

## The role of the University of Arizona Cooperative Extension in the rural health ecosystem

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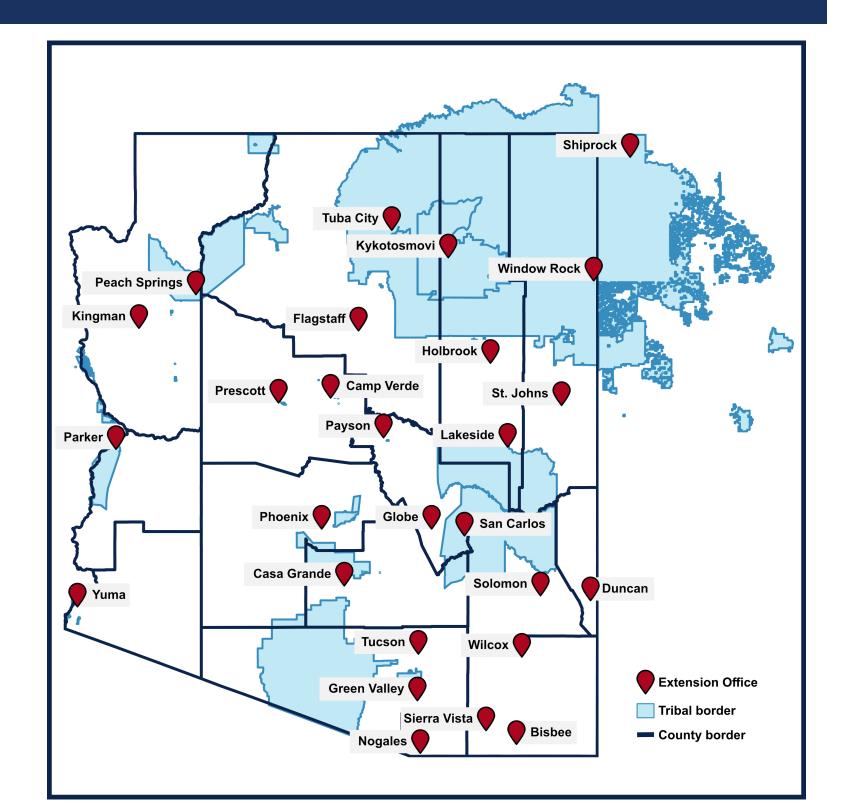
6-7-2023

### TODAY'S SESSION:

- Overview of the University of Arizona Cooperative Extension System
- Cooperative Extension's role in the Arizona rural health ecosystem
- Summary of Statewide 2022 Cooperative Extension Needs Assessment
- Examples of current Cooperative Extension programs/initiatives in rural areas addressing identified health priorities and opportunities for collaboration

### UNIVERSITY OF ARIZONA COOPERATIVE EXTENSION

- A statewide network bringing researchbased information into communities through direct education and policy, systems, and environment work
- A cooperative effort between the federal government, the state government, the University of Arizona's Division of Agriculture, Life & Veterinary Sciences, and Cooperative Extension (ALVSCE), each of the 15 counties in the state, and with 5 tribal nations.



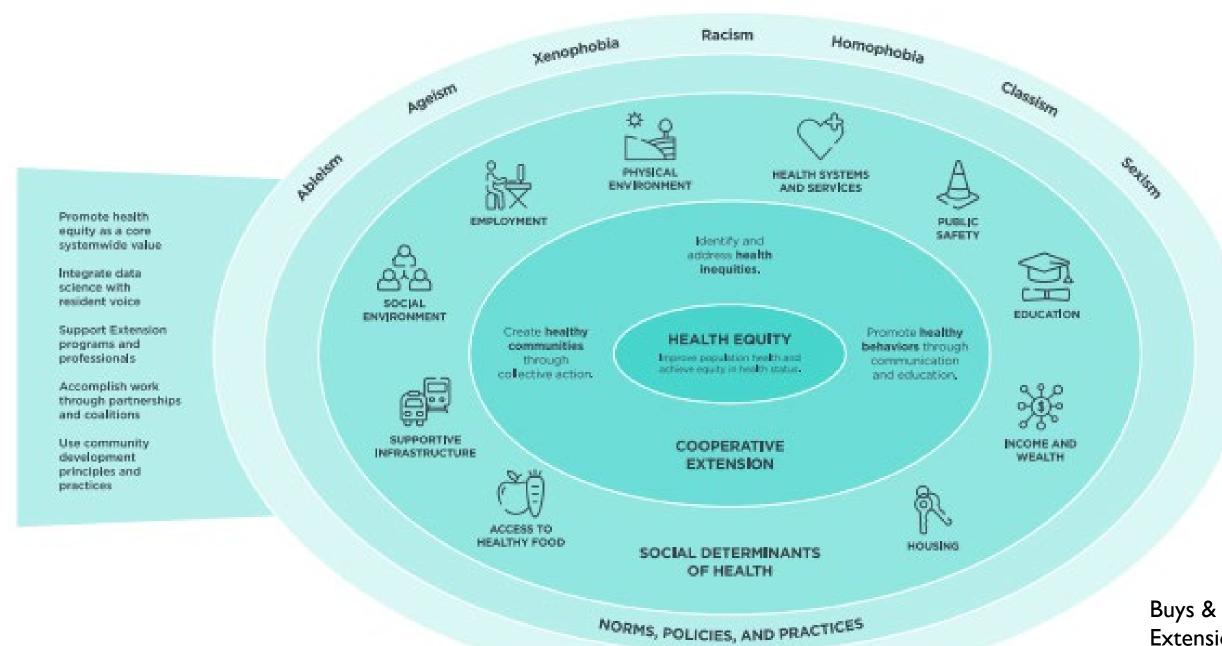
### UNIVERSITY OF ARIZONA COOPERATIVE EXTENSION

