



public health law & policy

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Workshop & Training Catalog

May 2010

"We will not prevent chronic diseases without changing the legal and policy framework supporting them. Public Health Law & Policy is leading the nation in shaping these changes. I know of no other group with such depth of expertise and breadth of engagement."

– Dick Jackson, MD, MPH

*University of California at Los Angeles
School of Public Health*

*Director Emeritus
CDC National Center for
Environmental Health*



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Key for CPPW / ARRA Grantees

PHLP trainings and workshops support ARRA grantees of the *Communities Putting Prevention to Work* initiative under the U.S. Department of Health and Human Services. For your convenience, you will find physical activity, nutrition, and tobacco control “MAPPS” intervention categories identified with relevant training offerings listed in this catalog.

- M** = Media
- A** = Access
- P/P** = Point of Purchase/Promotion
- P** = Price
- S** = Social Support and Services

Who We Are & What We Do

Public Health Law & Policy (PHLP) works with public health leaders to help create environments where the healthy choice is the easy choice. Our trainings build the capacity of public health leaders to use sophisticated legal and policy tools in their everyday practice, generating meaningful and lasting change on a wide scale.

Our Training Offerings

We offer an array of interactive trainings and workshops on a wide range of public health topics, making complex legal and policy issues accessible and providing practical solutions and “ready-to-go” model policies that can be implemented in communities across the nation. All of our trainings are informed by our in-depth work with policy leaders and advocates. We capture the learning that comes only through the on-the-ground process of implementing new policy strategies, and integrate these lessons into our workshops and materials.

Who We Work With

We work with health advocates, community leaders, government agencies, planners, elected officials, public and private attorneys, and others to develop our tools, trainings, and technical assistance. We specialize in working across disciplines to bring together varied audiences – redevelopment agencies and public health department staff, for instance, or school board members and community advocates – to create effective strategies that improve public health.

Training Customization

Every community is unique. PHLP will help craft a training tailored to the realities and policy development goals for your particular community.

Our trainings are highly accessible, designed to empower communities to move forward with concrete policies and strategies that will create real and lasting change. We will work with you to tailor our trainings to meet your needs.

Many of our trainings are “modular,” and can be combined as appropriate for a community’s needs. Trainings can be as short as an hour or run over several days. We can also recommend companion trainings, create more in-depth trainings, and provide one-on-one consultation and technical assistance after the trainings.

Please review the trainings in this catalog to identify the best fit for your community. Feel free to contact us to discuss customization options and price at info@phlpnet.org or 510.302.3380.

PHLP Staff Work Primarily in Four Key Program Areas:

Healthy Planning

Growing evidence shows the role neighborhood design plays in promoting healthy communities. Areas of expertise include access to healthy foods and transportation, creating opportunities for physical activity, and other infrastructure factors affecting public health. Our *Planning for Healthy Places* project focuses on community planning and economic development and redevelopment strategies.

Tobacco Control

Local, state, and federal laws limiting exposure to secondhand smoke and reducing minors’ access to tobacco products have contributed to a significant reduction in tobacco-related death and disease. Our *Technical Assistance Legal Center (TALC)* has been an important asset to California’s tobacco control work by helping public health advocates advance laws and policies to create indoor and outdoor smokefree places, limit the sale and promotion of tobacco products, and increase the enforcement of existing tobacco control laws.

Obesity Prevention

Strong obesity prevention policy interventions in schools and communities can help improve access to healthy foods and opportunities for safe physical activity. Our *National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN)* empowers advocates and policy leaders with legally sound guidance and resources to make schools and communities healthier for children.

Climate Change

Public health professionals have an important role to play in policy discussions on climate change, as rising global temperatures create conditions that pose a tremendous threat to human health. Our *Climate Change & Health Initiative* works to provide the public health community with the tools, trainings, and policy strategies they need to participate in climate change planning at the state, local, and regional levels.

Law & Policy: Understanding the Framework

Having a clear understanding of the legal and policy context for any public health effort is critical for advocates and other community leaders seeking to create lasting and meaningful change. PHLP has developed a series of trainings exploring the fundamentals of public health law and policy, designed to introduce advocates and other community leaders to legal concepts and issues that affect public health work.



Tim Wagner

- » Policy 101
- » Public Health Law: What Can Government Regulate?
- » Preemption: Why It Matters for Public Health
- » Enforcing Local Laws

Policy 101



Understanding policy development and implementation is integral to public health work. Are you interested in doing policy work but just don't quite know what it entails or how to do it? This training explores the elements of practical, enforceable policies and shows how to create them.

