

The George Washington University (GW) Cancer Center's PSE online tool is a platform designed to assist CCC professionals, coalitions and communities with improving health across the cancer continuum through Policy, Systems and Environmental (PSE) change. The PSE online tool provides introductory information on PSE change and resources on where to find and how to use cancer data to advance PSE efforts.

Our goal is to provide a catalog of successful PSE programs and interventions to inspire other states to action. Explore the examples we've already collected on the [PSE online tool](#). We hope to learn from you the process your organization undertook to identify and implement PSE priorities, as well as outcomes and advice you may have for other coalitions.

Each PSE highlight is designed to address **one step** of the PSE change process:

Step 1: Engage

Step 2: Scan

Step 3: Assess

Step 4: Review

Step 5: Promote

Step 6: Implement

Step 7: Evaluate

We invite you to select **one of these steps** to highlight as you prepare your case study, while also describing how you addressed other steps in the process. Please use this form to document your work. More information about each step can be found on the form, along with questions to keep in mind as you draft your response. When complete, please return the form to liza_fues@gwu.edu.

Please note that you will have a chance to review your final submission before it is live on the PSE online tool (you will be contacted via email or phone with questions or edits from us for review and approval).

If you have any questions or issues with this form, please email liza_fues@gwu.edu.

Basic Information

1. Contact Information

Your Name: [Click here to enter text.](#) Organization: [Click here to enter text.](#)

State, Tribe or Territory: [Click here to enter text.](#)

Email Address: [Click here to enter text.](#) Phone Number: [Click here to enter text.](#)

2. Optional: Please provide contact information (to be publicly posted on the website) for more information about your PSE change effort. This could be an individual, an office or a website.

Contact 1: [Click here to enter text.](#) Email/Phone/Link 1: [Click here to enter text.](#)

Contact 2: [Click here to enter text.](#) Email/Phone/Link 2: [Click here to enter text.](#)

3. What is the name of your PSE change effort or program?

[Click here to enter text.](#)

4. What PSE change step would you like to highlight? (Select one). Below each step is a brief description.

<input type="checkbox"/>	Step 1: Engage Build partnerships with community stakeholders and Engage partners affected by the broad health issue identified. Ensure that the partnership includes stakeholders who can effectively implement evidence-based cancer control PSE change interventions. If you selected Step 1, click here.
<input type="checkbox"/>	Step 2: Scan Conduct an environmental scan to determine which actions should be taken. The environmental scan helps identify gaps, trends and external factors affecting the political, social and economic context and determine the appropriate actions for potential PSE change. If you selected Step 2, click here.
<input type="checkbox"/>	Step 3: Assess Perform a thorough review and assessment of all available data to determine/identify which specific aspect of the broad health issue can be addressed through PSE change. If you selected Step 3, click here.
<input type="checkbox"/>	Step 4: Review Review project feasibility to determine if it can be implemented. Work with stakeholders to develop a strategy for turning an idea, goal or objective into action, including a discussion of the political climate and readiness. If you selected Step 4, click here.
<input type="checkbox"/>	Step 5: Promote Communicate to all stakeholders the need for PSE change intervention prior to implementation of the change to help mitigate potential resistance. Incorporate and utilize various forms of media to educate and build support of stakeholders and the public, when appropriate. If you selected Step 5, click here.
<input type="checkbox"/>	Step 6: Implement Implement PSE change interventions that link directly with goals and objectives in your cancer control plan. If you selected Step 6, click here.
<input type="checkbox"/>	Step 7: Evaluate Evaluate the processes and outcomes attributed to the implementation of the PSE change intervention. The evaluation should provide quantitative and qualitative data to determine the change(s) that occurred as a result of the PSE change effort including change in knowledge, attitudes, beliefs and/or behaviors that can be attributed to its implementation. If you selected Step 7, click here.

If you selected Step 1, Engage:

As a reminder, *Step 1: Engage* involves building partnerships with community stakeholders and engaging partners affected by the broad health issue identified. Partnerships are important and necessary to any PSE change process. Ensure that the partnership includes stakeholders who can effectively implement evidence-based cancer control PSE change interventions. *Please note: If you did not select Step 1 to highlight, you may skip this section.*

What problem was your PSE change effort or program designed to address?

[Click here to enter text.](#)

Please briefly describe your PSE change solution. Identify priority populations and employ a health equity lens when planning your PSE change effort.

Please include information about how you addressed other PSE steps in the process.

[Click here to enter text.](#)

What were 2-4 action steps of your PSE change efforts?

[Click here to enter text.](#)

What were 2-4 results of your PSE change efforts?

[Click here to enter text.](#)

In 1-2 sentences each, please address how you answered the following questions during your PSE change efforts:

Which stakeholders needed to be included in your efforts and how did you assemble them?

