

INTRODUCTION TO PUBLIC POLICY -101

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WHAT IS PUBLIC POLICY?

“Public policies are authoritative decisions that are made in the legislative, executive or judicial branches of government. These decisions are *intended to direct or influence the actions, behaviors or decisions of others.*”

-B B Longest Jr, Health Policymaking
in the United States, 1998

NOT ALL POLICIES ARE PUBLIC POLICIES

- *Public policies*
- *Organizational policies* – policies impacting behavior within an organization. Ex: policies on prior approvals before ordering tests.
- *Professional policies* – policies guiding professional behavior. Ex: best practices for treating a disease
- *Macro policies* – overarching policies affecting many areas of public policy. Ex: a balanced budget amendment forcing zero growth in all policy areas, one of which is health.

We will limit our discussion to public policies.

WHAT MAKES AN ISSUE A “PUBLIC” POLICY ISSUE?

- **Private problems** – perceived to be the responsibility of the parties involved.
- **Public problems** – entail some kind of substantial social or individual difficulty that cannot easily be addressed by the parties or that should not be ignored by society.

Is health insurance coverage a public or a private policy issue?

HOW DO HEALTH CARE POLICIES IMPACT HEALTH?

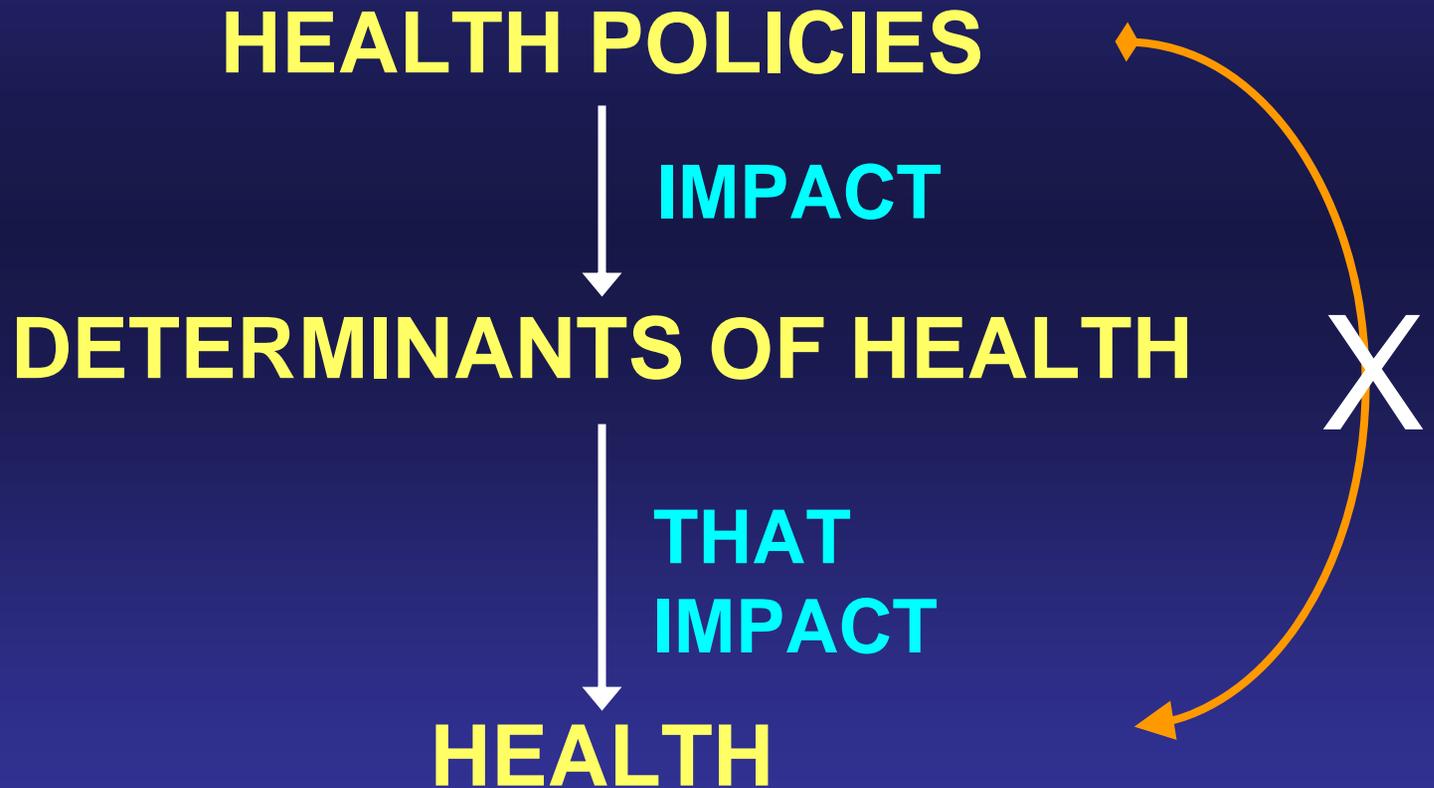
HEALTH POLICIES



IMPACT

HEALTH

HOW DO HEALTH CARE POLICIES IMPACT HEALTH?



PUBLIC POLICY INTERVENTIONS

WHAT GOVERNMENTS CAN DO –

THE POLICY TOOLS INCLUDE

- **Regulate**
- **Subsidize**
- **Ration**
- **Tax and spend**
- **Contract out**
- **Use market incentives**
- **Privatize**
- **Charge fees**
- **Educate**
- **Create public trusts**
- **Conduct research**

*WITH DIFFERING POLITICAL BASES,
COERCIVENESS & EFFECTIVENESS.*

HOW IS PUBLIC POLICY MADE?

STEPS IN PUBLIC POLICY MAKING

- **PROBLEM IDENTIFICATION**
- **AGENDA SETTING**
- **POLICY FORMULATION**
- **POLICY ADOPTION**
- **POLICY IMPLEMENTATION**
- **POLICY EVALUATION**
- **POLICY TERMINATION OR CHANGE**

... IN AN IDEALIZED WORLD

**PROBLEM IDENTIFICATION: THE
PROBLEM MUST BE
“ACTIONABLE”**

DEVELOPING A DIAGNOSTIC TREE ...

HIGH MATERNAL MORTALITY



- UNHEALTHY BEHAVIORS**
- INADEQUATE HEALTH CARE**
- POOR SOCIOECONOMIC
CONDITIONS**

DEVELOPING A DIAGNOSTIC TREE ...

- UNHEALTHY BEHAVIORS
- INADEQUATE HEALTH CARE
- ✓ POOR SOCIOECONOMIC CONDITIONS



- LOW EDUCATIONAL ACHIEVEMENT
- LOW AVERAGE WAGE IN REGION

DEVELOPING A DIAGNOSTIC TREE ...