This training includes:

- What is a policy? Who makes it, and how does it happen?
- How lawyers can help you achieve your policy goals
- How to finance policy development
- How to adopt best practices in your community

This training can be combined with:

- Preemption: Why It Matters for Public Health
- Public Health Law: What Can Government Regulate?
- Enforcing Local Laws

Public Health Law: What Can Government Regulate?



Understanding the legal and policy context for public health is essential. This training provides a broad survey of constitutional issues for public health agencies to consider as they work toward local laws aimed at reducing chronic disease rates.

This training includes:

- A discussion of how laws create the social conditions that lead to health or disease
- An overview of fundamental constitutional guarantees of free speech, due process, equal protection, and takings
- The authority of health agencies to use legal tools to protect and promote public health

This training can be combined with:

- Preemption: Why It Matters for Public Health

Preemption: Why It Matters for Public Health

M A P/P P S

Preemption is a legal concept describing a situation in which a higher level of government restricts or even eliminates the authority of a lower level of government to regulate an issue. Federal laws can preempt state and local laws, and state laws can preempt local laws. Preemption is a powerful tool that can have sweeping positive and negative consequences for public health, and this important legal concept arises in many public health policy debates. This training is designed to build advocates' capacity to participate in policy discussions when preemption is on the table.

This training includes:

- An overview of the fundamentals of preemption: what is it, and how does it work?
- The effect preemption has on public health policy
- How advocates can identify and negotiate preemptive provisions in proposed new policies

This training can be combined with:

Public Health Law: What Can Government Regulate?

Enforcing Local Laws

M A P/P P S

Adopting a law is not the final solution to a problem. A law will only be effective if it is enforced. Any new state or local law should clearly specify how the law will be enforced and, if possible, include funding for enforcement efforts. Advocates also can work with government to create healthier environments by reporting instances when local, state, or federal laws are not being observed. This training is designed to help ensure effective enforcement

This training includes:

- Creating effective implementation and enforcement clauses in ordinances
- Steps advocates can take to ensure compliance with local laws
- How to get buy in from enforcement officials before a law is adopted
- How to provide funding for enforcement

This training can be combined with:

Public Health Law: What Can Government Regulate?

Creating Opportunities for Physical Activity & Access to Healthy Foods

Strong obesity policy interventions in schools and communities can help improve access to healthy foods and opportunities for safe physical activity. Our trainings provide advocates and policy leaders with legally sound guidance and resources to make schools and communities healthier.



Lydia Daniller

Opportunities for Physical Activity

- » Safe Routes to School
- » Complete Streets for Healthy Communities
- » Child-Care Settings: Increasing Physical Activity
- » Joint Use Agreements 101: Expanding Access to Public Facilities
- » Joint Use Agreements 201: Negotiation & Implementation

Safe Routes to School

A S

By walking or bicycling to school, children can easily incorporate exercise into their day, but the percent of children walking or riding bicycles to school has dropped dramatically over the past four decades. A Safe Routes to School (SRTS) program can help make neighborhoods safer and more appealing for walking and biking to school, getting kids active and teaching them long-term healthy habits. This training is often tailored to school or local government representatives who want to implement or support the creation of SRTS programs.

This training includes:

- An overview of key issues in developing a SRTS program
- Potential obstacles and strategies to overcome them
- Descriptions of various policy options
- Strategies to mitigate liability
- Model legal language to get communities started
- Examples of effective implementation

This training can be combined with:

Complete Streets for Healthy Communities
Healthy Planning 101: Basic Elements of Land Use
Healthy Planning 201: Effective Policy Development

Complete Streets for Healthy Communities

A S

Policies to create complete streets change how neighborhoods are designed and built so that residents of all ages and abilities can travel easily and safely along community streets, whether they are walking, biking, or riding the bus. This training provides an overview of how to implement complete streets policies in your community.

This training includes:

- An introduction to Complete Streets principles and benefits
- Outline of potential obstacles and strategies to overcome them
- Description of various types of policy options for implementing Complete Streets
- Model legal language to get communities started
- Examples of effective implementation

This training can be combined with:

Safe Routes to School
Healthy Planning 101: Basic Elements of Land Use
Healthy Planning 201: Effective Policy Development

Child-Care Settings: Increasing Physical Activity

A

Early childhood health is important to future health, and obesity rates among infants and toddlers have risen in America along with the rates among school-age children. This training focuses on policy levers to help ensure that children in child-care settings have ample physical activity throughout the day.

