



THE UNIVERSITY OF ARIZONA
Cooperative Extension

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

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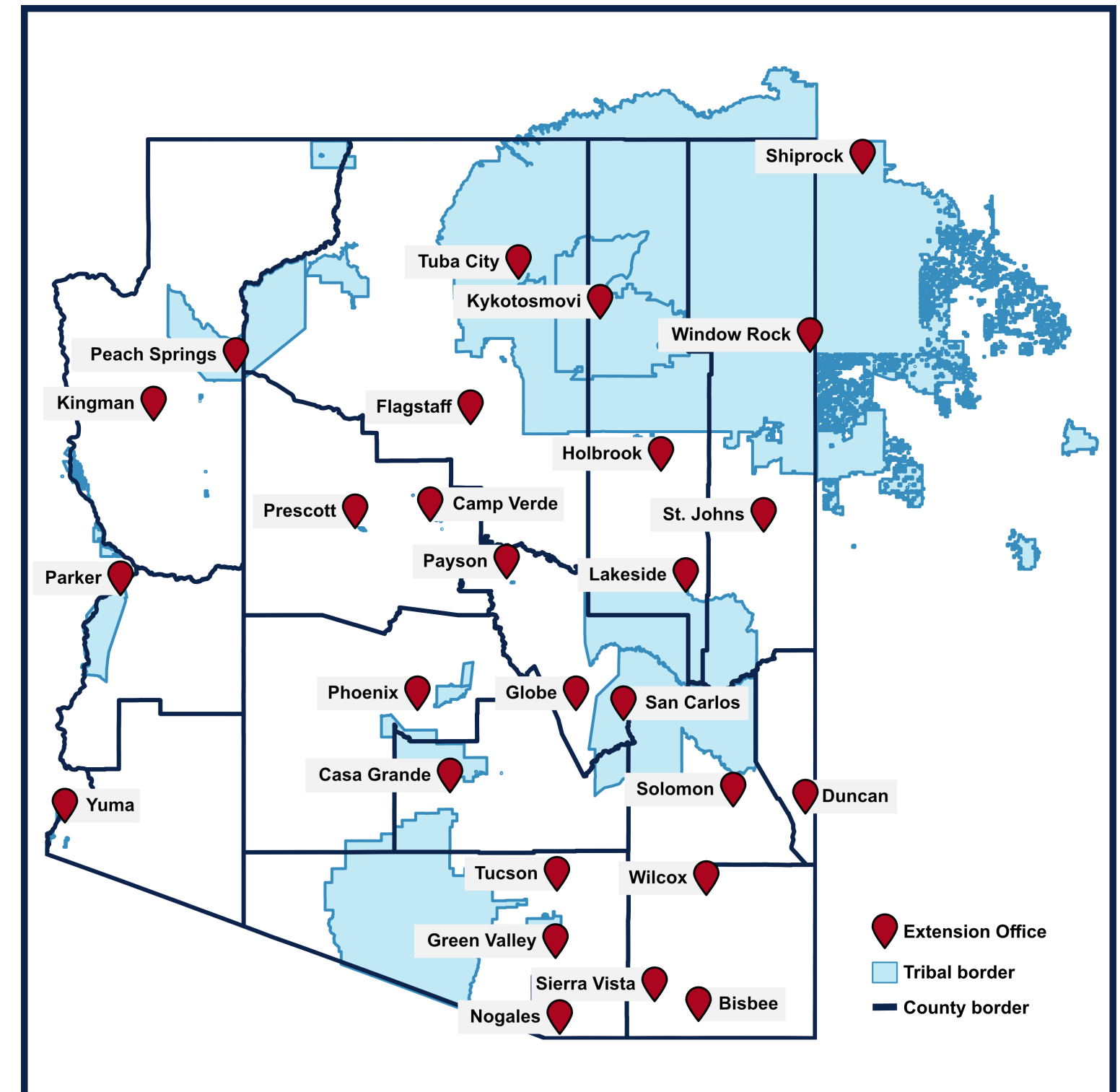
6-7-2023

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 research-based 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.