- ✓ **LOW EDUCATIONAL ACHIEVEMENT**
- **LOW AVERAGE WAGE IN REGION**



ACTIONABLE

**LACK OF TECHNICAL
EDUCATION OPPORTUNITIES**

AGENDA SETTING: *HOW DOES AN ISSUE GET ON THE POLITICAL AGENDA?*

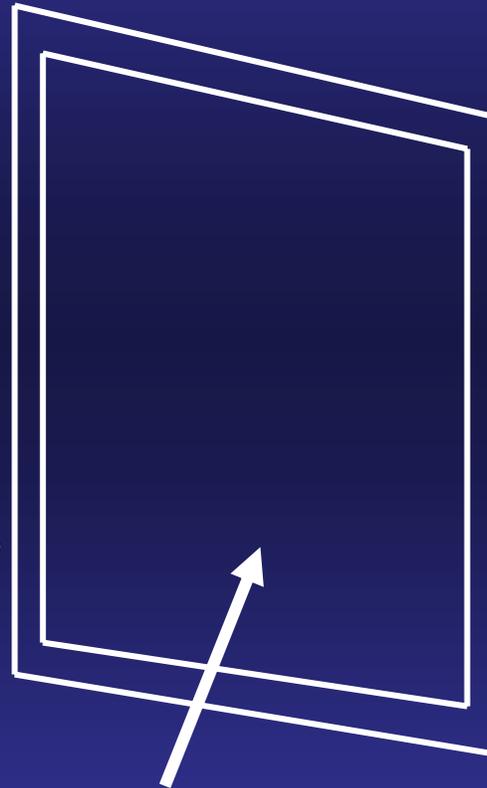
- ***THE RECOGNITION THAT AN ISSUE IS A SIGNIFICANT PUBLIC PROBLEM***
- ***DEVELOPMENT OF PROPOSALS FOR POSSIBLE SOLUTIONS TO THE PROBLEM***
- ***APPROPRIATE POLITICAL CIRCUMSTANCES***
 - PUBLIC ATTITUDES
 - INTEREST GROUP ATTITUDES
 - LEADERSHIP ATTITUDES (“Policy Entrepreneurs”)
 - RELATED/COMPETING AGENDA ITEMS

“POLICY WITHOUT POLITICS IS LIKE ARCHITECTURE WITHOUT ENGINEERING”