This training includes:

- An overview of sample standards for physical activity requirements in child-care settings
- Ways to adapt and implement physical activity standards

Joint Use Agreements 101: Expanding Access to Public Facilities

A

Many communities lack safe, adequate places for children and their families to exercise and play. Schools often have a variety of recreational facilities – including gymnasiums, playgrounds, fields, and courts – but many districts close their property to the public after school hours because of concerns about security, maintenance, liability, and other costs. This training explores how joint use agreements between school districts and local government or nonprofit partners can address these concerns, making it easier to open school facilities of all types to the community.

This training includes:

- An overview of different joint use agreements contracts
- Potential financing opportunities
- Explanations of liability issues associated with joint use agreements
- Strategies to implement a joint use agreement

This training can be combined with:

Joint Use Agreements 201: Negotiation & Implementation

Safe Routes to School

Healthy Planning 101: Basic Elements of Land Use

Joint Use Agreements 201: Negotiation & Implementation

A

Opening school grounds for after-school and weekend use is a critical way to expand physical activity in low-income communities, especially during lean economic times. If you understand what a joint use agreement is and have already started creating partnerships or developing an agreement in your community, this training is for you!

This training includes:

- Key elements of negotiating joint use agreements, with model language
- An overview of the benefit of sharing costs and responsibilities
- How to overcome real and perceived barriers to implementation
- How to take advantage of financing options
- Working with unions
- Detailed discussion and tools related to liability and risk management for schools

This training can be combined with:

Joint Use Agreements 101: Expanding Access to Public Facilities



Veva Islas-Hooker

Access to Healthy Food in Communities

- » Healthy Food in Outdoor Spaces: Farmers' Markets & Produce Carts
- » An Introduction to Healthy Food Systems
- » Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods
- » Healthy Corner Stores: Incentives & Partnerships for Fresh Food
- » WIC Partnerships: Making Neighborhood Stores Healthier
- » Community Gardens: Partnerships, Planning, & Policy
- » Fast Food Regulations
- » Addressing Soda Consumption in Your Community

Healthy Food in Outdoor Spaces: Farmers' Markets & Produce Carts A

Communities have many policy options for expanding access to fresh produce. This training covers two policies that create “pop-up” venues for fresh produce sales: farmers’ markets and mobile produce carts.

This training includes:

- A discussion of the authority of local government to regulate these policies
- Model farmers’ market and mobile vending policies
- Discussion of how food assistance benefits can be used at farmers’ markets
- Case studies of successful farmers’ market and mobile vending policy implementation

This training can be combined with:

Healthy Planning 101: Basic Elements of Land Use

An Introduction to Healthy Food Systems A P

Issues such as climate change, food safety, hunger, obesity, and pollution can all be addressed through “food system” strategies, including increasing local food production and distribution, creating access to healthy food retail and farmers’ markets, and promoting closed-loop resource recovery systems. The course will review each sector within a food system (e.g., production, processing and distribution, consumption, waste) and explore planning tools that can be implemented to support each sector and develop links among them.

This training includes:

- Understanding the food system and how planning and public health contribute to improving community health, sustainability, and economic vitality through food
- How to conduct a food system assessment
- Strategy development: creating and implementing policies that support healthy food systems

This training can be combined with:

Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods

Healthy Corner Stores: Incentives & Partnerships for Fresh Food

Healthy Food in Outdoor Spaces: Farmers' Markets & Produce Carts

Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods A P

Attracting a grocery store to an underserved neighborhood not only makes fresh produce and other healthy foods more accessible, it can create living-wage jobs, raise the value of surrounding property, and attract other businesses to the area. This training walks participants through the tools and steps involved in bringing a grocery store to an underserved community.

This training includes:

- An overview of the connection between healthy food access and public health
- Opportunities and challenges for bringing food retail to underserved neighborhoods
- The role of local planning and economic development policy in attracting grocery stores
- Key steps for attracting grocery stores
- Assistance creating a draft action plan

This training can be combined with:

An Introduction to Healthy Food Systems
Healthy Corner Stores: Incentives & Partnerships for Fresh Food

Healthy Corner Stores: Incentives & Partnerships for Fresh Food M A P

Families who live in urban and rural communities without a grocery store often rely on liquor stores and gas stations for their groceries. This training shows how to work with small store owners to make nutritious foods more readily available at these types of stores.

This training includes:

- Common barriers to providing fresh produce in small stores
- Strategies, such as joint purchasing and social marketing, to overcome these barriers
- Financial incentives and business development assistance for store owners
- Ways to build partnerships with local government staff and community organizations to help business owners shift to a new, healthy business model

This training can be combined with:

An Introduction to Healthy Food Systems
Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods

WIC Partnerships: Making Neighborhood Stores Healthier M A P

The Women, Infants, and Children (WIC) program provides vulnerable young children and their mothers with monthly food checks redeemable for healthy foods. The WIC checks are an economic boon for the retailers authorized to participate in the program, and because authorized retailers must stock all WIC foods, the program creates an incentive for small stores to offer a wide selection of healthy foods. This training helps advocates work with small store owners to become authorized WIC vendors, increasing underserved communities' access to healthier foods.