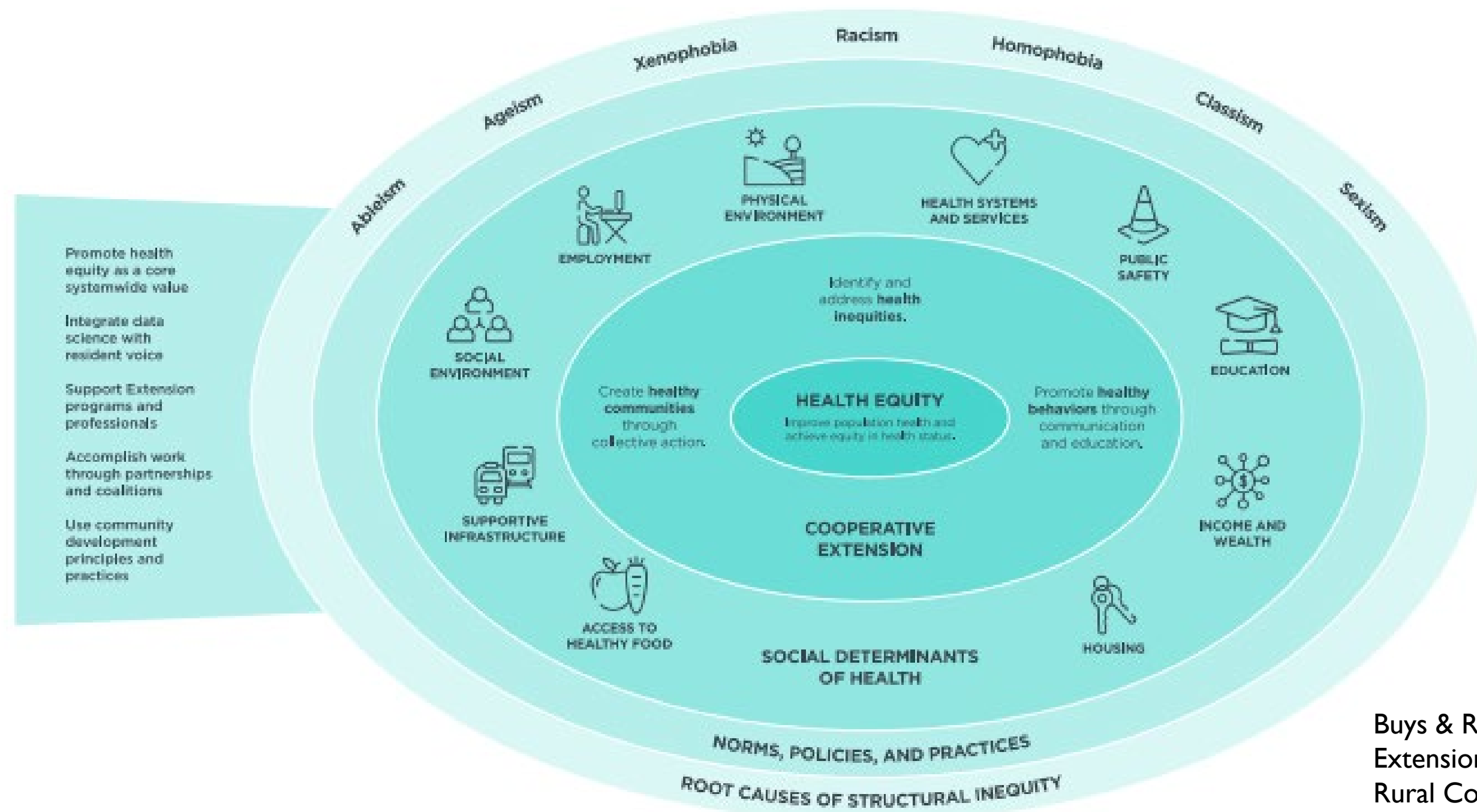
UNIVERSITY OF ARIZONA COOPERATIVE EXTENSION

Four “pillars”:

1. 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



Buy & 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 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)

U A Cooperative Extension FCHS

Community-driven &
data-informed

Strategically
Aligned
Cross-
Discipline
Programs,
Initiative,
Partnerships

Every Family
Thrives



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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

