

POLICY, SYSTEMS, ENVIRONMENTS (PSE) 101

OCTOBER 18, 2023 | 2-4 PM

What is a PSE? How do environments shape our health? Join us for an engaging conversation with community leaders who have been tackling PSE work to improve the health of their communities.



LAURA VOLLMER

Community Nutrition and Health
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ANTHONY KHALIL

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Community Advocates



ANGELICA CABANDE

Director, South of Market
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(SOMCAN)



DR. JALAL ALABSI

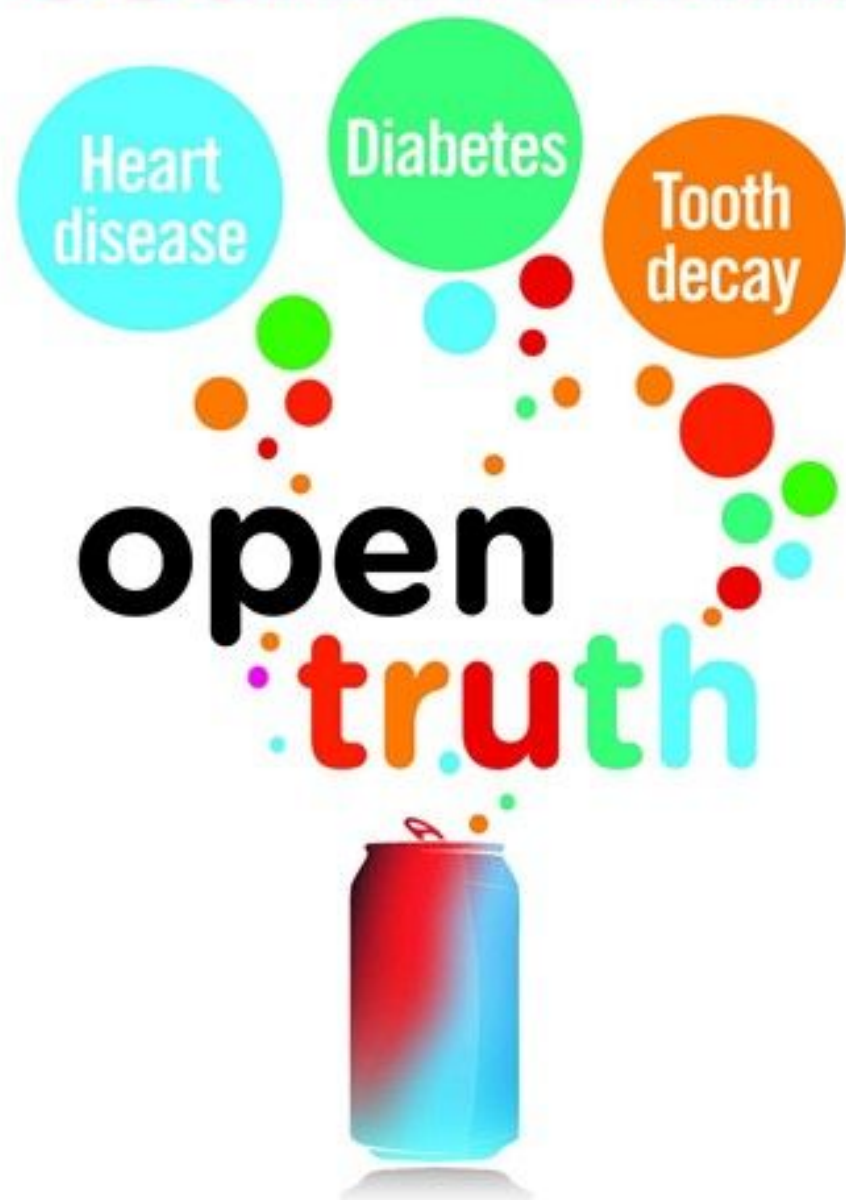
Food Justice Leader,
Tenderloin Neighborhood
Development Corporation (TNDC)



JOHN McCORMICK

Healthy Retail SF Program
Manager, TNDC

SUGARY DRINKS ARE MAKING US SICK



The sugary drinks industry targets young people, parents, and communities of color to increase profits and brand loyalty despite scientific evidence that links sugary drinks to chronic diseases including **type 2 diabetes, heart disease, kidney diseases, non-alcoholic liver disease, tooth decay, and gout.**

THIS PROJECT WAS MADE POSSIBLE WITH FUNDING BY
WWW.SODATAX-SF.ORG





LAND ACKNOWLEDGEMENT

We acknowledge that we are on the unceded ancestral homeland of the Ramaytush Ohlone who are the original inhabitants of the San Francisco Peninsula. As the indigenous stewards of this land and in accordance with their traditions, the Ramaytush Ohlone have never ceded, lost nor forgotten their responsibilities as caretakers of this place, as well as for all peoples who reside in their traditional territory. As Guests, we recognize that we benefit from living and working on their traditional homeland. We wish to pay our respects by acknowledging their Ancestors, Elders and Relatives of the Ramaytush Community and by affirming their sovereign rights as First Peoples.