### Four "pillars":

- I. Agriculture & Natural Resources
- 2. Family, Consumer, & Health Sciences
- 3. Positive Youth Development (4-H)
- 4. Tribal Extension

### "EXTENSION HAS THE CAPACITY TO DO FOR HEALTH IN RURAL COMMUNITIES IN THIS SECOND CENTURY WHAT IT DID FOR AGRICULTURE IN THE FIRST CENTURY"

—BUYS & RENNENKAMP, 2020



ROOT CAUSES OF STRUCTURAL INEQUITY

Buys & Rennenkamp (2020). Cooperative Extension as a Force for Healthy, Rural Communities: Historical Perspectives and Future Directions. *American Journal of Public Health*, 110, pp. 1300-1303

Cooperative Extension National Framework for Health Equity and Well-Being

### COOPERATIVE EXTENSION IN THE AZ RURAL HEALTH ECOSYSTEM

- Trusted, well-respected information resource
- Deep knowledge of the community
  - Staff are often local and know community strengths and assets well
  - Rurality does not look the same across the state
    - Deep community knowledge and local connections by Extension faculty and staff help make sure needs specific to different communities are addressed
- Working towards systems change through cross-sector partnerships/coalitions (e.g. local health departments, social service agencies, farmers, local businesses, philanthropists)
- Two-way connection to main campus
  - Serve as liaisons and 'translators' between the community and campus researchers
  - Great implementation partners
- University of Arizona permanent physical presence (office/meeting space)

### UA Cooperative Extension FCHS

Strategically Aligned Aligned Cross-Discipl Discipline Programs, Initiative, Partnerships

Every Family Thrives



## ARIZONA COOPERATIVE EXTENSION STATEWIDE NEEDS ASSESSMENT SURVEY

### **Topics**

- Health and community well-being
- Education and youth development
- Agriculture
- Natural resources and the environment
- Community and economic development