AGENDA SETTING... THE WINDOW OF OPPORTUNITY MODEL

THREE STREAMS

Problems
Possible
Solutions
Political
Circumstances



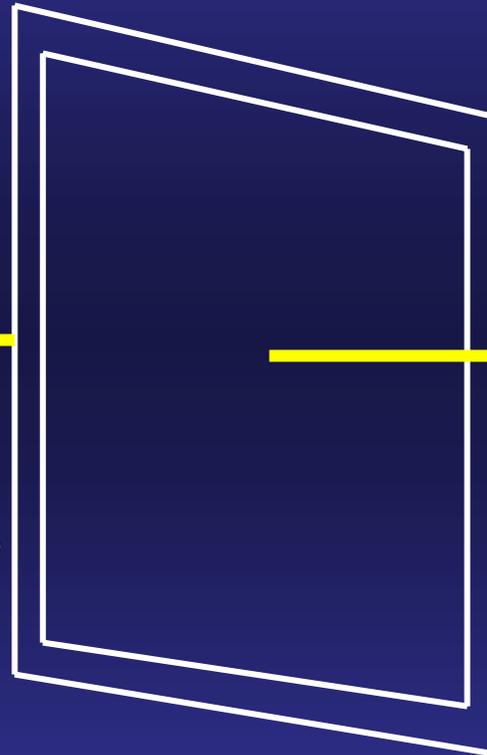
DEVELOPMENT
OF
LEGISLATION

WINDOW OF OPPORTUNITY

AGENDA SETTING... THE WINDOW OF OPPORTUNITY MODEL

AGENDA SETTING

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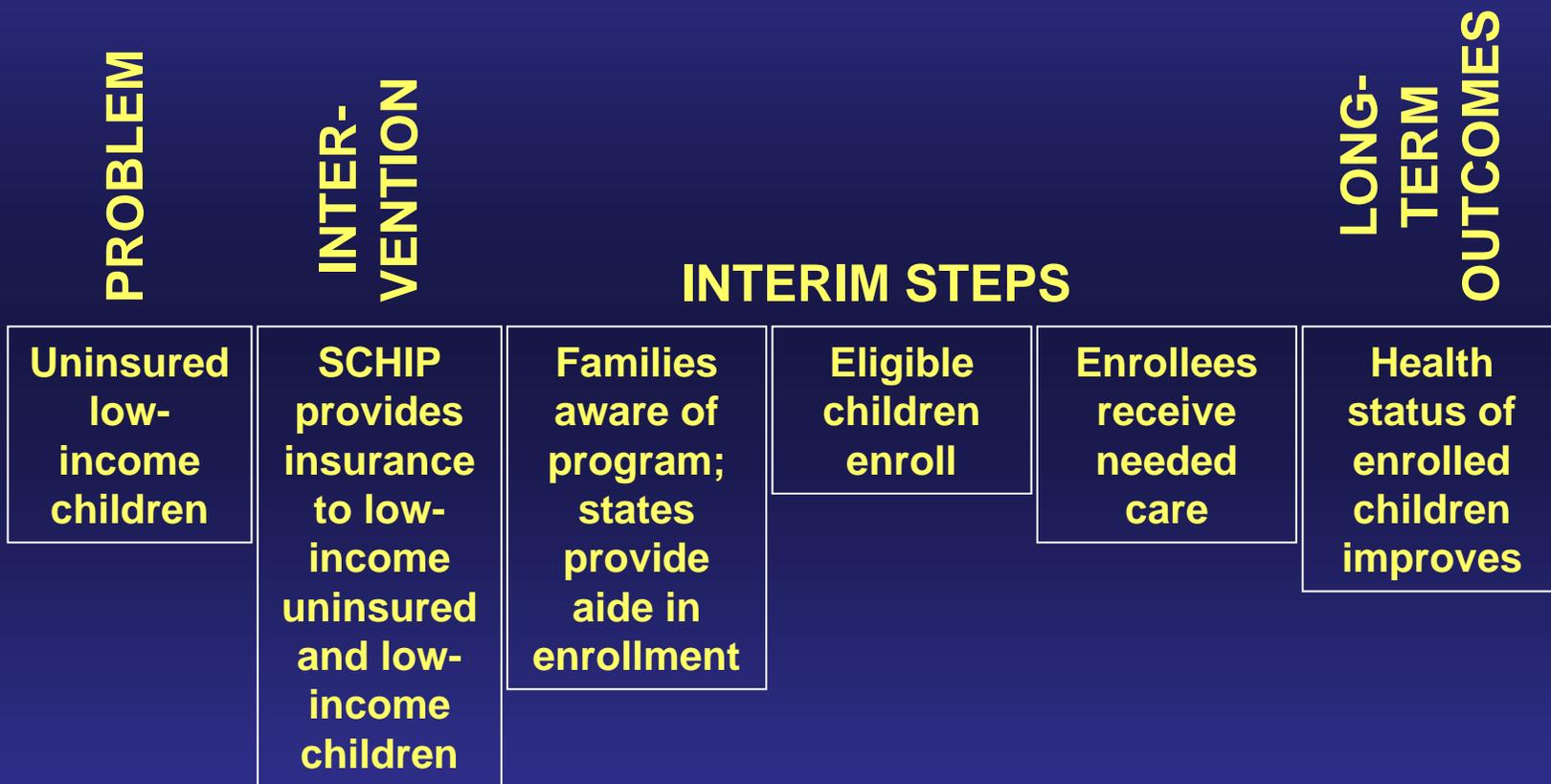


DEVELOPMENT
OF
LEGISLATION

*COUPLING OF STREAMS -- WHEN ALL THREE
CRITERIA ARE MET, A PROBLEM CAN PASS THROUGH
A WINDOW OF OPPORTUNITY*

STEPS IN IMPACTING HEALTH

LOGIC MODEL OF THE IMPACT OF SCHIP ON CHILD HEALTH



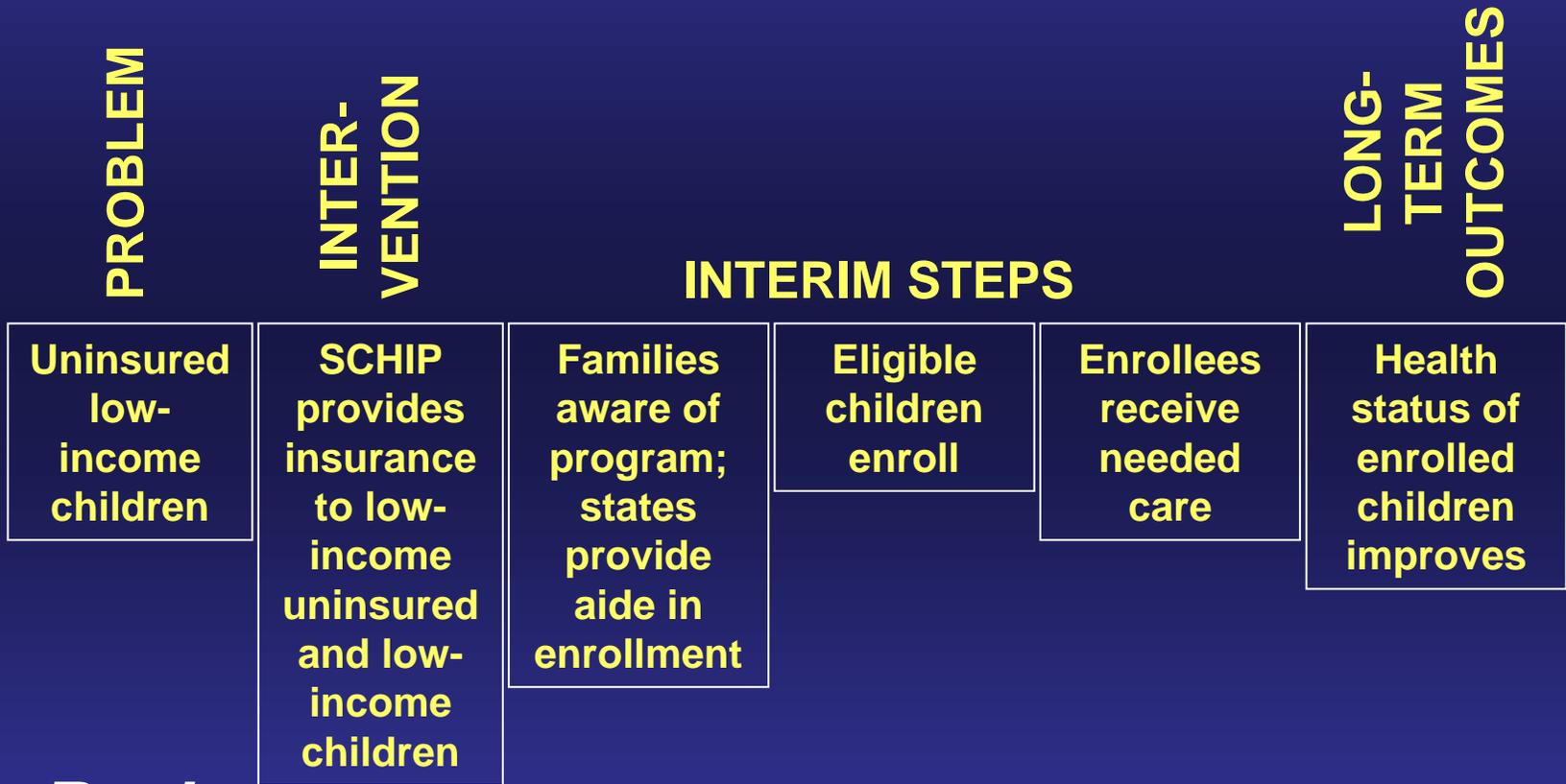
Proposed path



SCHIP = State Children's Health Insurance Program

STEPS IN IMPACTING HEALTH

LOGIC MODEL OF THE IMPACT OF SCHIP ON CHILD HEALTH



Real

~~Proposed path~~



SCHIP = State Children's Health Insurance Program

YOUR CHALLENGE ...

- Select a childhood health condition
- Identify the *social determinants* of that condition
- Identify a problem that is an *actionable, public policy issue*
- Propose a public policy “solution” to the issue that can get to the *political agenda*



MCDONALD'S-ISRAEL CEO Omri Padan says their burgers are now 'healthful and tasty.' (Courtesy)