PSE Changes 101: Supporting Community Health and Wellbeing

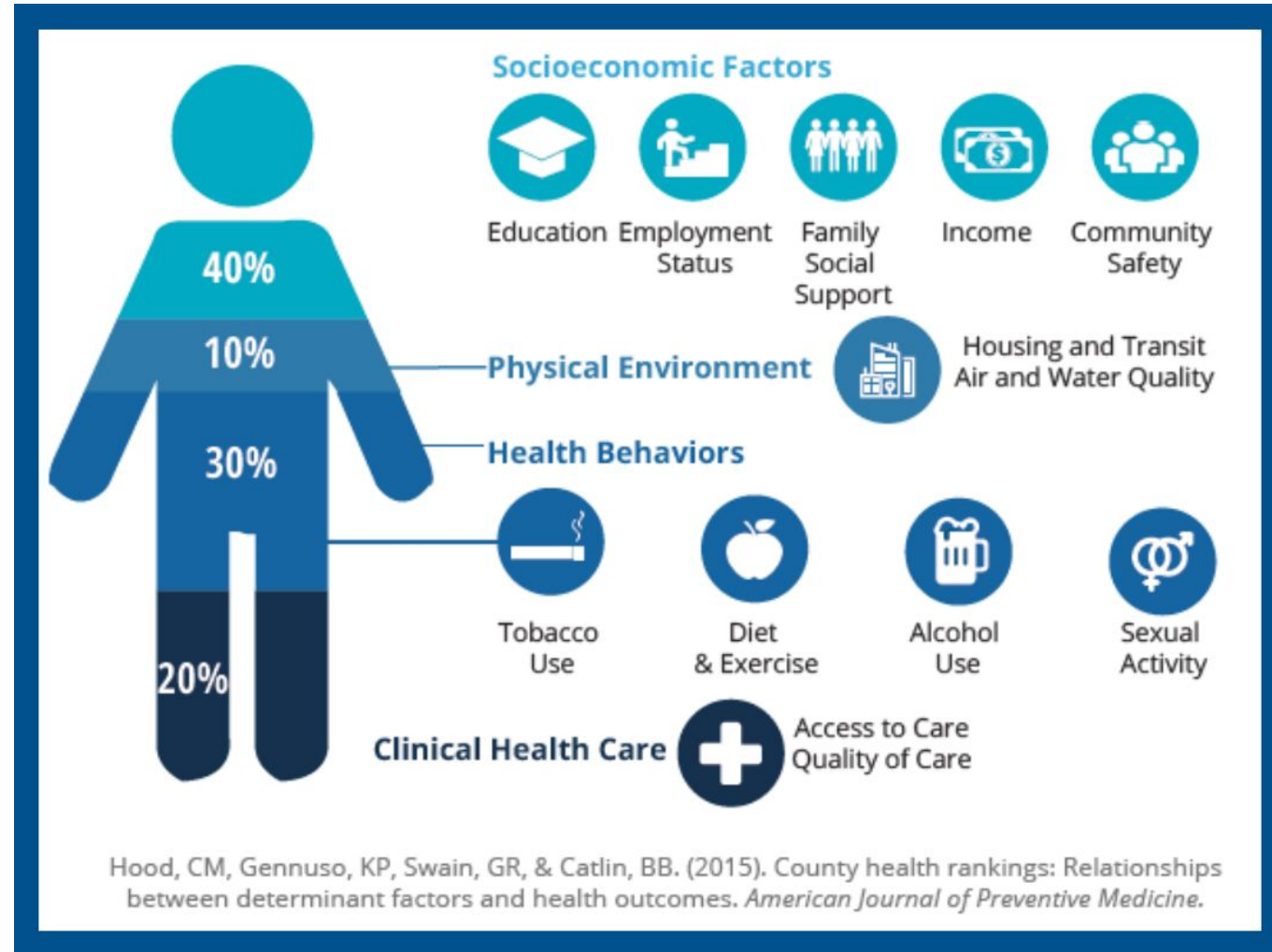
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UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