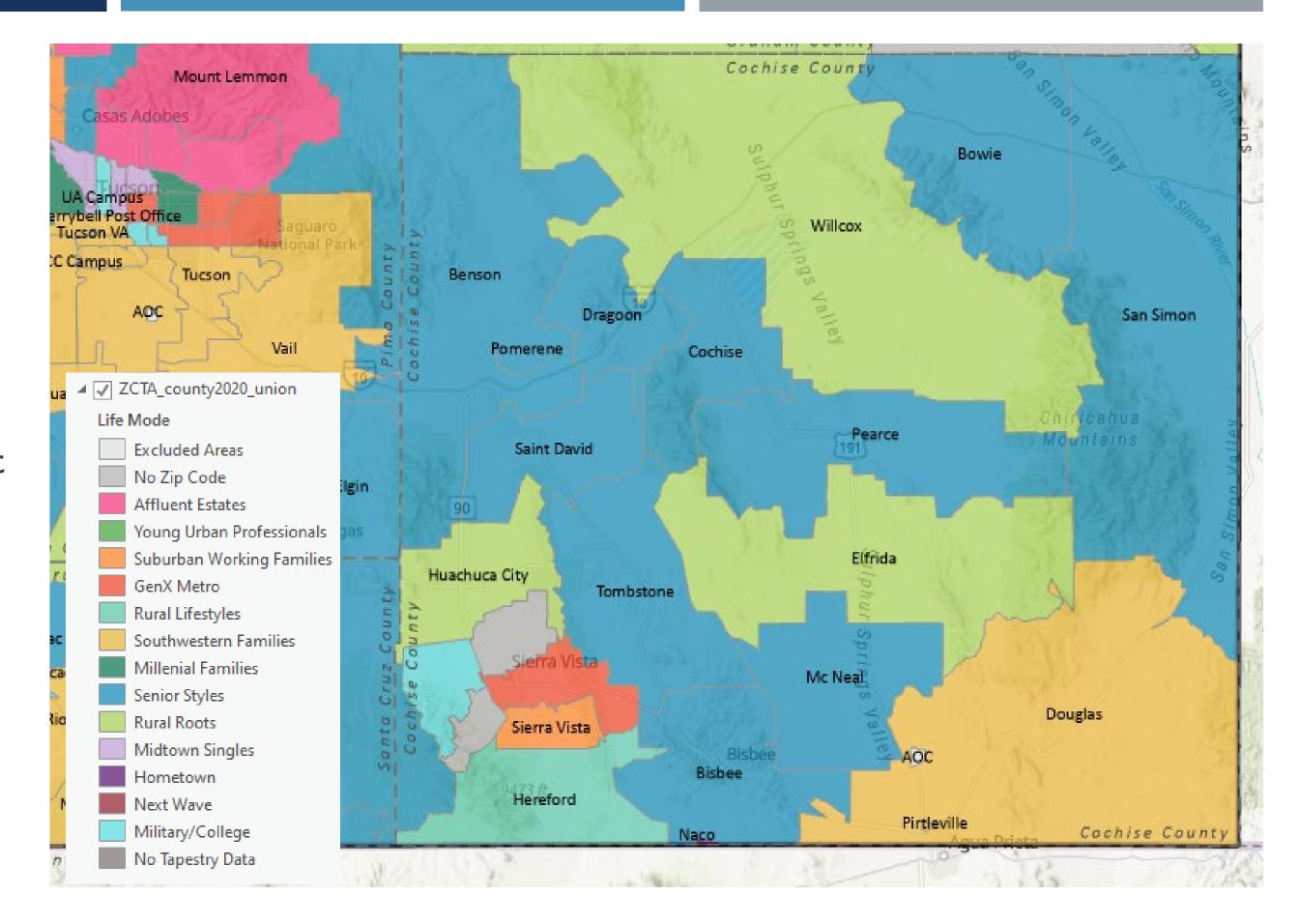
### Targeted survey recruitment

- UACE users
- Topical experts
- General public



# ESRITAPESTRY SEGMENTATION & PURPOSEFUL SAMPLING

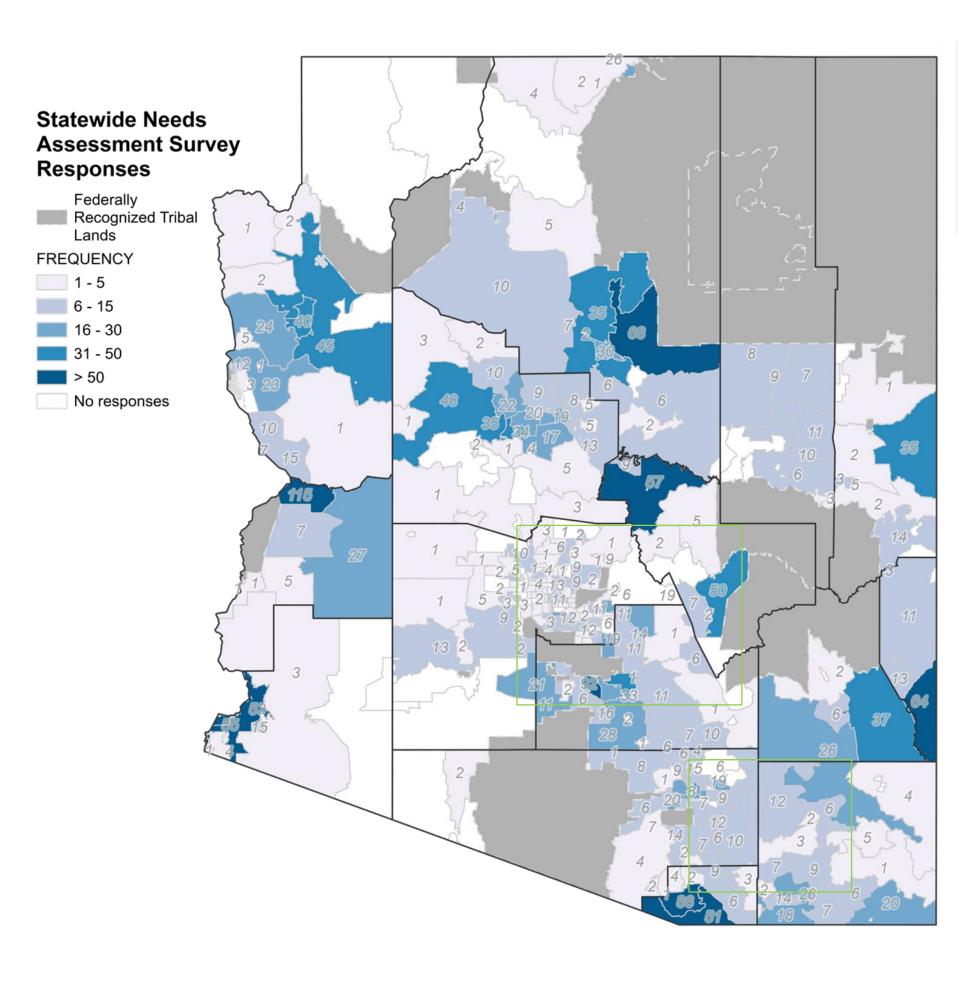
- Nationally produced geodemographic segmentation product that allows for capturing variability within the counties
- Used by other states' Extension Needs Assessments
- Translated into
   "purposeful sampling"
   targets in each county