This training includes:

- General criteria for identifying small store owners with good WIC potential
- How to assist store owners with the WIC vendor application
- Ways to overcome challenges faced by small store owners who wish to stock fresh produce, including lack of store infrastructure, produce handling experience, and access to distribution networks

This training can be combined with:

Healthy Corner Stores: Incentives & Partnerships for Fresh Food
Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods

Community Gardens: Partnerships, Planning, & Policy

A S

Community gardens play a valuable role in creating healthier communities by providing access to fresh fruits and vegetables, physical activity, and educational opportunities. Working with local governments and other organizations to create and sustain these important neighborhood resources is essential. This training covers how local land use policies can support and protect community gardens, and how partnerships with local organizations are critical to long-term success.

This training includes:

- An overview of the benefits of community gardens
- The process of including community gardens in land use plans and zoning ordinances
- The importance of creating partnerships with community organizations
- Key challenges and opportunities facing city community garden programs and policies
- Model policy language to get your community started

This training can be combined with:

Healthy Planning 101: Basic Elements of Land Use

Fast Food Regulations

M A

Many schools are surrounded by fast food restaurants, which provide students with easy access to unhealthy foods and undermine schools' efforts to offer nutritious meals. Prohibiting fast food restaurants from locating near schools is one long-term strategy to address childhood obesity and support schools striving to improve students' health. Cities and counties can also promote children's health by ensuring healthy nutrition standards for chain restaurant snacks, beverages, and meals that include a toy or other incentive item. In addition, cities and counties will learn what they can and cannot implement related to menu-labeling in light of the new federal law addressing this issue.

This training includes:

- A discussion of the authority of local government to regulate fast food
- Guidelines for implementing a model ordinance that creates a "healthy food zone"
- Guidelines for implementing a model ordinance that establishes healthy food standards for chain restaurant meals that include a toy giveaway

This training can be combined with:

Regulating Junk Food & Beverage Advertising in Schools

Healthy Planning 101: Basic Elements of Land Use

Addressing Soda Consumption in Your Community

M P

This training will cover several policy levers that can help reduce the consumption of soda and other sugar-sweetened beverages (SSB) in a community or state, including prohibiting SSBs in government facilities through procurement policies and contracts, eliminating SSBs from school vending machines through contracts and district policies, and discouraging consumption of SSBs through taxes and fees.

This training includes:

- The role of SSBs in the obesity epidemic
- Policy options to address the overconsumption of SSBs
- An overview of the barriers to implementing SSB policies
- Strategies to move forward, including sample legal language to get your community started

This training can be combined with:

Contracting for Healthy Vending

Creating a Healthy Food Environment at School



Lydia Daniller

Access to Healthy Food in Schools

- » Creating a Healthy Food Environment at School
- » Contracting for Healthy Vending
- » Regulating Junk Food & Beverage Advertising in Schools

Creating a Healthy Food Environment at School

M A P

Improving the school nutrition environment is a key strategy for reducing childhood obesity. This training provides an overview of ways to create a healthy school food environment, including strategies for ensuring healthy beverages in school vending machines, improving access to fresh drinking water, restricting non-nutritious food and beverage advertising on school grounds, and creating a healthy food “zone” in school neighborhoods.

This training includes:

- What to look for when soliciting a food and beverage vendor, including model contract language
- Ways for parents and other community members to get involved in the process
- The legal basis for schools’ authority to control commercial messages on campuses

This training can be combined with:

- Contracting for Healthy Vending
- Addressing Soda Consumption in Your Community
- Regulating Junk Food & Beverage Advertising in Schools

Contracting for Healthy Vending

M A P

Vending machines in schools, park districts, and other public venues are a significant source of junk foods and beverages in many communities. That can change! This training outlines ways to draft and negotiate vending contracts to ensure healthier product offerings.

This training includes:

- How to get involved in public contracting processes
- How to negotiate healthy vending contracts
- An overview of best practices to ensure a sound agreement
- How government agencies can support local agriculture in their food purchasing policies

This training can be combined with:

- Creating a Healthy Food Environment at School
- Addressing Soda Consumption in Your Community

Regulating Junk Food & Beverage Advertising in Schools

M A P

While controlling billboards and electronic ads generally is beyond the authority of state or local governments, regulating advertising in K-12 schools is very doable. This training illustrates how and outlines the legal issues involved.