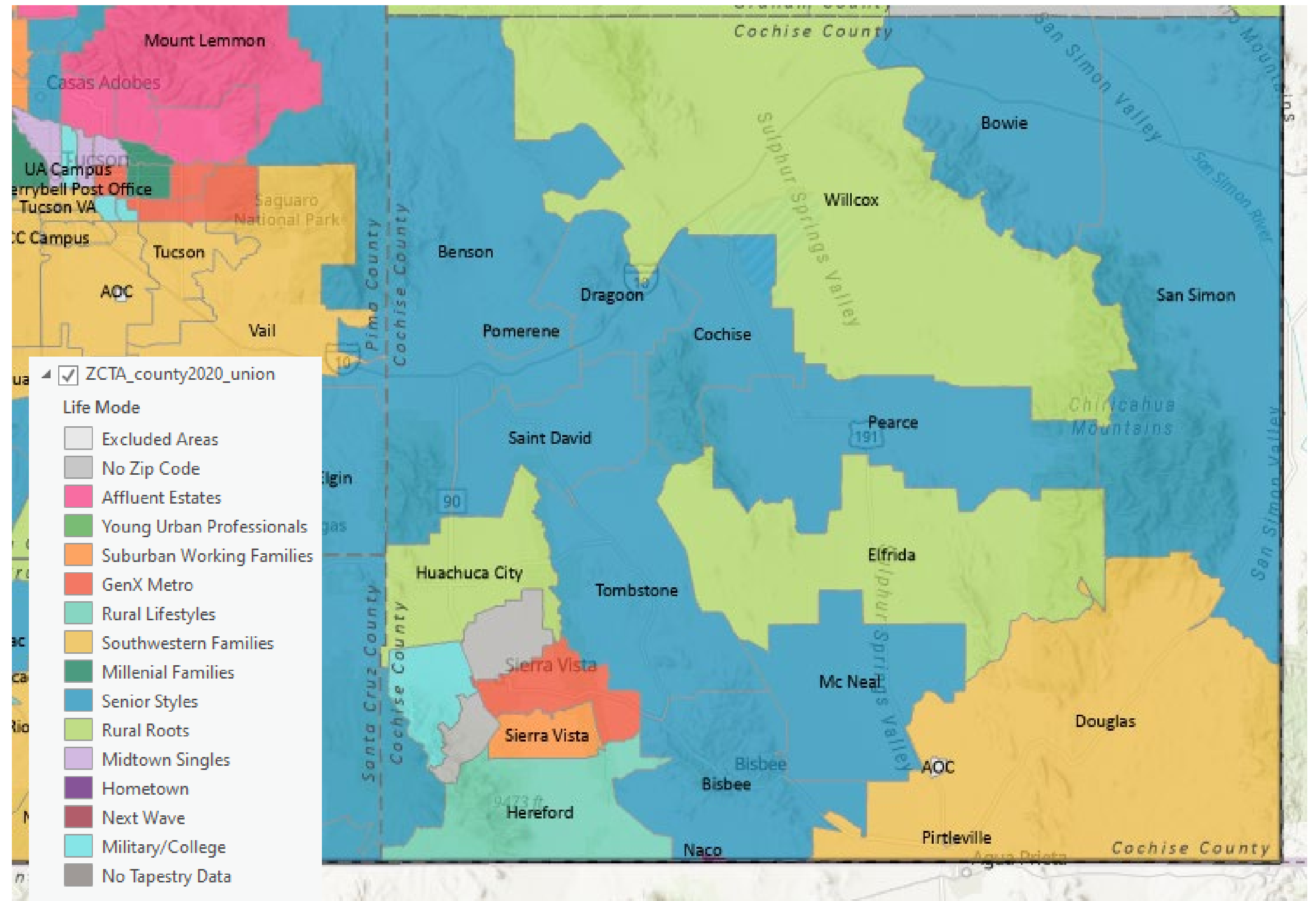
Targeted survey recruitment

- UACE users
- Topical experts
- General public