# ESRITAPESTRY SEGMENTATION & PURPOSEFUL SAMPLING

- Nationally produced geodemographic segmentation product that allows for capturing variability within the counties
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	Pop. (2020)	Survey Target (Min.)	Communities
Cochise County	125,447	100	
LM 4 (Family Landscapes)	14,857, 12%	12	Sierra Vista (85650)
LM 5 (GenX Metro)	35,095, 28%	28	Sierra Vista (85635)
LM 6 (Rural Lifestyles)	9,063,7%	7	Hereford/Palominas
LM 7 (Southwestern Families)	18,744, 15%	15	Douglas, Pirtleville
LM 9 (Senior Styles)	26,350, 21%	21	Benson, Bisbee, Bowie, Cochise, Dragoon, Elgin, McNeal, Pearce, Pomerene, Saint David, San Simon, Tombstone
LM 10 (Rural Roots)	13,382, 11%	11	Elfrida, Huachuca City, Willcox
LM I2 (Hometown)	734, 1%	I	Naco
LM 14 (Military/College)	5,239, 4%	4	Fort Huachuca

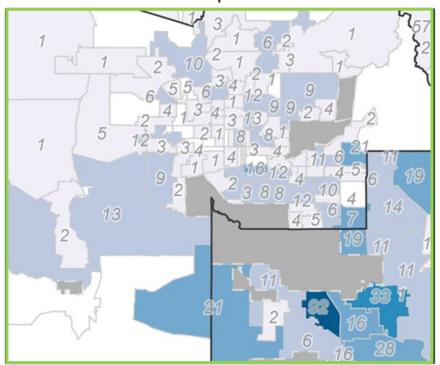


### Successfully surveyed across the state

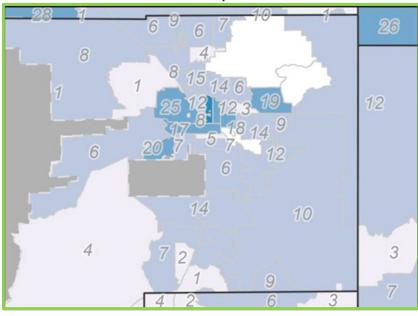
**3,236 survey responses** were included in the final statewide analyses

- Twice as many as the last Extension statewide survey (2015)
- No survey targets on tribal lands; respondents living on tribal lands are included at the county level (categorized as rural respondents)

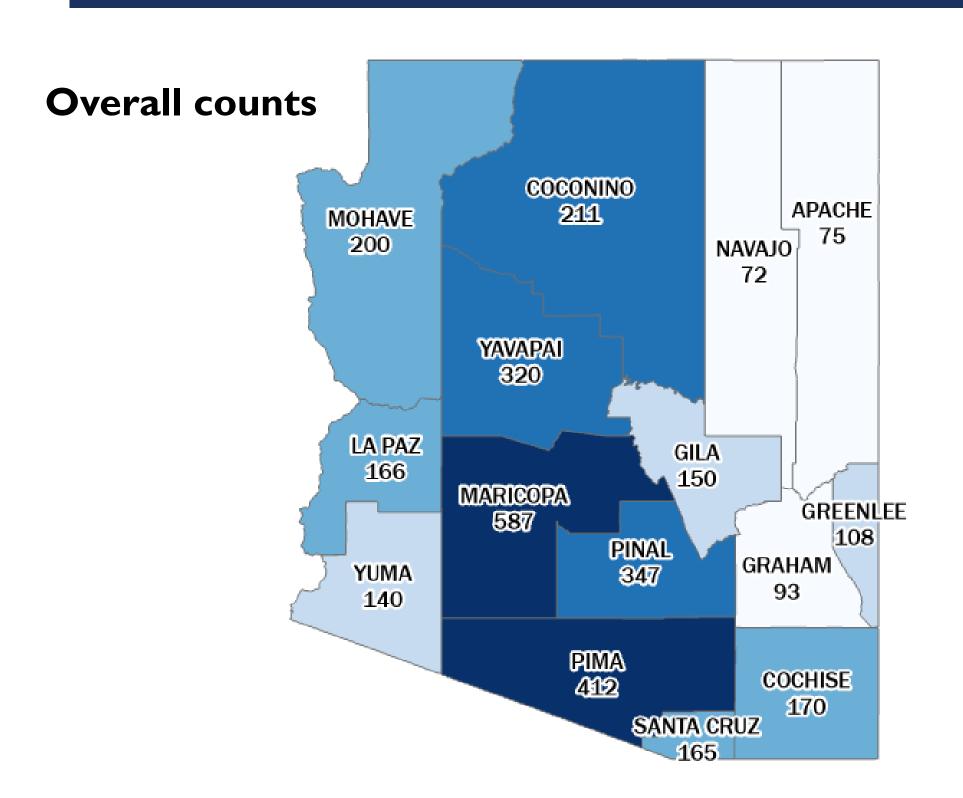
#### Phoenix Metropolitan Area

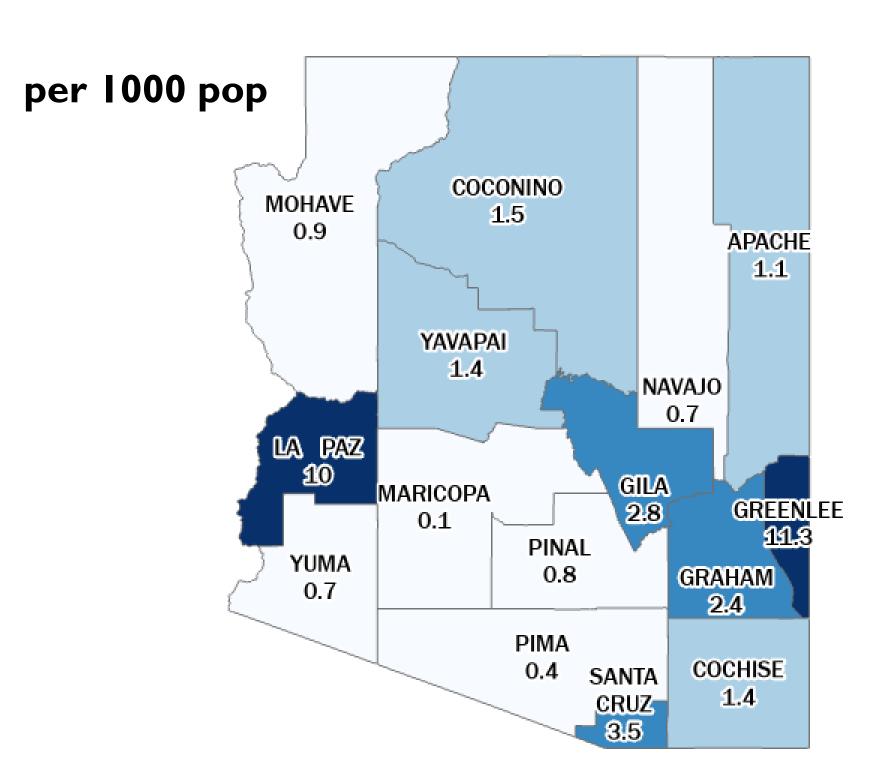


### Tucson Metropolitan Area



### RURAL RESPONDENTS WELL REPRESENTED

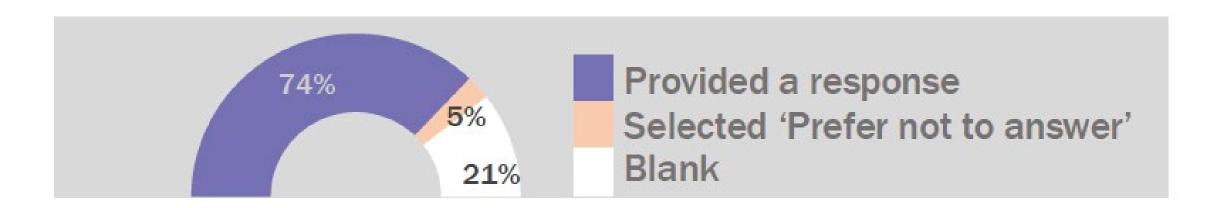




## GENERAL DEMOGRAPHICS TO KEEP IN MIND

- Among those who answered the demographic questions, our sample is...
  - Whiter
  - More likely to have a bachelor's degree or higher
  - Higher household incomes
  - Average age of 54, with the most common age bracket being 60-80 years old

• ... interpret with some caution





	Water conservation, 95%
	Quality K-12 education, 95%
	Recruitment and retention of qualified teachers, 95%
	Water quality, 94%
	Child abuse and neglect prevention, 93%
	Water-efficient farming and ranching, 92%
	Planning for and reducing drought effects, 91%
	Domestic violence prevention, 91%
	Access to affordable, healthy food, 91%
Statew	Water policy and water rights, 90%
"extre	Helping all young people graduate high school or get a GED, 90%
Н	Having enough medical, dental, and mental health providers, 90%
W E	Access to affordable health insurance, 90%
d A	Infant and child health, 90%
^	

Having enough, quality water for irrigation and livestock, 89% Early childhood reading and language skills, 88% Planning for and reducing the severity of wildfires, 88% Affordable housing, 87% Supports for youth in the foster care system, 87% Mental health and stress management, 87% Screenings and early intervention for developmental delays, 87%

wide, the most respondents indicated it was emely" or "very important" to prioritize these issues.

Healthy forests, forest restoration, and forest product development, 87%

Health and community well-being **Education and youth** development Agriculture

Natural resources and the environment **Community and** economic development

Soil health, 87%

### RANKINGS VARY BY COUNTY

### **Top Priorities Identified by Apache County Respondents**

Percent of respondents who selected "extremely" or "very" imports	
Suicide prevention, 97%	
Recruitment and retention of qualified teachers, 96%	
Helping all young people graduate high school or get a GED, 96%	
Quality K-12 education, 96%	
Farm and ranch profitability, 94%	
hips, apprenticeships, and mentoring for career development, 94%	,
Access to affordable, healthy food, 93%	
Entrepreneurial skills for youth, 93%	
sources (e.g., counselors, nurses, substance use prevention), 93%	
Child abuse and neglect prevention, 93%	
Early childhood reading and language skills, 93%	
Access to reliable, high-speed internet, 92%	
Support for new farmers and ranchers, 91%	
Promoting parenting skills, 91%	
Domestic violence prevention, 91%	
Small and local business support, 91%	
Affordable housing, 91%	
Preserving family or individually-owned farms and ranches, 90%	
Water quality, 90%	