This training includes:

- An overview of how a public school is a “non-public forum” in which the government can regulate speech such as advertising
- A discussion of several options for regulating advertising
- A review of the First Amendment’s “commercial speech” doctrine, as well as the potential authority of federal agencies to protect children from deceptive advertising and promotion of unhealthy products

This training can be combined with:

- Creating a Healthy Food Environment at School
- Fast Food Regulations

Neighborhood Design & Development

Growing evidence shows that the environments in which we live play a strong role in determining access to healthy foods and transportation, physical activity, and other factors affecting public health. Local governments, private developers, and community groups can all work to create patterns of development that improve community health – by ensuring that farmers’ markets and neighborhood grocery stores are supported, for instance, or by promoting sidewalks, parks and other environmental components that encourage physical activity.



Lydia Daniller

Land Use Planning & Public Health

- » Healthy Planning 101: Basic Elements of Land Use
- » Healthy Planning 201: Effective Policy Development
- » Health on Wheels: Transportation Planning & Health Outcomes

Healthy Planning 101: Basic Elements of Land Use



This training offers an introduction to the connection between land use planning and public health, and a basic framework for local land use decision-making. Participants learn how land use planning can be used to prevent chronic disease (specific focus on access to healthy foods and opportunities for physical activity), with an emphasis on comprehensive plans, zoning, and development review. Healthy food access strategies include grocery stores, small markets, community gardens, farmers’ markets, and fast food restrictions; physical activity strategies include walkability, bikeability, complete streets, and parks.

This training includes:

- An overview of the fundamentals of land use planning with regard to public health
- Outline of how land use planning can improve the built environment
- Strategies for effectively using land use planning to create healthier communities

This training can be combined with:

- Healthy Planning 201: Effective Policy Development
- Fast Food Regulations
- Regulating Junk Food & Beverage Advertising in Schools
- Safe Routes to School
- Complete Streets for Healthy Communities
- Healthy Food in Outdoor Spaces: Farmers’ Markets & Produce Carts
- Climate Change: Bringing Public Health into the Discussion
- Joint Use Agreements 101: Expanding Access to Public Facilities

Healthy Planning 201: Effective Policy Development

A S

This training is designed to give participants with a basic grasp of the connection between land use and health a more in-depth understanding of how to create and adopt effective health policies in their land use plans. Participants will learn about the role of land use policy in a wide range of chronic disease prevention strategies such as complete streets, Safe Routes to Schools, school siting, infill development, transportation planning, and redevelopment.

This training includes:

- Building relationships between public health, planners, community-based organizations, developers, elected officials, and community residents
- How to effectively use and present health data in planning processes, including collecting baseline health data and environmental audits (e.g., walkability, bikeability, neighborhood safety, community food assessments)
- Crafting strong and effective land use policy language (model health language is included and discussed to provide specific ideas for how to address health concerns through land use policies)
- An overview of the diversity of approaches being used in communities
- Lessons learned from practitioners who are working to include health in land use plans

This training can be combined with:

Healthy Planning 101: Basic Elements of Land Use
Climate Change: Bringing Public Health into the Discussion

Health on Wheels: Transportation Planning & Health Outcomes

A P/P P

Investments in bus, rail, highway, and other public transportation systems play a vital role in community health, affecting housing, employment, and environmental conditions such as air and noise quality. This training provides an overview of the connections between community health and transit oriented development (TOD), highlighting health-supporting transportation policies that stakeholders can advocate for in their communities.

This training includes:

- An overview of transit-oriented development, the transportation planning decision-making process, and partners involved
- Community engagement strategies that create transportation solutions that benefit a community broadly, including vulnerable populations such as the elderly, youth, and low-income residents
- An introduction into health impact assessments (HIA) as a tool to include community priorities in the decision-making process

This training can be combined with:

Healthy Planning 101: Basic Elements of Land Use
Healthy Planning 201: Effective Policy Development



Steve Price / www.urban-advantage.com

Economic Development & Redevelopment

- » Economic Development & Redevelopment 101: Financing Healthy Communities
- » New Partnerships to Improve Food Access: Public Health & Redevelopment
- » Economic Development Funds for Healthy Corner Stores

Economic Development & Redevelopment 101: Financing Healthy Communities

A P/P P

Economic development and redevelopment agencies manage a range of local, state, and federal economic development and public financing programs (e.g., tax increment financing and community development block grants) that can be leveraged to build healthy communities. The training will prepare advocates to access economic development and redevelopment programs to support public health goals.