ESRI TAPESTRY 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

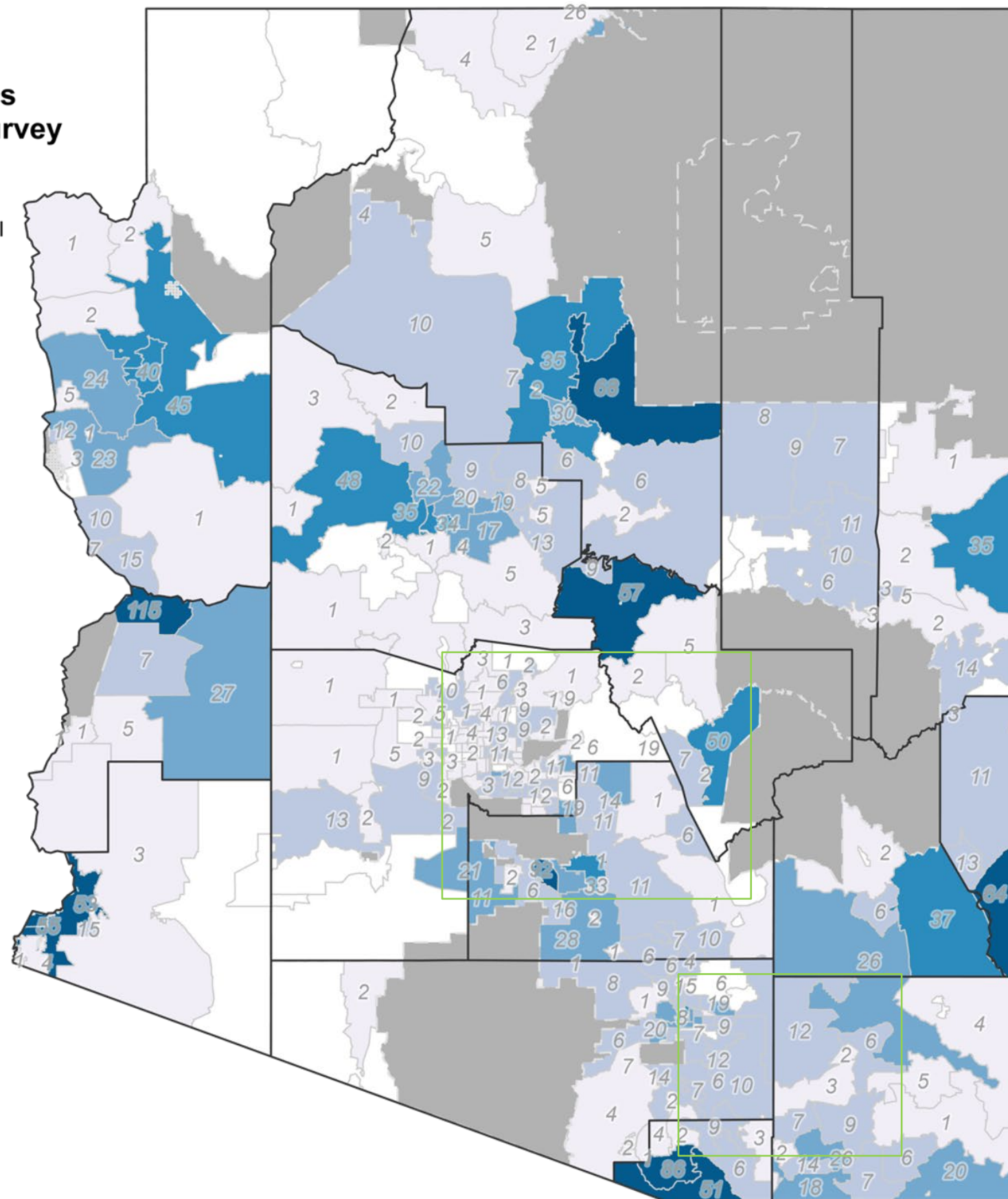
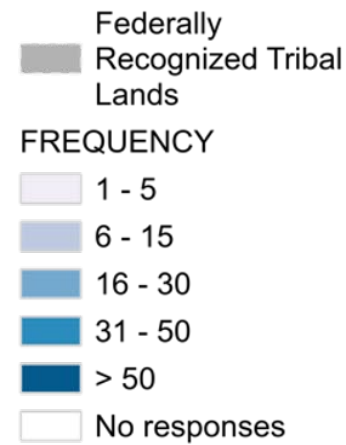