[Click here to enter text.](#)

How did the missions of diverse stakeholders align for the purpose of the PSE change effort?

[Click here to enter text.](#)

What resources (tangible and intangible) were needed that stakeholders could provide?

[Click here to enter text.](#)

What is the next step(s) in your PSE change effort or program? (Your answer may include, but is not limited to, subsequent steps in the PSE change process).

[Click here to enter text.](#)

Step 1, Engage (continued)

Please provide a list of citations or references used in preparing these resources (if applicable).

Click here to enter text.

Please provide a link to any products or media that resulted from your PSE change efforts. Please also share any PSE change tools or resources you found helpful in your PSE change efforts.

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If you selected Step 2, Scan:

As a reminder, *Step 2: Scan* involves conducting an environmental scan to determine which actions should be taken. The environmental scan allows you to identify gaps, trends and external factors affecting the political, social and economic context and determine the appropriate actions for potential PSE change. *Please note: If you did not select Step 2 to highlight, you may skip this section.*

What problem was your PSE change effort or program designed to address?

[Click here to enter text.](#)

Please briefly describe your PSE change solution. Identify priority populations and employ a health equity lens when planning your PSE change effort.

Please include information about how you addressed other PSE steps in the process.

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What were 2-4 action steps of your PSE change efforts?

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What were 2-4 results of your PSE change efforts?

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In 1-2 sentences each, please address how you answered the following questions during your PSE change efforts:

What was the ultimate purpose of the PSE change effort? What was your “ask”?

[Click here to enter text.](#)

What level of PSE change was necessary (local, state, federal or institutional)?

[Click here to enter text.](#)

Who was already attempting PSE change efforts around the health issue?

[Click here to enter text.](#)

Was the environment conducive to the PSE change effort? What challenges did the scan reveal (economic, political, social, legal etc.)?

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What is the next step(s) in your PSE change effort or program? (Your answer may include, but is not limited to, subsequent steps in the PSE change process).

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Step 2, Scan (continued)

Please provide a list of citations or references used in preparing these resources (if applicable).

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If you selected Step 3, Assess:

As a reminder, *Step 3: Assess* involves performing a thorough review and assessment of all available data to determine/identify which specific aspect of the broad health issue can be addressed through PSE change. This can involve reviewing cancer surveillance data for your state, tribe or territory, cost-benefit data as well as other published research. *Please note: If you did not select Step 3 to highlight, you may skip this section.*

What problem was your PSE change effort or program designed to address?

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Please briefly describe your PSE change solution. Identify priority populations and employ a health equity lens when planning your PSE change effort.

Please include information about how you addressed other PSE steps in the process.

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What were 2-4 action steps of your PSE change efforts?

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What were 2-4 results of your PSE change efforts?

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In 1-2 sentences each, please address how you answered the following questions during your PSE change efforts:

What data were needed to support your position on the issue(s)?

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What kind of data did you obtain (qualitative, quantitative, peer-reviewed journals, trusted sources, etc.)?

[Click here to enter text.](#)

Were data/evidence available regarding cost/benefit?

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What were your SMART (specific, measurable, attainable, relevant and time-bound) goals and objectives?

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What is the next step(s) in your PSE change effort or program? (Your answer may include, but is not limited to, subsequent steps in the PSE change process).

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Step 3, Assess (continued)

Please provide a list of citations or references used in preparing these resources (if applicable).

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If you selected Step 4, Review:

As a reminder, *Step 4: Review* involves reviewing project feasibility to determine if it can be implemented. Work with stakeholders to develop a strategy for turning your ideas, goals or objectives into action, including a discussion of the political climate and readiness. Ensure that key champions are lined up to provide support.

Please note: If you did not select Step 4 to highlight, you may skip this section.

What problem was your PSE change effort or program designed to address?

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Please briefly describe your PSE change solution. Identify priority populations and employ a health equity lens when planning your PSE change effort.

Please include information about how you addressed other PSE steps in the process.

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What were 2-4 action steps of your PSE change efforts?

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What were 2-4 results of your PSE change efforts?

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In 1-2 sentences each, please address how you answered the following questions during your PSE change efforts:

Were goals and objectives feasible in the then-current economic and political environment?

[Click here to enter text.](#)

What authorizing environment(s)/setting(s) did you work within? Who were the gatekeepers/decision-makers?

[Click here to enter text.](#)

What resources existed to help implement your efforts?

[Click here to enter text.](#)

What resources did you still need to obtain?

[Click here to enter text.](#)

What is the next step(s) in your PSE change effort or program? (Your answer may include, but is not limited to, subsequent steps in the PSE change process).