This training includes:

- Basic introduction to economic development and redevelopment tools and programs
- Partnership strategies with public finance agencies
- How to engage community residents and businesses in planning for healthy economic development

This training can be combined with:

- New Partnerships to Improve Food Access: Public Health & Redevelopment
- Healthy Planning 101: Basic Elements of Land Use

New Partnerships to Improve Food Access: Public Health & Redevelopment

A P/P P

Revitalizing distressed neighborhoods through the formal process known as redevelopment can bring an array of benefits that improve residents' health. This training focuses on using redevelopment strategies to develop grocery stores and other healthy food retail in underserved areas.

This training includes:

- Discussion of how redevelopment agencies can help attract new supermarkets, improve the offerings at corner stores, and develop farmers' markets
- Opportunities and limitations of redevelopment tools
- Steps communities can take to get involved with redevelopment

This training can be combined with:

- Economic Development & Redevelopment 101: Financing Healthy Communities
- Economic Development Funds for Healthy Corner Stores

Economic Development Funds for Healthy Corner Stores

A P/P P

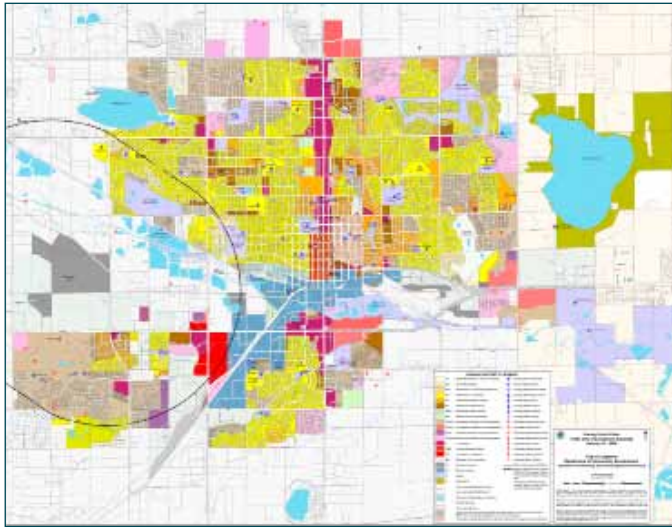
Local economic development agencies oversee a range of incentives and technical assistance programs designed to assist small business and create vibrant communities. This training will prepare public health advocates to leverage these tools and financing mechanisms to create healthy corner stores.

This training includes:

- An overview of the opportunities and limitations of economic development tools
- The impact of strategic community engagement to improve access to healthy food
- Steps communities can take to get involved

This training can be combined with:

- Economic Development & Redevelopment 101: Financing Healthy Communities
- New Partnerships to Improve Food Access: Public Health & Redevelopment



City of Longmont

Making the Case: Assessment & Data Analysis

- » Political Landscape of Land Use Planning
- » Using Health Data in Neighborhood Planning
- » Engaging Community Residents in Healthy Planning
- » Collaborating for Healthy Environments: Bringing Local Agencies Together

Political Landscape of Land Use Planning A

Land use planning can be a highly politicized process, with many interest groups at the table. This training will equip advocates with skills and techniques to navigate the political process. Participants will learn how to communicate a health message, build coalitions, and handle opposition.

This training includes:

- Building persuasive arguments to effectively explain your goals
- Utilizing data
- An overview of presentation methods and techniques
- Strategies to build successful coalitions and handling opposition
- Examples of “power mapping”
- Working with decision-makers

This training can be combined with:

- Healthy Planning 201: Effective Policy Development
- Using Health Data in Neighborhood Planning
- Engaging Community Residents in Healthy Planning
- Collaborating for Healthy Environments: Bringing Local Agencies Together

Using Health Data in Neighborhood Planning A

To wage an effective campaign to include health policies in local land use plans, you will want to have the best possible data you can gather on the issues you want to see addressed. This training guides participants through the critical role that health data plays in creating effective land use and economic development policies.

This training includes:

- Collecting health data to begin a baseline health assessment
- Conducting environmental audits (e.g., walkability, bikeability, neighborhood safety, community food assessments)
- Effective uses of health data
- Steps communities can take to get started

This training can be combined with:

- Healthy Planning 201: Effective Policy Development
- Engaging Community Residents in Healthy Planning
- Political Landscape of Land Use Planning
- Collaborating for Healthy Environments: Bringing Local Agencies Together

Engaging Community Residents in Healthy Planning

A

Residents are often the best advocates for healthy change. Yet planning processes often fail to include the perspectives of those most affected by an unhealthy environment. This training discusses how to equip residents with the technical knowledge they need to participate effectively in planning processes. Various models for engaging community members within planning decision-making processes will be discussed.