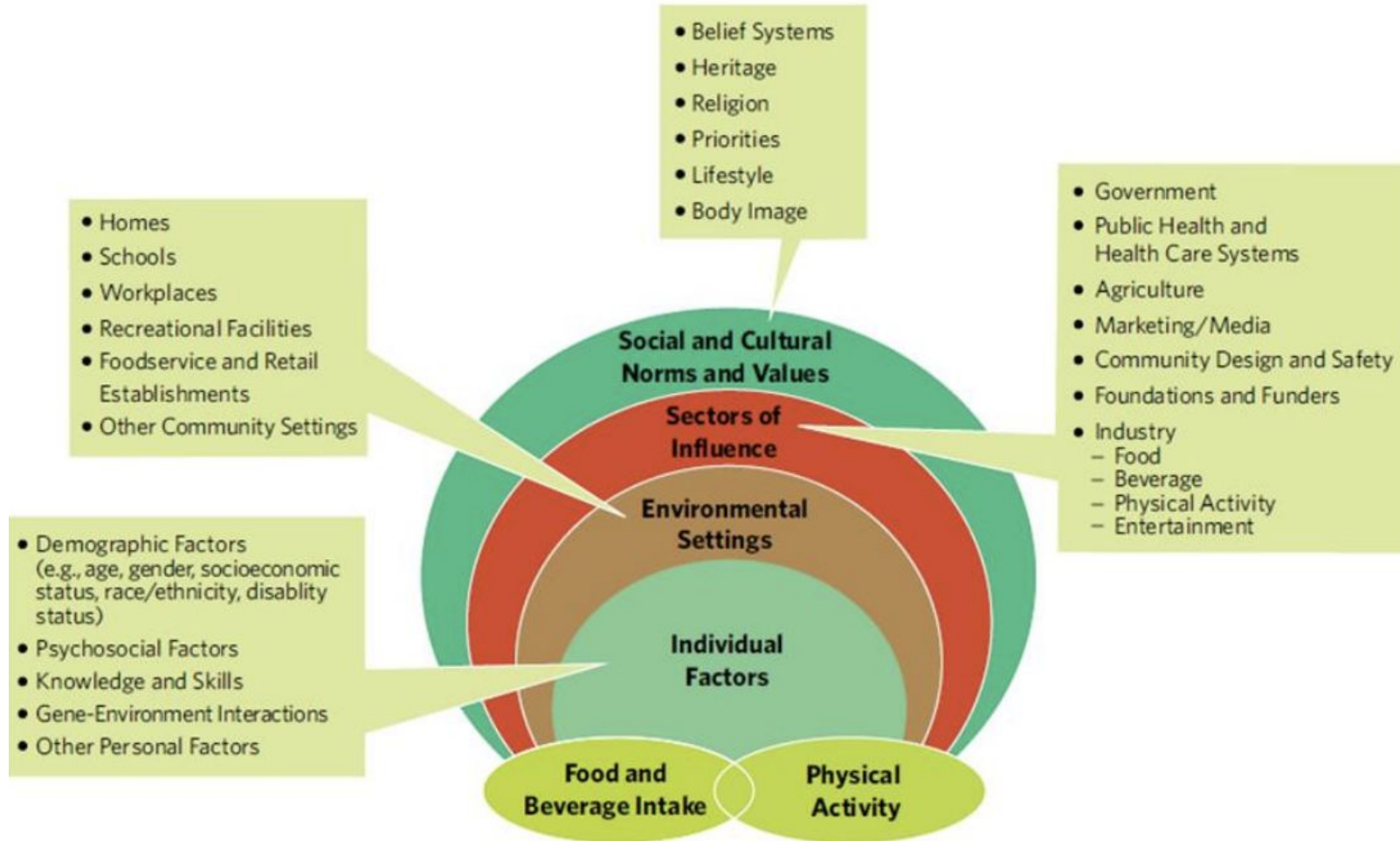
■ Cooperative Extension

How do environments shape our health?



Source: Hood CM, Gennuso KP, Swain GR, Catlin BB. County Health Rankings: Relationships Between Determinant Factors and Health Outcomes. *Am J Prev Med*. 2016;50(2):129-135. doi:10.1016/j.amepre.2015.08.024

Social-Ecological Model



What is a PSE?

PSE (policy, systems, and environmental) change strategies are approaches to behavior and culture change that aim to create lasting improvements in individual and community health and well-being.

PSE changes work by making healthier choices more practical and accessible to all members of a community.

What is policy change?

changes to laws, ordinances, regulations, and rules

- Passing a policy that requires that restaurants serve milk or water with kids meals
- Passing a law allowing residents to plant community gardens in vacant lots
- Establishing healthy concession stand policies in local parks or recreation facilities
- Adopting the Good Food Purchasing Policy
- School policy that prohibits unhealthy food in school fundraising drives
- A human resources policy that requires healthy foods to be served at meetings
- Policy that requires afterschool programs to include physical activity

What is systems change?

changes to organizational, institutional, and community norms and processes

- Coordinating with a partner to screen all participants for CalFresh eligibility, enroll eligible participants
- Serving breakfast in the classroom or offering second chance breakfast in the school meal program
- Changing procurement practices to source local fruits and vegetables for meal and food distribution programs
- Creating a certification process for school bake sales to ensure they are in line with school wellness policy
- Opening schoolyards for recreation on weekends and evenings

What is environmental change?

changes to physical, social, and economic environments

- Incorporating sidewalks, paths, pedestrian friendly intersections, and recreation areas into community design (complete streets)
- Increasing availability of healthy food choices in restaurants or cafeterias or decreasing access to unhealthy foods / beverages
- Access to water in public parks and spaces
- Food access - farmers market, food distribution, etc
- Installing signage on already established walking or biking routes.
- A prompt to take the stairs instead of the elevator

How are PSEs and program approaches different?

Programs and Events

- Time limited
- Often results in short term change
- Focuses on individual behavior
- May not be part of an ongoing plan
- Shorter term effort
- Less sustainable, is usually funding dependent

Policy, System, and Environmental Changes

- Ongoing
- Can shift population behavior and culture
- Focuses on community / population change
- Part of an ongoing plan, engages multiple stakeholders
- Long term, sustainable

Program and PSE approaches work together



Hosting a community bike ride



Open gym night at a local school



Leading a shopping tour at a market

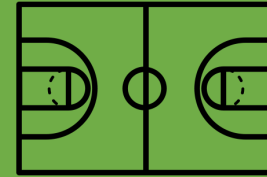


Teaching a garden workshop

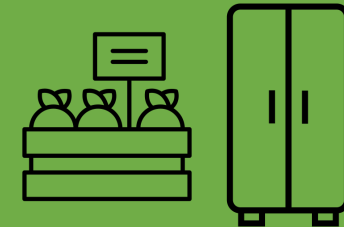
Establishing complete streets



Implementing a joint use agreement



Upgrading equipment and signage at a local market



Creating a new community garden



Capturing the impact of PSEs - Evaluation

- Environmental assessments
- Observations
- Stakeholder interviews, focus groups
- Community feedback



Sources: Honeycutt S, Leeman J, McCarthy WJ, Bastani R, Carter-Edwards L, Clark H, et al. Evaluating Policy, Systems, and Environmental Change Interventions: Lessons Learned From CDC's Prevention Research Centers. *Prev Chronic Dis* 2015;12:150281. DOI: <http://dx.doi.org/10.5888/pcd12.150281>, [Illinois Prevention Research Center](http://www.illinoisprc.org)

PSEs change lives - brainstorm!

Use the annotate tool (top of the screen, under view options) or share your thoughts in the chat.