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Step 4, Review (continued)

Please provide a list of citations or references used in preparing these resources (if applicable).

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If you selected Step 5, Promote:

As a reminder, *Step 5: Promote* involves communicating to all stakeholders the need for PSE change intervention prior to implementation of the change to help mitigate potential resistance. Incorporate and utilize various forms of media to educate and build support of stakeholders and the public, when appropriate. *Please note: If you did not select Step 5 to highlight, you may skip this section.*

What problem was your PSE change effort or program designed to address?

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Please briefly describe your PSE change solution. Identify priority populations and employ a health equity lens when planning your PSE change effort.

Please include information about how you addressed other PSE steps in the process.

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What were 2-4 action steps of your PSE change efforts?

[Click here to enter text.](#)

What were 2-4 results of your PSE change efforts?

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In 1-2 sentences each, please address how you answered the following questions during your PSE change efforts:

How did you frame your message for each audience?

[Click here to enter text.](#)

What cultural and/or community norms were incorporated to strengthen the message and make it more acceptable to your intended audience(s)?

[Click here to enter text.](#)

Which media platform(s) were best suited to promoting your message and why?

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What is the next step(s) in your PSE change effort or program? (Your answer may include, but is not limited to, subsequent steps in the PSE change process).

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Step 5, Promote (continued)

Please provide a list of citations or references used in preparing these resources (if applicable).

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Please provide a link to any products or media that resulted from your PSE change efforts. Please also share any PSE change tools or resources you found helpful in your PSE change efforts.

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If you selected Step 6, Implement:

As a reminder, *Step 6: Implement* involves implementing PSE change interventions that link directly with goals and objectives in your cancer control plan. *Please note: If you did not select Step 6 to highlight, you may skip this section.*

What problem was your PSE change effort or program designed to address?

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Please briefly describe your PSE change solution. Identify priority populations and employ a health equity lens when planning your PSE change effort.

Please include information about how you addressed other PSE steps in the process.

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What were 2-4 action steps of your PSE change efforts?

[Click here to enter text.](#)

What were 2-4 results of your PSE change efforts?

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In 1-2 sentences each, please address how you answered the following questions during your PSE change efforts:

Was enough awareness about the PSE change effort established to ensure successful and seamless implementation? If so, how did you generate awareness?

[Click here to enter text.](#)

Were stakeholders committed and engaged?

[Click here to enter text.](#)

How were sufficient resources secured to ensure successful implementation and sustainability of the PSE change effort?

[Click here to enter text.](#)

How will you continuously engage stakeholders to keep momentum going?

[Click here to enter text.](#)

What is the next step(s) in your PSE change effort or program to ensure sustainability? (Your answer may include, but is not limited to, your plans for evaluation (Step 7).)

[Click here to enter text.](#)

Step 6, Implement (continued)

Please provide a list of citations or references used in preparing these resources (if applicable).

Click here to enter text.

Please provide a link to any products or media that resulted from your PSE change efforts. Please also share any PSE change tools or resources you found helpful in your PSE change efforts.

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If you selected Step 7, Evaluate:

As a reminder, *Step 7: Evaluate* involves evaluating processes and outcomes attributed to the implementation of the PSE change intervention. The evaluation should provide quantitative and qualitative data to determine the change(s) that occurred as a result of the PSE change effort including change in knowledge, attitudes, beliefs and/or behaviors that can be attributed to its implementation. *Please note: If you did not select Step 7 to highlight, you may skip this section.*

What problem was your PSE change effort or program designed to address?

[Click here to enter text.](#)

Please briefly describe your PSE change solution. Identify priority populations and employ a health equity lens when planning your PSE change effort.

Please include information about how you addressed other PSE steps in the process.

[Click here to enter text.](#)

What were 2-4 action steps of your PSE change efforts?

[Click here to enter text.](#)

What were 2-4 results of your PSE change efforts?

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In 1-2 sentences each, please address how you answered the following questions during your PSE change efforts:

What difference(s) did the PSE change effort make in the short-term?

[Click here to enter text.](#)

What difference(s) did the PSE change effort make in the long-term?

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How did you measure/document the impact of the PSE change intervention?

[Click here to enter text.](#)

Were there barriers to implementing the PSE change intervention? If so, what were the lessons learned?

[Click here to enter text.](#)

What is the next step(s) in your PSE change effort or program to ensure sustainability? (Your answer may include information on your plans to secure funding to sustain the program or plans to revisit any of the previous steps in the PSE change process).

[Click here to enter text.](#)

Step 7, Evaluate (continued)

Please provide a list of citations or references used in preparing these resources (if applicable).

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Please provide a link to any products or media that resulted from your PSE change efforts. Please also share any PSE tools or resources you found helpful in your PSE change efforts.

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