This training includes:

- Strategies to informally disseminate information on the connections between health and built environments
- How to identify potential partners and reach out to them
- Organizing a presentation or training on the topic of built environments and health
- Forming a “healthy community” coalition

This training can be combined with:

Healthy Planning 201: Effective Policy Development
Political Landscape of Land Use Planning
Using Health Data in Neighborhood Planning
Collaborating for Healthy Environments: Bringing Local Agencies Together

Collaborating for Healthy Environments: Bringing Local Agencies Together

A

Many government agencies are involved in developing local policies that affect health outcomes. But local government often works in silos, with few opportunities for interagency collaboration. The training will provide specific strategies for creating partnerships among planning, economic development, and public health agencies.

This training includes:

- Strategies to informally disseminate information on the connections between health and the built environment
- Identifying and reaching out to potential partners
- Organizing a presentation or training on the topic of built environments and health
- Convening a “healthy community” roundtable

This training can be combined with:

Healthy Planning 201: Effective Policy Development
Political Landscape of Land Use Planning
Using Health Data in Neighborhood Planning
New Partnerships to Improve Food Access: Public Health & Redevelopment

Tobacco Control

Local, state, and federal laws have significantly reduced tobacco-related damage to public health. Our tobacco control trainings focus on a range of issues and strategies, including reducing exposure to secondhand smoke, limiting the sale and promotion of tobacco products, and increasing enforcement of existing laws.



Flickr Creative Commons TooFarNorth

Smokefree Areas

- » Reducing Exposure to Secondhand Smoke
- » Creating Smokefree Outdoor Areas
- » Making Multi-Unit Housing Smokefree

Reducing Exposure to Secondhand Smoke

A S

One of the most important steps a community can take to improve the health of its residents is to create more smokefree spaces. Local and state governments are adopting laws to reduce and even eliminate secondhand smoke exposure where people work, play, and live.

This training includes:

- Policy option examples to create smokefree workplaces, recreational areas, public spaces, and multi-unit housing
- Discussion of various enforcement mechanisms to ensure that new smokefree laws are successful
- Description of resources to support a communities smokefree policy work, including model ordinances and policies, fact sheets, and legal memos

This training can be combined with:

- Creating Smokefree Outdoor Areas
- Making Multi-Unit Housing Smokefree

Creating Smokefree Outdoor Areas

A S

As the dangers of secondhand smoke exposure in outdoor settings become increasingly well documented, state and local governments are moving to create smokefree outdoor places areas such as recreational areas (parks, beaches), dining patios, entryways, and even outdoor public events.

This training includes:

- An overview of policy options for creating smokefree outdoor spaces
- Examples of communities that have successfully implemented smokefree outdoor area policies
- Common barriers to enacting & enforcing smokefree policies
- An overview of resources, including model ordinance language, to help your community move forward

This training can be combined with:

- Reducing Exposure to Secondhand Smoke
- Making Multi-Unit Housing Smokefree

Making Multi-Unit Housing Smokefree

A S

One of the most important steps a community can take to improve residents' health is to create more smokefree spaces, especially where people live. Learn how state and local governments can limit exposure to secondhand smoke in multi-unit residences such as apartment buildings, condominium complexes, and senior housing.

This training includes:

- An overview of policy options for creating smokefree housing, ranging from landlord policies to state or local laws
- Examples of communities that have successfully implemented smokefree housing policies
- Common barriers to enacting & enforcing smokefree policies
- An overview of resources, including model ordinance language, to help your community move forward

This training can be combined with:

- Reducing Exposure to Secondhand Smoke
- Creating Smokefree Outdoor Areas



Candice Roman

Tobacco Marketing, Sales, & Distribution

- » Understanding the New FDA Law
- » Regulating Tobacco Marketing
- » Limiting Free Tobacco Samples
- » Licensing Tobacco Retailers
- » Restricting the Number & Density of Tobacco Retailers
- » Restricting the Sale of Certain Tobacco Products

Understanding the New FDA Law

M A P/P P

The Family Smoking Prevention and Tobacco Control Act (the “2009 FDA Law”) provides the U.S. Food and Drug Administration (FDA) with the authority to regulate tobacco products and places limits on the sale and marketing of tobacco nationwide. State and local governments can adopt laws to complement or supplement the 2009 FDA law.

This training includes:

- An overview of the 2009 FDA Law
- Which tobacco policy strategies are still available to state or local governments
- How state and local governments can help enforce the 2009 FDA Law
- An overview of resources available to help your community move forward

This training can be combined with:

Regulating Tobacco Marketing

Regulating Tobacco Marketing

M A P/P P

The U.S. Food and Drug Administration’s (FDA) new authority over tobacco products has also expanded the authority of state and local governments to regulate the marketing of tobacco products. Communities are wondering how they can limit tobacco advertising or adopt policies similar to New York City’s requirement that retailers post graphic tobacco warnings at the point of sale.

This training includes:

- Summary of the new FDA authority over tobacco products
- An overview of the do’s and don’ts of marketing regulation under the First Amendment and federal preemption
- Strategies and tips on how to carefully craft new ordinances to withstand legal scrutiny

This training can be combined with:

Limiting Free Tobacco Samples
Understanding the New FDA Law

Limiting Free Tobacco Samples

P

For years, tobacco companies have been distributing free samples of tobacco products (a practice known as “sampling”), particularly targeting young people in an effort to lure new customers. Under the new U.S. Food and Drug Administration (FDA) law, local governments have the power to completely ban the free or low-cost distribution of all tobacco products anywhere in their jurisdictions, including at locations that are exempt from the federal law.

This training includes:

- How the new FDA law limits tobacco sampling and what loopholes remain
- Key elements in a law to limit tobacco sampling
- Examples of from communities that have successfully regulated tobacco sampling
- An overview of resources, including model ordinance language, to help your community move forward

This training can be combined with:

Regulating Tobacco Marketing

Licensing Tobacco Retailers

A P/P P

Recent surveys indicate an alarming rate of tobacco sales to youth: in some cases 40 percent or more of tobacco retailers surveyed have been willing to sell cigarettes illegally to minors. Tobacco control advocates have launched new efforts to end illegal sales of tobacco to minors, including campaigns to create strong retailer licensing programs to enforce youth purchase laws.

This training includes:

- Background on why licensing tobacco retailers is an important tobacco control tool
- Examples of successfully implemented tobacco retailer licensing in a variety of communities
- The nuts and bolts of passing and enforcing strong local tobacco retailer licensing ordinances

This training can be combined with:

- Regulating Tobacco Marketing
- Limiting Free Tobacco Samples
- Restricting the Number & Density of Tobacco Retailers

Restricting the Number & Density of Tobacco Retailers

A P/P P

Communities have lessened the impact of tobacco sales by using new tobacco control tools, including several that restrict the number and density of tobacco retailers in particular neighborhoods. This training provides an overview of these tools and how to implement them.

This training includes:

- Background on density limits on tobacco outlets
- An overview of tools such as conditional use permits, zoning restrictions, and retailer licensing ordinances on the location of tobacco outlets
- The role of certain retailers, such as pharmacies, in selling of tobacco products
- Steps tobacco control advocates can take to limit density of tobacco retailers

This training can be combined with:

- Regulating Tobacco Marketing
- Licensing Tobacco Retailers

Restricting the Sale of Certain Tobacco Products

A P/P P

State and local governments increasingly are seeking ways to limit or prohibit entirely the sale of tobacco products that may be appealing to minors, such as e-cigarettes, bidis, or flavored tobacco products.

This training includes:

- An overview of policy options for restricting or completely banning the sale of certain tobacco products
- Examples of successful laws restricting the sale of tobacco products
- Do's and don'ts in crafting a state or local law

This training can be combined with:

- Licensing Tobacco Retailers
- Restricting the Number & Density of Tobacco Retailers
- Limiting Free Tobacco Samples

Climate Change

Public health professionals have an important role to play in policy discussions on climate change, as rising global temperatures create conditions that pose a tremendous threat to human health. Our climate change trainings provide the public health community with the tools and strategies they need to participate in climate change planning at the state, local, and regional levels.



Genie Gratto

» Climate Change: Bringing Public Health into the Discussion

Climate Change: Bringing Public Health into the Discussion



Climate change policy initiatives present significant opportunities for public health professionals to create sustainable communities *and* prevent chronic disease. This training identifies the role the public health community can play in articulating a climate change strategy that reduces greenhouse gas emissions while improving community health. This training can be tailored to audiences who are interested primarily in emergency response, the connections between the built environment and health, or social equity concerns.

This training includes:

- How to communicate the connections between climate change and health
- Examples of integrating climate concerns into existing public health initiatives
- Ways to form and harness collaborative cross-disciplinary networks to advance health and climate priorities
- Key policy strategies to protect vulnerable populations from the impacts of climate change policy

This training can be combined with:

Healthy Planning 101: Basic Elements of Land Use

Healthy Planning 201: Effective Policy Development



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