Action for PSE Change WORKSHEET

Step 2: Scan – Perform Environmental Scans

Use this worksheet as you consider how to identify factors affecting the external environment to determine the actions necessary for potential PSE change.

Assuming you have identified a broad health issue you want to address, how will you determine the appropriate actions for PSE change? Consider the following:

- What is the ultimate purpose of the PSE change?
- What is your "ask"? – Identify an area of interest
- What level of PSE change is necessary (local, state, federal or institutional)?
- Is the environment conducive to the PSE change? – Consider public opinion and identify community champions

What factors should you think through when conducting an environmental scan as you plan your PSE change effort? Consider the following:

- Who is already attempting PSE change efforts?
  - Identify additional partners as well as supporting or opposing stakeholders you could bring to the table
- What is the current political context? What is the nature of the relationship between community stakeholders? – Look for grey literature (non-commercial or academic literature) such as reports, white papers, government documents or any non-academic publications
- What is the current economic context?
  - What economic impact (positive or negative) could the PSE change effort have on community stakeholders?
  - What programs are being funded and who is funding them? – Look at funding announcements
- What is the current social context? – Think about social determinants of health such as housing, education and income and how demographic factors may play a role in the health issue
- What is the current legal context? – Look at trends related to proposed and passed legislation to understand potential windows of opportunity and challenges associated with the legislative process
- What opportunities and threats are posed by the above gaps, trends and factors in the environment? – Summarize the challenges identified in your scan

Notes: