

## Putting Public Value Statements to Work

### What are Public Value Statements?

Private versus Public value?

	What is it	Example. Water quality education
<b>Private Value</b>	Value derived directly by an individual or group from an educational or research program (i.e., a learning or behavior change)	Individuals save money by reducing pesticide use
<b>Public Value</b>	The value of a program to the broader society - those who do not directly benefit from the program (i.e., a condition change)	Society has improved Water quality and a healthier environment.

### Why are Public Value Statements important?

Public value statements provide a means to show the impact of your work in a way that builds public and government support. The goal is to have people say “Ah, I see why your work matters! We need to make sure it continues and grows”.

Additionally, when the public value of your work is combined with the impact of colleagues (even working in different fields), you have a powerful way to show that your efforts fit with and support broader impact.



Improved water management by individuals has broader public benefit.

### How does I use Public Value Statements?

Public value statements and their associated impacts (condition changes) help you generate stronger reports and stories (e.g., County annual reports). PVS provide compelling information for advocacy, media releases, web content, presentations and speeches, and general explanation of your work.

**Note:** PVS can help you focus for impact. You might target your efforts towards 1 to 3 Public Values.

### Aligning your work with public value?

Use the following table to align PVS with activities and then link to impacts (condition changes).

Public Value Statements <sup>+</sup>	Activity	Impact* – the Outcome (or Condition Change)
<ol style="list-style-type: none"> <li>1. Promoting economic prosperity in California</li> <li>2. Developing a qualified workforce for California</li> <li>3. Safeguarding abundant and healthy food for all Californians</li> <li>4. Protecting California’s natural resources</li> <li>5. Building climate-resilient communities and ecosystems</li> <li>6. Promoting healthy people and communities</li> <li>7. Developing an inclusive and equitable society</li> </ol>	(What you are doing relevant to a particular Public Value Statement.)	<p>The Condition Changes (listed below) show changes that might result from your activities.</p> <p>Note: We “contribute towards” public value but often will not or cannot prove full cause-effect.</p>

<sup>+</sup> These PVS were generated by UC ANR personnel through a series of workshops and consultations.

## **UC ANR Public Value Statements and associated Condition Changes.**

### **UC ANR: Promoting economic prosperity in California**

1. Improved individual and household financial stability
2. Enhanced community economic development
3. Improved animal management, productivity and efficiency
4. Increased agriculture and forestry efficiency and profitability
5. Increased emerging food economies and markets

### **UC ANR: Safeguarding sufficient, safe, and healthy food for all Californians**

1. Improved food security
2. Improved food safety

### **UC ANR: Securing safe and healthy environments**

1. Improved management and use of land
2. Improved air quality
3. Protected and conserved soil quality
4. Increased ecological sustainability of agriculture, landscapes, and forestry
5. Improved water quality
6. Improved water-use efficiency
7. Improved water-supply security

### **UC ANR: Promoting healthy people and communities**

1. Improved health for all
2. Improved community health and wellness
3. Improved access to positive built and natural environments

### **UC ANR: Developing a qualified workforce for California**

1. Increased workforce retention and competency
2. Increased effective public leaders
3. Improved college readiness and access
4. Increased civic engagement

### **UC ANR: Building climate-resilient communities and ecosystems**

1. Increased preparedness and resilience to extreme weather and climate change

### **UC ANR: Developing an inclusive and equitable society**

1. Improved living and working conditions for California's food system and farm workers
2. Increased diversity, inclusiveness, and cultural competency in California's workplaces