Healthy Eating

- community gardens
- healthy retail/healthy corner stores
- market match at farmer's markets
- policies around what type of things can be used for fundraising (i.e. selling wrapping paper instead of candy)
- Healthy Apple Program
- Free food pantries in the neighborhood
- required calorie posting on menus
- policies around what type of things can be used for fundraising (i.e. selling wrapping paper instead of candy)
- Access to low cost/high quality/nutrient dense food
- Gardening classes and free compost/gardening supplies

Active Living

- Bike lane and filling in pot holes to make biking around my community easier!
- Four way stops at intersections so everyone can cross safely!
- Sunday streets!
- Bike lanes
- Free state park days
- Park beautification projects
- Access to open space
- Green spaces
- Park activation activities

Panel Presentations



DR. JALAL ALABSI

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PSE Change: Tenderloin Food Policy Council

10/18/2023

John McCormick, *(He/Him)*

Dr. Jalal Alabsi, *(He/Him)*

TNDC Healthy Retail San Francisco

Identifying the Issue: Food Justice Academy

- Class of 2022
 - 12 week food systems and movement building/advocacy curriculum
 - 9 graduates from the TL
 - Creates idea for "Neighborhood Food Congress" (precursor to FPC)



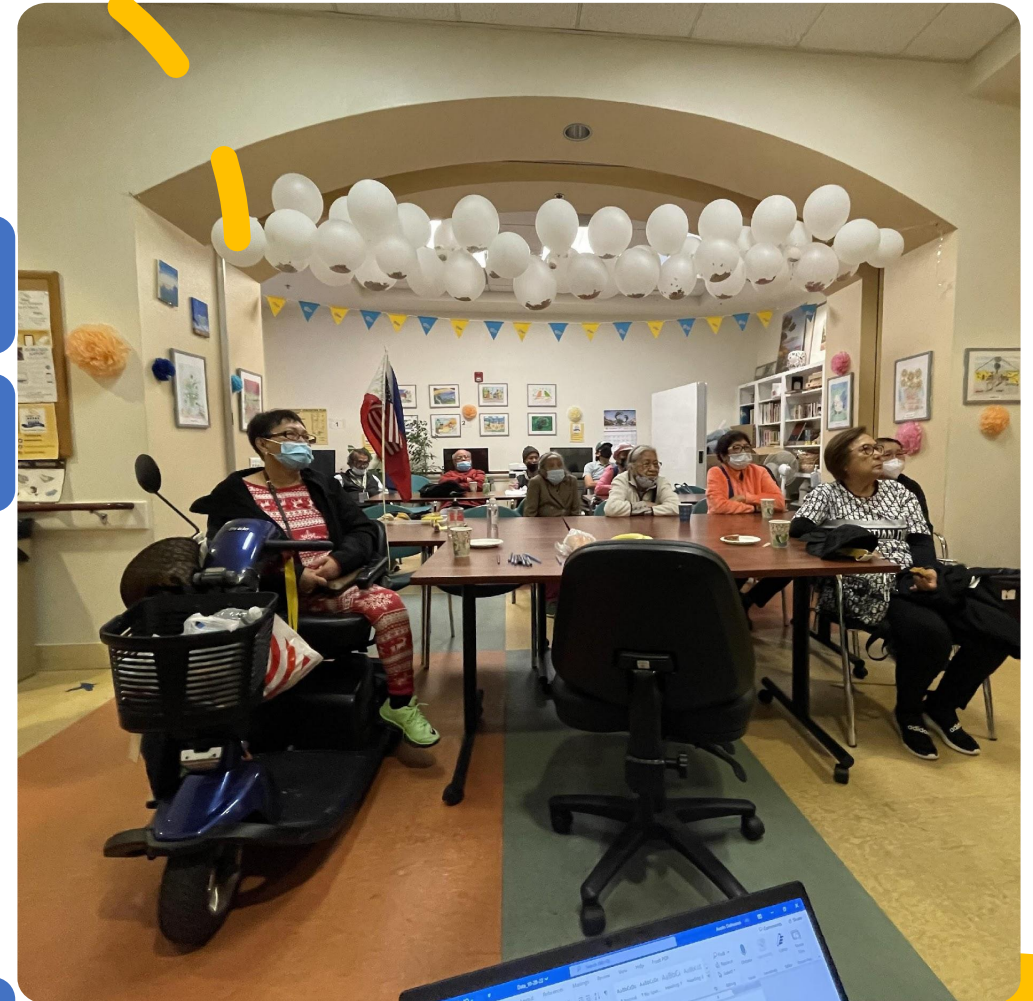
Identifying the Issue: Focus Groups March- December 2022

139 participants

21 focus groups conducted in:

- Mandarin & Cantonese
- Arabic
- Spanish
- English
 - with African American and Filipino communities in the TL

45 food-specific issue areas identified



Community Process to Identify Top Issues

5 areas prioritized through community voting process:

1. Vouchers for Veggies important for healthy food access (Halal vouchers are a part of Vouchers for Veggies).
2. The farmer's market is a place the Tenderloin community uses to purchase healthy, fresh food.
3. People need more money to buy food (especially healthy food).
4. Food in corner stores is expensive.
5. Meat and fish are more expensive in Tenderloin.



Engaging the Community: Next Steps

- Creation of short and long-term policy platform
- Engaging in food-specific interventions
- Ongoing leadership development
- Food-related community building events



Creation of Tenderloin Food Policy Council

Kick-Off Meeting:
103 people

Subsequent Meetings:
avg. ~40 people



Community Action Model: *Evolution*

Community Action Model

Creating Change by Building Community Capacity



Program to PSE

- Engage the community
- Listen to the community
- Implement community feedback
- TNDC community organizing



Thank you!



