

Support the Adoption of Healthy Public Policy in Your Community or Organization

The Policy Readiness Tool (PRT)* is an evidence-based tool designed to help assess readiness for policy change. Healthy public policies can play a powerful role in building healthier environments for all.

The full PRT is available at policyreadinesstool.com



Is the community or organization you are working with ready for policy change?

Understanding a community or organization's readiness can help get you started on the road to policy change.

TIP: It is important to recognize the complex nature of the policy change process. Always remember to leave room to act on unexpected opportunities, like a change in leadership.

STEP 1. Complete the 11-question checklist to find out if your community or organization is an Innovator, Majority, or Late Adopter

TIP: Not familiar with the community or organization? Ask someone who knows them well to help you fill out the checklist.

STEP 2. Learn more about the traits associated with the level of readiness of your community or organization: Innovator, Majority, or Late Adopter

TIP: Harness the support of individuals who are receptive to policy change.

The community or organization you are working with **did not** adopt the new policy? That's ok - policy is a long road, so be sure to celebrate small wins along the way! This is also a good time to bring stakeholders together to revisit strategies that worked well or consider moving in a new direction.

If your community **did** adopt a new policy, **congratulations!** It's time to watch the healthy public policy take shape in your community or organization. Remember, ongoing implementation and evaluation supports will be necessary to ensure policy success moving forward.

REFLECT ON THE PROCESS SO FAR

STEP 3. Review and adapt strategies based on level of readiness

TIP: Be mindful, open, and flexible to adapting your strategies to help encourage healthy public policy development.

STEP 4. Explore the PRT resources to help move the healthy public policy forward

STEP 5. Develop your next steps using strategies and resources to encourage healthy public policy development in your community or organization

A **healthy public policy** is any policy, such as a legislation, taxation, mandated education or fiscal incentive, which seeks to improve the health and wellness of the individuals, community or population that it impacts. Healthy public policies are used by organizations as well as local/regional, provincial, and federal governments to promote health and equity.



Who should use the Policy Readiness Tool?

The PRT can be used by policy developers, advocates, practitioners, community organizations, community members, or municipalities. This is anyone interested in encouraging healthy public policy development.

Where should the Policy Readiness Tool be used?

You can use the PRT to encourage the adoption of healthy public policy in any governing body, whether that is a municipality, organization, community group, school board, or other group.

Sample Adopter Traits and Strategies for Success

For a full description of the levels of readiness and all the strategies, see the full PRT tool at policyreadinesstool.com



Innovator

Innovator communities or organizations are described as adventurous and have the ability to cope with elevated levels of uncertainty about the policy. They are typically willing to tolerate initial problems that may accompany new policies.

Strategies should appeal to their adventurous side and generate excitement about the actions ahead.

QUICK STRATEGY:

Build relationships with champions from the community and organization.



Majority

Majority communities or organizations require time to determine whether to adopt a new initiative. They prefer to change as a group rather than being the first one to change.

Many of the same strategies that you would use with Innovators apply to the Majority, but the process of policy change will typically take longer with this adopter category.

QUICK STRATEGY:

Engage and mobilize the community to take action on the issue.



Late-Adopter

Late Adopter communities or organizations are traditional, skeptical of new ideas, and eager to maintain the status quo. They will need encouragement and evidence to adopt a new policy.

Strategies should consider this group's reluctance to change and be implemented with that in mind.

QUICK STRATEGY:

Provide evidence to show that the benefits of policy change outweigh the costs.