Substance abuse prevention and treatment services, 90%

### **Top Priorities Identified by Greenlee County Respondents**

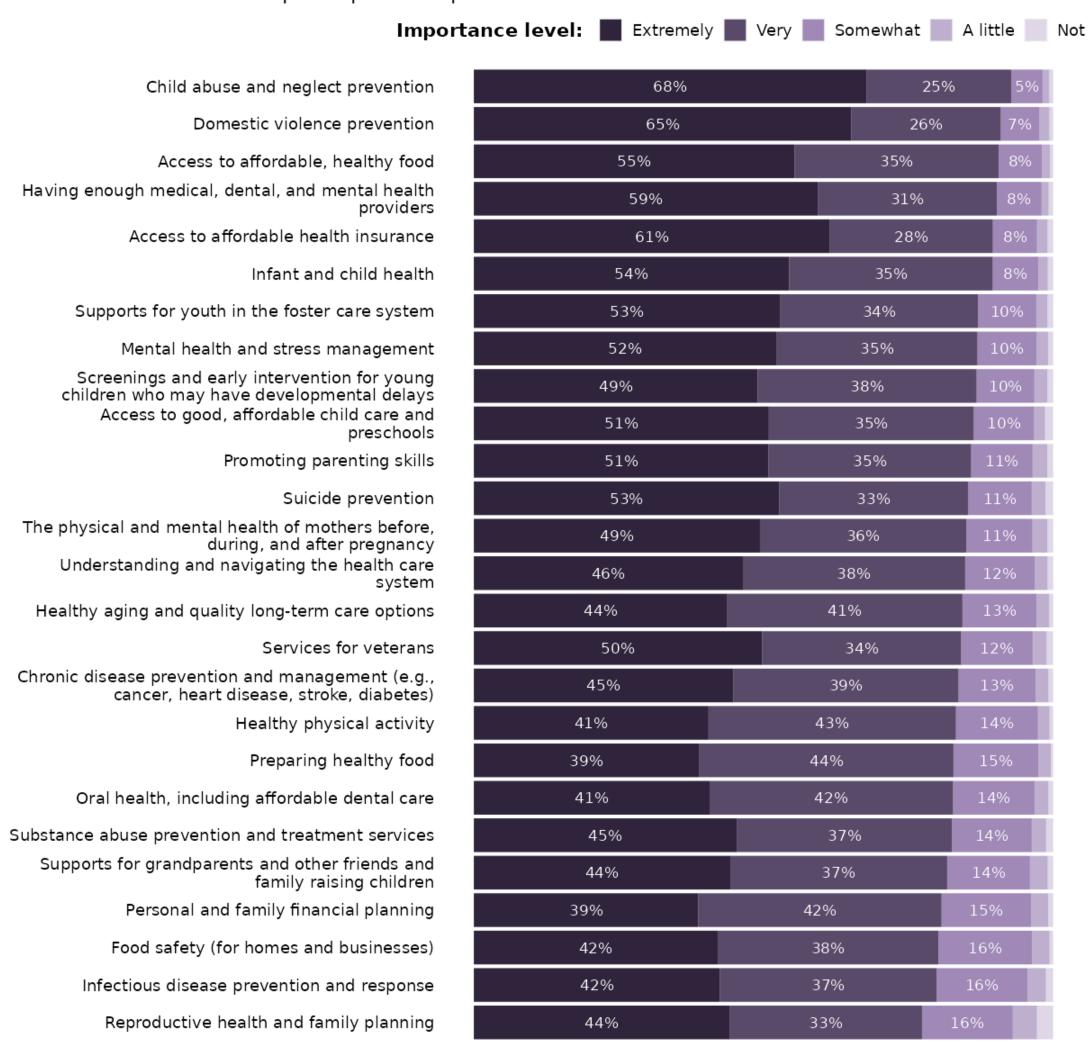
Percent of respondents who selected "extremely" or "very" important

Percent of respondents who selected "extremely" or "very" important
Quality K-12 education, 96%
Preserving family or individually-owned farms and ranches, 95%
Water policy and water rights, 93%
Recruitment and retention of qualified teachers, 93%
Access to affordable, healthy food, 92%
Having enough, quality water for irrigation and livestock, 92%
Helping all young people graduate high school or get a GED, 91%
Water-efficient farming and ranching, 88%
Support for new farmers and ranchers, 88%
Affordable housing, 86%
Farm and ranch profitability, 86%
Access to affordable health insurance, 86%
Planning for and reducing the severity of wildfires, 86%
Having enough well-trained agricultural workers, 86%
Planning for and reducing drought effects, 85%
Water quality, 85%
Water conservation, 84%
Child abuse and neglect prevention, 83%
Crop nutrient management (fertilizer and soil amendment), 83%
outh internships, apprenticeships, and mentoring for career development, 82%

### **Top Priorities Identified by Santa Cruz County Respondents**

Percent of respondents who selected "extremely" or "very" impor-
Quality K-12 education, 99%
Recruitment and retention of qualified teachers, 97%
Early childhood reading and language skills, 97%
Water quality, 96%
Infant and child health, 96%
Screenings and early intervention for developmental delays, 96%
Having enough medical, dental, and mental health providers, 95%
Water conservation, 95%
Safe and healthy homes, 95%
Affordable housing, 94%
Quality preschools, 94%
Child abuse and neglect prevention, 94%
Domestic violence prevention, 94%
In-school resources (e.g., counselors, nurses, substance use prevention), 93%
Promoting parenting skills, 93%
Supports for grandparents and other friends and family raising children, 93%
Access to affordable health insurance, 93%
Social-emotional learning and youth mental health, 93%
Resources for children and youth with disabilities, 93%
The physical and mental health of mothers before, during, and after pregnancy, 93%
Mental health and stress management, 93%
Well-paying job opportunities at all skill levels, 93%
Helping all young people graduate high school or get a GED, 93%
Youth internships, apprenticeships, and mentoring for career development, 93%

Between 2787 and 2833 participants responded to each item



## All Community Health and Well-being Items

## PUBLICLY-AVAILABLE COOPERATIVE EXTENSION STATEWIDE NEEDS ASSESSMENT PRODUCTS



- 2022 Cooperative Extension Statewide Needs Assessment survey data for the state and each county
  - PDF report
  - One-pagers in English and (forthcoming) Spanish
  - Dashboards (forthcoming) sliceable by different demographics
- Statewide and county-specific secondary data
  - additional pieces of information to help contextualize needs assessment survey data

http://bit.ly/UACENeedsAssessment

## EXAMPLES OF AZ COOPERATIVE EXTENSION FCHS WORK IN SELECT HEALTH AND WELL-BEING PRIORITY AREAS

### **Nutrition Security**

- Arizona Health Zone (AZHZ) Supplemental Nutrition Assistance Program-Education (SNAP-Ed) (youth and adult direct ed and PSE work in 12 counties)
- Expanded Food and Nutrition Education Program (EFNEP)— (youth and adult caregivers) Cochise, Santa Cruz, Graham, Pinal, Pima, Maricopa
- Food safety and preservation programming (including small business and food systems development)--statewide
- Building Healthy Communities—Cochise (using multisector collective impact framework, including farm to school initiatives, community leadership academy, multiple healthy community committees)

### Chronic Disease Prevention & Management

- Diabetes Prevention Program--Graham, Maricopa, Pima, Pinal,
   Santa Cruz, Yavapai, Yuma (and statewide virtually)
- Living with Diabetes--Gila
- Physical activity promotion (ECE, K-12, after-school, adult)--statewide
- Culinary Medicine initiative (University of Arizona's College of Agricultural and Life Sciences, School of Nutritional Sciences and Wellness, College of Medicine Phoenix, Cooperative Extension and Libraries, community partners)--Yuma, Tucson, South Phoenix (pilot sites)

## EXAMPLES OF AZ COOPERATIVE EXTENSION FCHS WORK IN SELECT HEALTH AND WELL-BEING PRIORITY AREAS

### Family Stability and Vitality

- Family Resource Centers—Maricopa and Santa Cruz
- Parenting programs—(e.g., Triple P, Positive Discipline,
   Strengthening Families) statewide
- Family financial literacy—statewide and on 4 tribal nations

### Early Childhood Health & Education

- Oral health screening and referral—Gila and Pinal
- Developmental and sensory screenings—Gila, Pinal, San Carlos Apache Tribe
- Early childhood literacy—San Carlos Apache Tribe, Navajo Nation
- Nature Niños—Yavapai
- Childcare Health Consultation—La Paz, Mohave, Colorado Indian Tribes, Pinal, Gila, Gila River Indian Tribe, Graham, Greenlee, Santa Cruz, Yavapai, Yuma
- Other ECE professional development (e.g., Empower, Brain Builders, Seed to Read)--statewide

### COLLABORATION OPPORTUNITIES

- Uniquely poised to partner to address:
  - Integration of nutrition, health, environment, and agriculture
  - One Health initiatives—human, animal, and environmental health
  - Rural-specific issues, such as farm stress
- Periodic Extension-specific targeted funding opportunities
  - National Institute of Food and Agriculture (USDA NIFA) (e.g. Rural Health and Safety Education Competitive Grants Programs)
  - Robert Wood Johnson Foundation (Well-Connected Communities)
  - Substance Abuse and Mental Health Services Administration (e.g., Rural Opioid Technical Assistance)
- Possible student internship and Americorps placements

### COOPERATIVE EXTENSION IN THE AZ RURAL HEALTH ECOSYSTEM

- Considerations
  - Extension system increasingly reliant on grants and contracts
    - Limited capacity to immediately take on new projects
    - Developing infrastructure to support administrative needs and flexibility
  - Shifting from primarily direct education to direct education in context of policy, systems and environment changes addressing social determinants of health
    - Expanding competencies
- Currently undergoing strategic planning process both specific to Family, Consumer, and Health Sciences and across program areas statewide

### JOIN US!

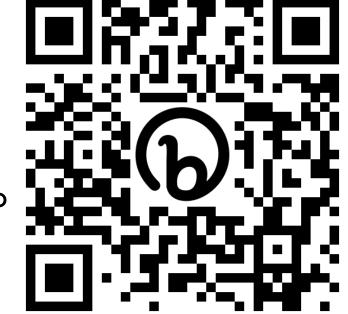


## Assistant/Associate Family, Consumer, & Health Sciences Agent (Kingman, AZ)

http://bit.ly/FCHSMohave

Assistant/Associate Family, Consumer, & Health Sciences Agent (Flagstaff, AZ)

http://bit.ly/FCHSCoconino



Pending: Family Health & Well-Being Specialist (Tucson, AZ) (talent.Arizona.edu)

Home | UA Talent (arizona.edu)



### THANKYOU

Special thanks to the <u>Community Research</u>, <u>Evaluation and Development</u> (CRED) team at the UArizona Norton School of Human Ecology for the slides about the Cooperative Extension Statewide Needs Assessment

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