Dr. Jalal Alabsi
Jalabsi@tndc.org



John McCormick
Jmccormick@tndc.org



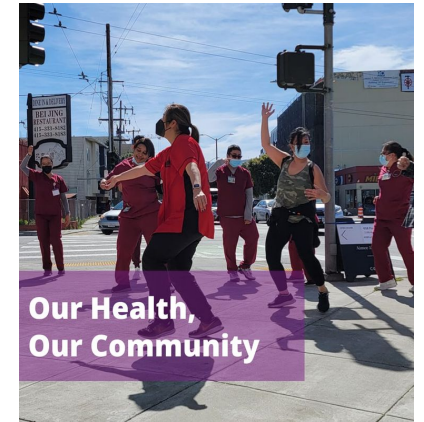
South of Market Community Action Network



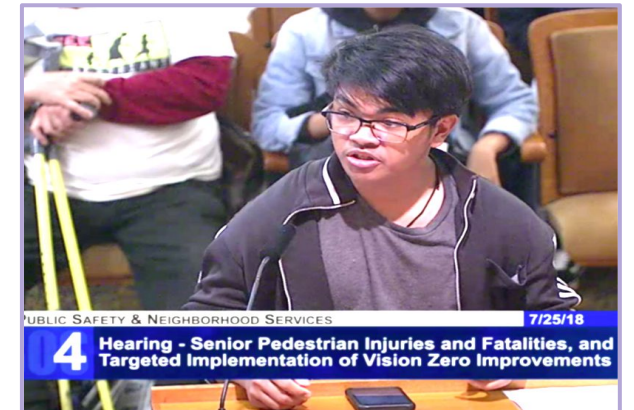
Programs

Direct Services & Community Organizing

DIRECT SERVICES



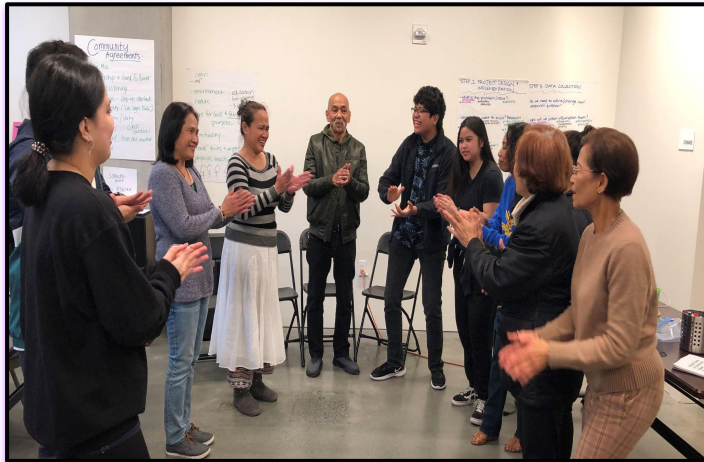
ORGANIZING



An aerial view of the San Francisco city skyline, including the Transamerica Pyramid, with a purple overlay. The text "Community Organizing" is centered over the image in white.

Community Organizing

Whose Health? Our Health! Filipinos Organized to Address Chronic Diseases



LEADERSHIP DEVELOPMENT

OUR HEALTH, OUR COMMUNITY
Kalusugan ng Bayan

A CLOSER LOOK AT CHRONIC DISEASE AMONG FILIPINOS IN SAN FRANCISCO


Itibagay sa Qsug

KALUSUGAN NG BAYAN
ILANG KAALAMAN TUNGOD SA KARAMDAMAN NG ILANG MGA FILIPINO SA SAN FRANCISCO.

OUR HEALTH, OUR COMMUNITY
A REPORT ON CHRONIC DISEASES AMONG FILIPINOS IN SAN FRANCISCO

FILIPINO AMERICANS:
Ang mga Filipino American ay nakabibilang ng isang...
DALAWANG FOCUS GROUP AT TATLONG...
5 MAJOR RESEARCH FINDINGS:
1. Chronic diseases are PREVALENT and SERIOUS among Filipinos.
2. Chronic diseases NEGATIVELY impact quality of life & relationships.
3. Community centers have many ASSETS and CHALLENGES.
4. Community HAS KNOWLEDGE on individual risk factors, but LESS AWARENESS on social and economic factors.
5. Community centers are valuable SOURCES of SUPPORT.
RECOMMENDATIONS:
* Provide COMPREHENSIVE and CULTURALLY RELEVANT health education.
* Expand EXISTING social services and community resources.
* Advocate For City and COUNTY AGENCIES to PRIORITYIZE and IMPROVE Community health.
* Increase access to healthy and traditional Filipino foods.
* Address issues of safety, affordable housing, and homelessness.
* Partnerships between City and Filipino serving organizations that promote healthy activities and practices (health fairs, chronic disease prevention, and screenings).

SOMA lacks sufficient green space

An illustration of a park scene. In the foreground, a person with long dark hair, wearing a yellow long-sleeved shirt and red pants, is riding a blue bicycle on a light brown path. To the right, two people are sitting on a wooden bench; one is wearing a yellow shirt and dark shorts, and the other is wearing a red long-sleeved shirt and red pants. The background features stylized green trees, a yellow sun on the left, and a city skyline with white buildings under a light blue sky. Two street lamps with yellow lights are positioned on either side of the path. A large white speech bubble is centered in the image, containing text.

