

Considerations of Public Policy Educational Issues: Community Based Social Marketing, Public Policy Education, Neutrality, “Politics”, and Extension Roles

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County Kicks Off Highway 12 Land Use Project





Big farm, big feud: Giant dairy's manure angers neighbors

Manure from Tod Leiteritz's Manitowoc County farm has been blamed for foul air and polluted streams.



State raises wind farm concerns

Criticizing developer's research, report cites threat to birds, bats near Horicon



ATC proposes use of existing corridor for Fitchburg-Verona Electric Upgrade

Preferred route along Adams Rd. and County Highway M topic of open house



Wisconsin debates ban on smoking

By [Judy Keen](#), USA

TODAY

BLUFF SIDING, Wis. — Big black ashtrays line the bar at George's Lounge here, and owner Tim Pronschinske says business is up since a ban on smoking in bars and restaurants took effect across the Mississippi River in Minnesota.



Lanny Krause, 58 of Winona, Minn., enjoys a cigarette at George's Lounge across the river in Wisconsin.

Public Policy Education

- Educational programs designed to enhance society's capacity to understand and address public issues.

Purpose of PPE

- Prepare citizens to engage in complex public issues of widespread concern in ways that will lead to better-informed decisions.

Public Policy Education

- Engaging in an educational process to help people make decisions that will lead to outcomes that most closely reflect their values.
- Not simply a matter of providing information or tech transfer.

Public Issues

- Complex, cut across disciplines.
- Involve multiple, often conflicting interests.
- Widespread consequences.
- Problems are often unclear with disagreement about causes.
- Solutions are unclear.

Roles of the Extension Educator

- Complex interplay of science, values, and beliefs.
- By definition, public issues involve many people with conflicting interests and values.

Convener

- Recognizes an issues early on (Role of forecaster).
- Identifies key stakeholders.
- Gains their support in the educational process.

Program Designer

- Works with stakeholders to identify their needs.
- Designs and develops a long-range educational program.
- Establishes action steps to implement the program.

Facilitator

- Guides group through a structured process.
- Helps the group identify and achieve its goals.

Information Provider and Technical Expert

- Gathers, shares, and interprets research-based knowledge and information.
- Assist participants distinguish among facts, values, and myths.

Possible Components

- Identify an initial concern.
- Clarify issues, goals, and points of conflict.
- Consider alternative outcomes and consequences.
- Clarify decision-making tools.
- Evaluate resulting decisions.

Challenges/Opportunities

- Customized responses
- Broad spectrum of skills
 - Conflict resolution, facilitation, teaching, program development, evaluation, networking, research, leadership, negotiating
- Ethical considerations
 - Risks/rewards
 - Vested interest

The only absolute rule in public policy education is that the program and the information must be objective and as neutral as possible.

Source: Barrows, Richard. *Public Policy Education*. 1993