

RESOURCE SNAPSHOT

PSE Change Guide: Policy, Systems, and Environmental Change in Comprehensive Cancer Control

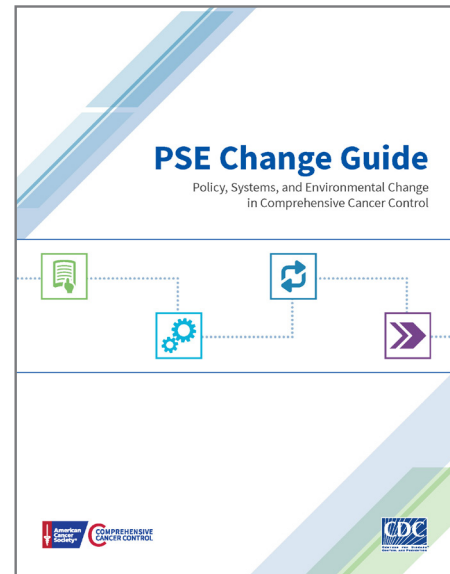


Resource Snapshots offer busy cancer coalition partners a high-level overview of key CCC resources, providing quick summaries, ideas for utilization and easy ways to share the resource with coalition partners. Resource Snapshots are brought to you by the Comprehensive Cancer Control National Partnership. Read more at cccnationalpartners.org.

1

Learn About It! What is the PSE Change Guide?

- Created in 2022 by the CDC and the ACS as an update to the original 2015 guide.
- Provides a 4-step Policy Change Framework to help cancer coalitions in their PSE efforts.
- Each step in the framework (Develop, Implement, Sustain, Evaluate) has its own chapter with examples, tips, key partners, and action items.
- For cancer coalition staff, chairs, and members who are working on policy interventions.



2

Use It! How can my coalition use the PSE Change Guide?

- Implement one or more of the 26 evidence-based PSE change strategies described in the Guide.
- Educate and train coalition members and partners on the PSE approach.
- Start a policy workgroup in your coalition.
- Whatever framework step your coalition is working on, frame your next meeting around key points in the next framework step and identify action items to get there.
- At your next meeting, identify steps in the framework where your coalition succeeded. Celebrate those areas! Then identify areas where your coalition needs to grow. Strategize how the coalition can encourage growth in those areas.

3

Share It! How can I get the word out about the PSE Change Guide?

- Share the new PSE Guide in your Facebook, Twitter, and other social media channels.
- Share the new Guide on your website and in your professional association newsletters.
- It's simple! Use the prewritten Facebook, newsletter, tweets, and professional letters in the PSE Communications Companion Guide!
- Simply copy and paste the prewritten messages and customize them for your audiences.
- Get the **PSE Communications Companion Guide** from the ACS4CCC.org website!
- Download the **PSE Change Guide** too!
- Questions about this resource? Contact the ACS CCC Initiatives team at katie.bathje@cancer.org.