Maintain and expand parks and open spaces to promote exercise and recreation

Quality of Life and Health issues in SOMA



**TRAFFIC
CONGESTION**



**LACK OF PARKS
& OPEN SPACE**

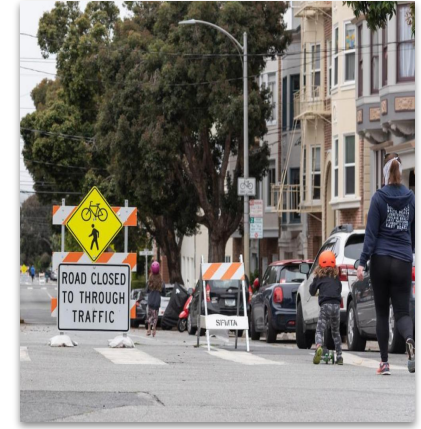


**PEDESTRIAN
SAFETY**

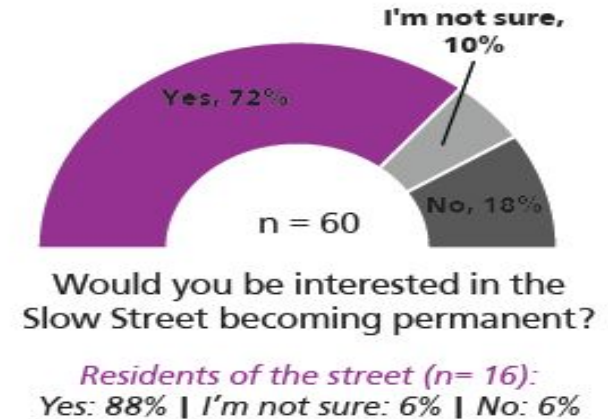
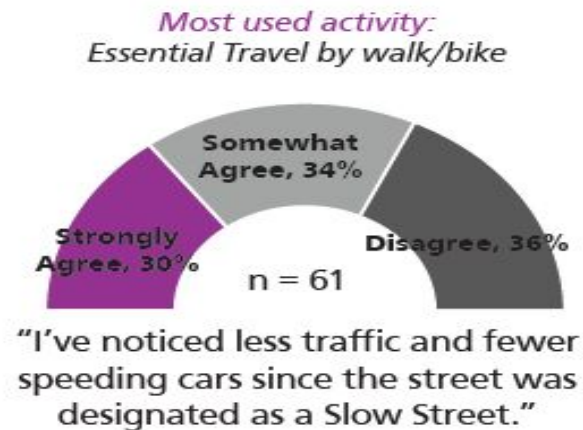
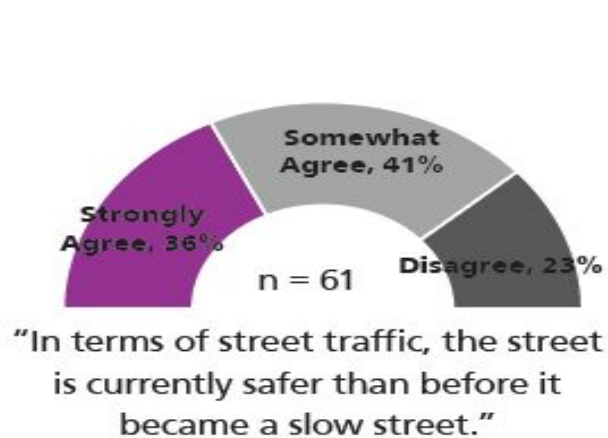


Campaign






In response to the COVID-19 pandemic, with many parks closed and recreation options limited, Mayor Breed signed an emergency order to create Slow Streets which provided much-needed space for people to walk and bike at a safe distance, allowing them to be used as fun, accessible, shared and gathering spaces.




MY NAME IS Jeremy N
 A RESIDENT OF 94103
 A WORKER AT _____
Zip Code

I WANT PERMANENT SOMA SLOW STREETS BECAUSE: I want permanent Soma Slow streets because people can cross the street in the safe way as possible and also maybe cars not getting to very close to people. (The streets in S.F are pretty close to vehicles Steeper Streets)
 (Not safe so far)



AKO AY SI Risa Ponzalan
 RESIDENTE NG 94103
 NAGTATRABAHO SA _____
Zip Code

GUSTO KO NG PERMANENTENG SOMA SLOW STREETS DAHIL: Safety ng mga panglalakad (aki ko ay mga matatanda at disabled persons)



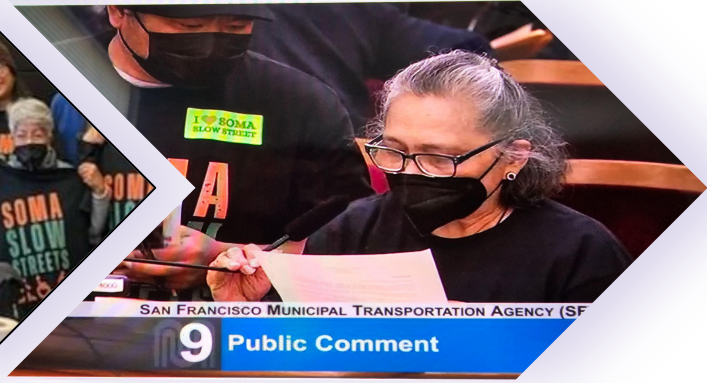
我的名字是 岑國貞
 居住于 94112
 公司名称 _____
郵政編碼

我想加入 SOMA SLOW STREETS 的原因是: 人需慢下來欣賞街道




MY NAME IS _____
 A RESIDENT OF _____
 A WORKER AT _____
Zip Code

I WANT PERMANENT SOMA SLOW STREETS BECAUSE:



Lucy Patricone speaking at SFMTA Board of Directors hearing



Celebration

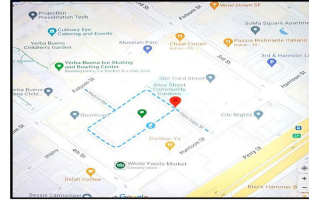


What is the Slow Streets Program?



The SFMTA's Slow Streets program is designed to limit through traffic on certain residential streets and allow them to be used as a shared space for people traveling by foot and by bicycle.

Map of SOMA Area for Slow Streets Program



Lapu Lapu/Rizal/Tandang Sora/Bonafacio/Mabini streets

Design efforts to enhance safe and slow streets

What design efforts would you like to see in your neighborhood?

Please choose 4 from the following 12 design methods by checking the box next to the number and name.

Then fill out basic information about yourself at the end.

- 1. Crosswalk Mural 
- 2. Street Mural 
- 3. Garden 
- 4. Community Survey Flyers 
- 5. Postcard Mailers 
- 6. Block Party 



Rea Lynn de Guzman



Cherisse Alcantara



Kacy Jung

COMMUNITY PAINTING DAYS IN SOMA

JOIN US IN PAINTING GROUND MURALS ON MABINI, BONIFACIO, LAPU-LAPU, TANDANG SORA AND RIZAL STREETS.

TIME SLOTS:
10AM-1PM
2PM-5PM

DATES:
FRIDAY, JUNE 2ND
SATURDAY, JUNE 3RD
SUNDAY JUNE 4TH

SCAN THE QR CODE OR COPY THE LINK BELOW TO SIGN UP TO VOLUNTEER:
[HTTPS://FORMS.GLE/INYN6JTAKU9PPMV1/](https://forms.gle/INYN6JTAKU9PPMV1/)

PLEASE REGISTER FOR DATES AND TIME SLOTS.

THE GROUND MURALS WILL BE UNVEILED ON SATURDAY, JUNE 10TH, AS PART OF THE SOMA BLOCK PARTY EVENT. THIS IS A PART OF THE LARGER BE FREE FESTIVAL AND ACTIVITIES, AND IN CELEBRATION OF THE SUCCESS OF OUR SOMA SLOW STREETS CAMPAIGN.

FOR MORE INFORMATION PLEASE CONTACT: WILFRED GALLA AT COMMUNITYENGAGEMENT@SOMCAN.ORG

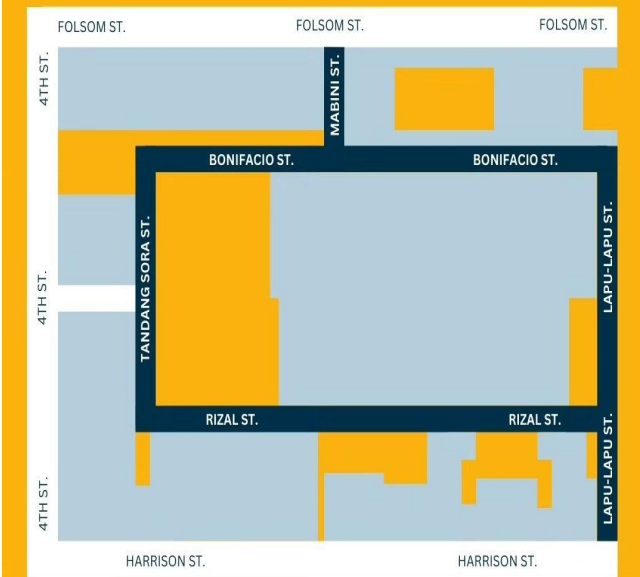




SOMA BLOCK PARTY

LOCATION:


Mabini, Bonifacio, Rizal, Lapu-Lapu, & Tandang Sora Streets




SOMA BLOCK PARTY RECAP



1038 Mission St. SF, CA 94103
(415) 255-7693
www.somcan.org

 somcan.sf

 SOMCAN SF



**....Legacy of food sovereignty
in Bayview Hunters Point**





**Bayview
Hunters Point**
Community
Advocates

Supply Channels:

- Charitable Operations –
Food insecure Households (Home
Delivery & CBO Distribution supply)
- DIO Unhoused Neighbors (Fruit Bags)
- Contract Sales - Food Pharmacy
Collaborative (FAMC)
- Bayview Co-op Box –
Discounted public sales Bayview.coop



REVENUE GENERATED INCOME & COMMUNITY BASED DATA

AN INTEGRATED LOCAL FOOD SYSTEM

THIS BOX BUILDS COMMUNITY

The Co-op box is our first product - about 10-12 pounds local, healthy food, enough for a small household for a week!

TAKE OUR SURVEY

And get \$10 off of your first Bayview Co-op Box.

We want to learn as much as we can about what YOU want - how you shop for food now and how we can serve you in the future!

