Our third learning objective indicated that by the end of this module, you would be able to define three public policy level theories and the processes these theories use to create behaviour change.

This module explored agenda building theory, multiple streams theory and the advocacy coalition framework. We looked at different examples of how these theories and frameworks might be used to change public policy which can ultimately change the health behaviours of a population.
5.4 PHO Health Promotion Capacity Building

For service request inquiries, including consultations, webinars, workshops, or to sign up for our mailing list, please go to:


Our events calendar is at:

http://www.publicheatlhontario.ca/en/LearningAndDevelopment/Events/Pages/default.aspx

Notes:

This resource is supported and maintained by the health promotion capacity building team at Public Health Ontario. We offer a variety of health promotion services including consultations, webinars, in person workshops and resources related to health promotion planning, evaluation, health communication and building healthy public policy.

To request a service or for more information, please follow the links on this slide.
5.5 Thank you

Thank you for participating in Module Six: Theories of Change at the Public Policy Level, part of our Health Promotion Foundations course.

Please take a few minutes to provide your feedback on this module and the content we have covered.
6. Help Tab

6.1 Navigation Menu

Compare Answers: click this icon to see our response to the exercise

Resource: click this icon for further reading

Close Button: clicking on the ‘X’ button will close any window

Notes: