



2009 Sustainable Tennessee Webinar Series

Public Policy

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Public Policy

The basic policy or set of policies forming the foundation of public laws, especially such policy not yet formally enunciated.



Public Policy

Who are policy-makers?

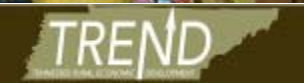
People responsible for making policy, especially in government.



Public Policy

Who are policy-makers?

- ▶ Government
laws, regulations, rules
- ▶ Employers
work hours, benefits
- ▶ Non-Profit Organizations
access, rules



Public Policy

Who are policy-makers?

People with power to influence or determine policies and practices at an international, national, regional or local level.



Public Policy

Public Policy Process:

1. Identify the issue
2. Research the current status of the issue
3. Set goals
4. Conduct an Informal Gap Analysis
5. Identify and analyze policy options
6. Access timing
7. Strategize action
8. Assess progress



Public Policy Roles

- Research
- Implementation
- Evaluation
- Research integration
- Research dissemination
- Analysis
- Teaching
- Citizen engagement
- Scholarship



Public Policy

Advocacy or Education



Public Policy

Advocacy:

- ▶ Campaign for a policy
- ▶ Use own value system
- ▶ Use emotions
- ▶ Persuade



Public Policy

Education:

- ▶ Inform
- ▶ Be objective and unbiased
- ▶ Build understanding of different points of view



Public Policy Roles

Advocates	Educators	Decision-Makers
Identify problem	Provide data	Identify problem
Identify stakeholders	Group facilitation	Citizen input
Asset mapping	Provide research	Inventory existing resources
Review possible solutions	Education & technical assistance	Consider possible solutions
Plan action steps	Align all related programs	Make new or revise old policies
Public awareness	Public awareness	Internal & external communication
Identify & acquire resources	Partner	Direct resources toward solution Align appropriate programs
Community involvement	Pilot Programs Outreach	Public campaign



Public Policy Roles

Advocates	Educators	Decision-Makers
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Promote successes – awards and recognition

Evaluation of Impact

Examine results of policy decisions

Across the Board Considerations

Look at three levels of solutions:

- **Right now – low or no cost fixes within current structure**
- **Reasonable & realistic goals with realistic efforts & resources**
- **Ideal – with no limitations**

Consider up side and down side of issues and solutions

Work with local fixed-asset entities

Transparent Process

Lead by example



Public Policy

- Agriculture
- Environment
- Youth
- Families



Public Policy

Agriculture

Advocate:	Farm Bureau
Educator:	UT Extension
Policy-Maker:	USDA, TDA
Policies:	Farm Bill



Public Policy

Environment

Advocate:	Watershed Associations, Keep America Beautiful
Educator:	UT Extension, schools
Policy-Maker:	U.S. EPA, TDEC, local government
Policies:	Clean Air Act, Clean Water Act, Pesticide Use



Public Policy

Youth

Advocate:	PTA, Community Coalitions, health care professionals, clergy
Educator:	Schools, UT Extension
Policy-Maker:	Local, state and national governments, schools
Policies:	Penalties for selling alcohol to minors, parenting education, youth driving license laws



Public Policy

Family

Explicit Policies

Designed to achieve specific goals regarding the family.

Implicit Policies

Not specifically or primarily intended to affect families, but which have indirect consequences on them.



Public Policy

Family Policy

A policy that derives from one of the following four functions of families:

- 1. Family creation**
- 2. Economic support**
- 3. Childrearing**
- 4. Caregiving**



Public Policy

Why Family Policy?

Importance of Family:

- Economically support their members
- Raise the young to become competent, caring adults
- Care for the elderly, sick and disabled

Families have changed dramatically in the last 25 years and now require different supports than were needed in the past.



Public Policy

Why Family Policy Now?

Families need support.

- 1. Political leaders are perceived as being increasingly disconnected from the American citizen.**
- 2. Solid body of evidence is emerging about the value of family approaches in society.**



Public Policy

“The family is the most powerful, the most humane, and by far the most economical system known for building competence and character.”

*Urie Bronfenbrenner,
Developmental Psychologist*



Public Policy

Family . . .

proper for public policy, or is it strictly a private matter?



Public Policy

Effective Family Policy –

- ▶ based on relevant research & theory
- ▶ communicated to policy-makers
- ▶ is interdisciplinary, like families
- ▶ has broad-based citizen support



Public Policy

Family Policy Matters: How Policymaking Affects Families and What Professionals Can Do

Karen Bogenschneider, University of Wisconsin

<http://sustainable.tennessee.edu>