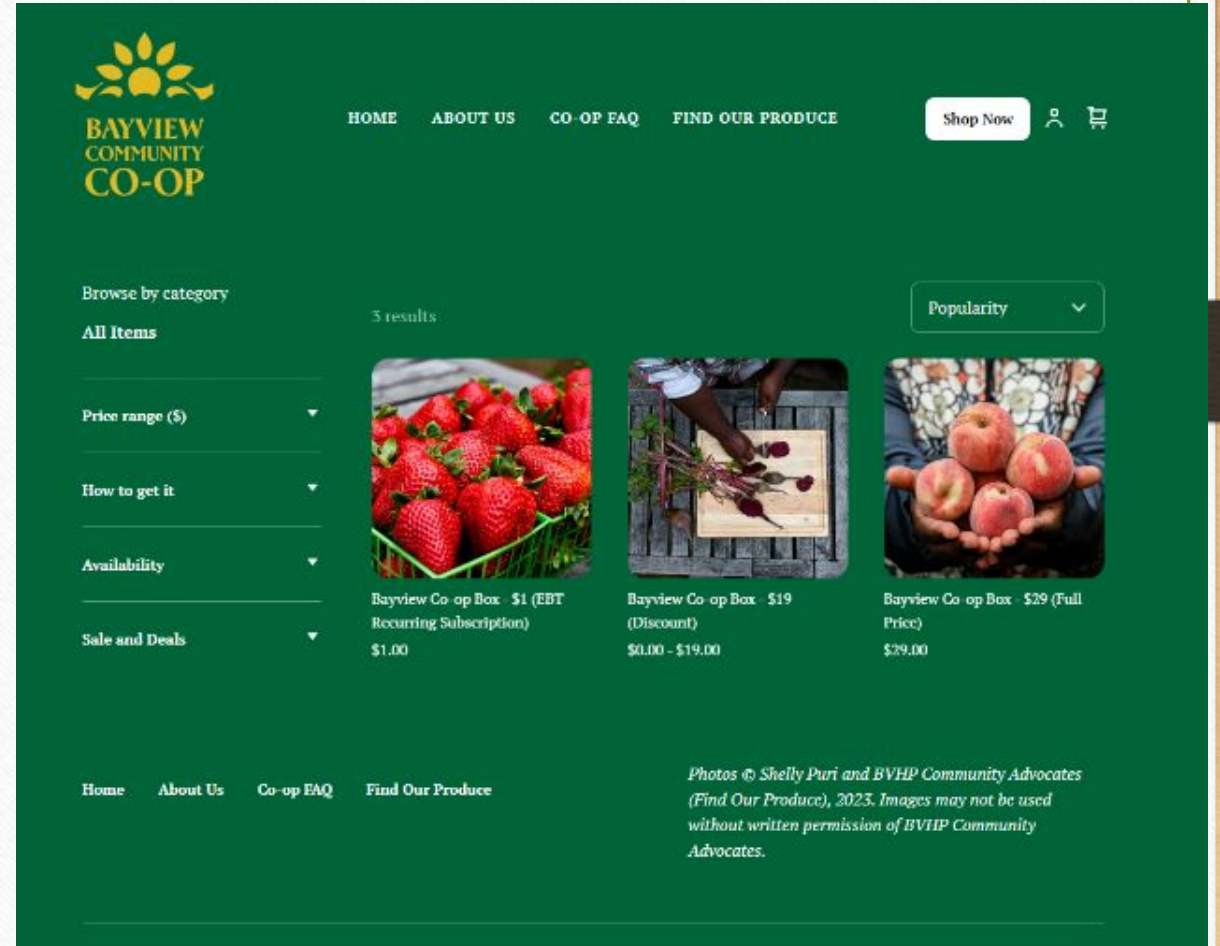
lease take the Survey in English | Por favor, tome la Encuesta en Español | 请用中文进行调查

MAKE SOME HISTORY - LET'S BRING BETTER FOOD TO BAYVIEW

WE'RE THE BAYVIEW COMMUNITY CO-OP



We're creating a plan to start a community-owned grocery store in Bayview-Hunters Point.

The new market would have fresh and healthy food, at great prices, and it would be owned and operated by lots of people in the neighborhood.



The screenshot shows the Bayview Community Co-op website interface. At the top left is the logo, a stylized sun with rays above the text "BAYVIEW COMMUNITY CO-OP". To the right of the logo are navigation links: "HOME", "ABOUT US", "CO-OP FAQ", and "FIND OUR PRODUCE". Further right is a "Shop Now" button, a user profile icon, and a shopping cart icon. Below the navigation is a "Browse by category" section with a dropdown menu set to "All Items" and "3 results" displayed. A filter sidebar on the left includes "Price range (\$)", "How to get it", "Availability", and "Sale and Deals", each with a dropdown arrow. The main content area displays three product cards. The first card shows a basket of strawberries and is titled "Bayview Co-op Box \$1 (EBT Recurring Subscription) \$1.00". The second card shows hands holding a bunch of purple radishes and is titled "Bayview Co-op Box \$19 (Discount) \$0.00 - \$19.00". The third card shows hands holding several red apples and is titled "Bayview Co-op Box \$29 (Full Price) \$79.00". At the bottom of the page, there is a footer with navigation links "Home", "About Us", "Co-op FAQ", and "Find Our Produce", and a photo credit: "Photos © Shelly Puri and BVHP Community Advocates (Find Our Produce), 2023. Images may not be used without written permission of BVHP Community Advocates."



HOME ABOUT US CO-OP FAQ FIND OUR PRODUCE [Shop Now](#)  

To respond to this inequity, we launched a weekly local, organic Co-op box in October 2022 that is available for **exclusive delivery** to 94124 residents, and offer pickup options for all Bay Area residents at three Bayview locations.

The cost is sliding scale, \$19 or \$29, to make it accessible to all 94124 residents.

Our box includes 10-12 lbs of fresh organic California produce, and now cage-free eggs!

We also accept EBT via our store partner Save-Mor

Panel Discussion



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Discussion

What PSE change(s) is your organization considering?

Image source: [Changelab Solutions](https://www.changelab.com/)

10 REASONS

TO JOIN THE SHAPE UP SF COALITION

WWW.SHAPEUPSF COALITION.ORG



#1 BE PART OF A **learning** COMMUNITY

#2 BUILD **connections**



#6



NETWORK WITH **mission-aligned** ORGANIZATIONS

#3 PARTICIPATE IN MEETINGS THAT CREATE A SAFE SPACE FOR **mindfulness** & JOY.



#7

ACCESS **capacity building, leadership development, trainings & more**

#4 EDUCATE **polymakers** ABOUT THE COALITION'S POLICY PRIORITIES

#8

collaborate FOR CHANGE

#9

DEVELOP RELATIONSHIPS WITH **local funders**

#5 AMPLIFY YOUR **outreach** TO PARTNERS



#10



CREATE **collective impact**

SHAPE UP SF'S MISSION IS TO ADVANCE HEALTH EQUITY IN SAN FRANCISCO BY COLLABORATING WITH COMMUNITY ON SYSTEMS CHANGES THAT INCREASE NUTRITION SECURITY & ACTIVE LIVING.

Thank you!

Join us at the next Shape Up SF Coalition Meeting:

November 16, 2023
12-3 PM

Register today at:
www.shapeupsfcoalition.org/11-16-23/



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Agriculture and Natural Resources

Cooperative Extension