



FAQs

1. **Why were these videos created?**

It can be difficult to articulate what we mean by “healthy communities,” “community change” or “Policy, Systems and Environmental (PSE) change.” These videos help articulate how a mix of setting-based changes can create a community that promotes health.

2. **Who are these videos for?**

Local Implementing Agencies (LIAs) and their advocates that are working on PSE change efforts in their communities and/or schools. These videos serve as an optional communications tool when educating partners on our PSE strategies and the terminology we use.

3. **When should I use these videos?**

These videos may be used to engage and educate new and existing community members, decision makers, and partners about the positive impact of PSE work. For instance, use the community-focused video in a collaborative meeting to illustrate the types of changes you’re working towards. Then discuss with the collaborative how the examples in the video are similar to the type of work you’re trying to accomplish with them. The school-focused video can be shared with a local school group and/or at a parent meeting to help describe the health-promoting work going on at the school and/or school district.

4. **What if our Integrated Work Plan (IWP) does not include the strategies highlighted in these videos?**

These videos are meant to be a resource for LIAs to provide examples of setting-based changes, ultimately helping the community better understand why they should support local health and wellness initiatives. While these strategies may be different from those in your IWP, the videos can provide a visual representation of multiple steps that can be taken throughout a community to promote health.

These videos are not meant to guide or change the locally selected PSE efforts, but rather, to help LIAs communicate more broadly with the public, while also connecting local LIA efforts to statewide marketing messages.

5. **How can I access these videos?**

These videos can be accessed on the “About Us” page of the CDPH CalFresh Healthy Living website.