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| | Pop. (2020) | Survey Target (Min.) | Communities |
|-------------------------------------|-------------|----------------------|---|
| Cochise County | 125,447 | 100 | |
| LM 4 (Family Landscapes) | 14,857, 12% | 12 | Sierra Vista (85650) |
| LM 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 12 (Hometown) | 734, 1% | 1 | Naco |
| LM 14 (Military/College) | 5,239, 4% | 4 | Fort Huachuca |

Statewide Needs Assessment Survey Responses

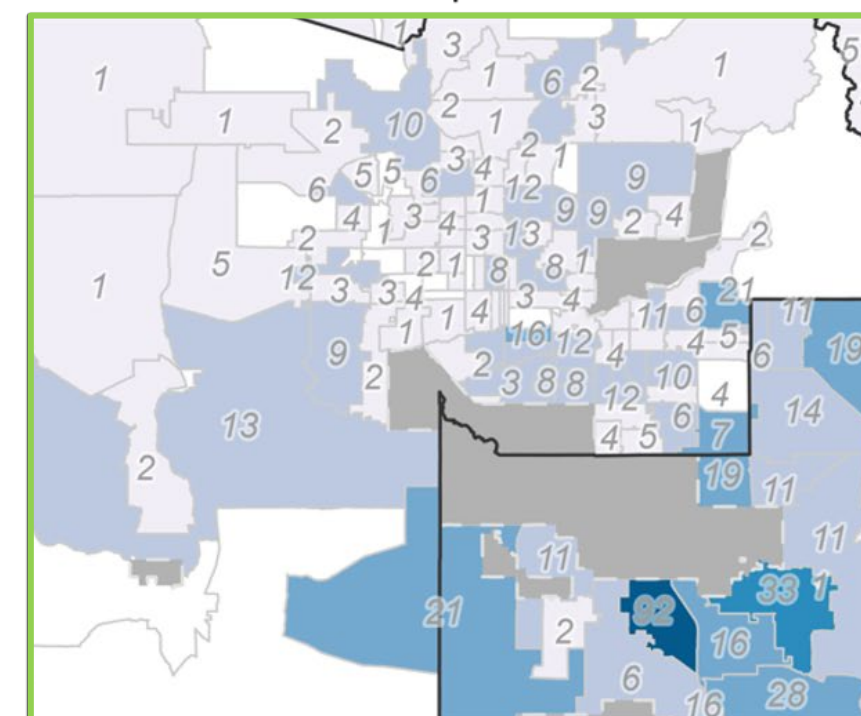


Successfully surveyed across the state

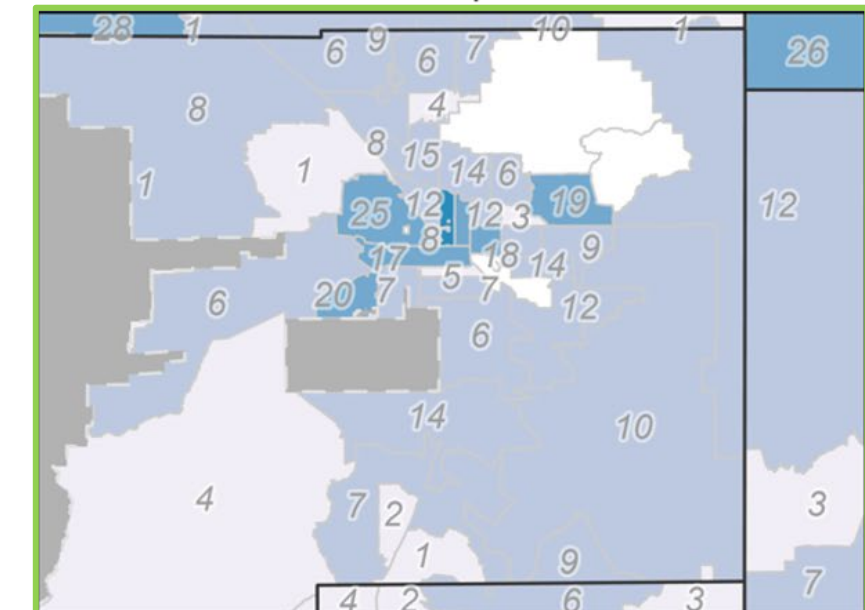
3,236 survey responses were included in the final statewide analyses

- 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

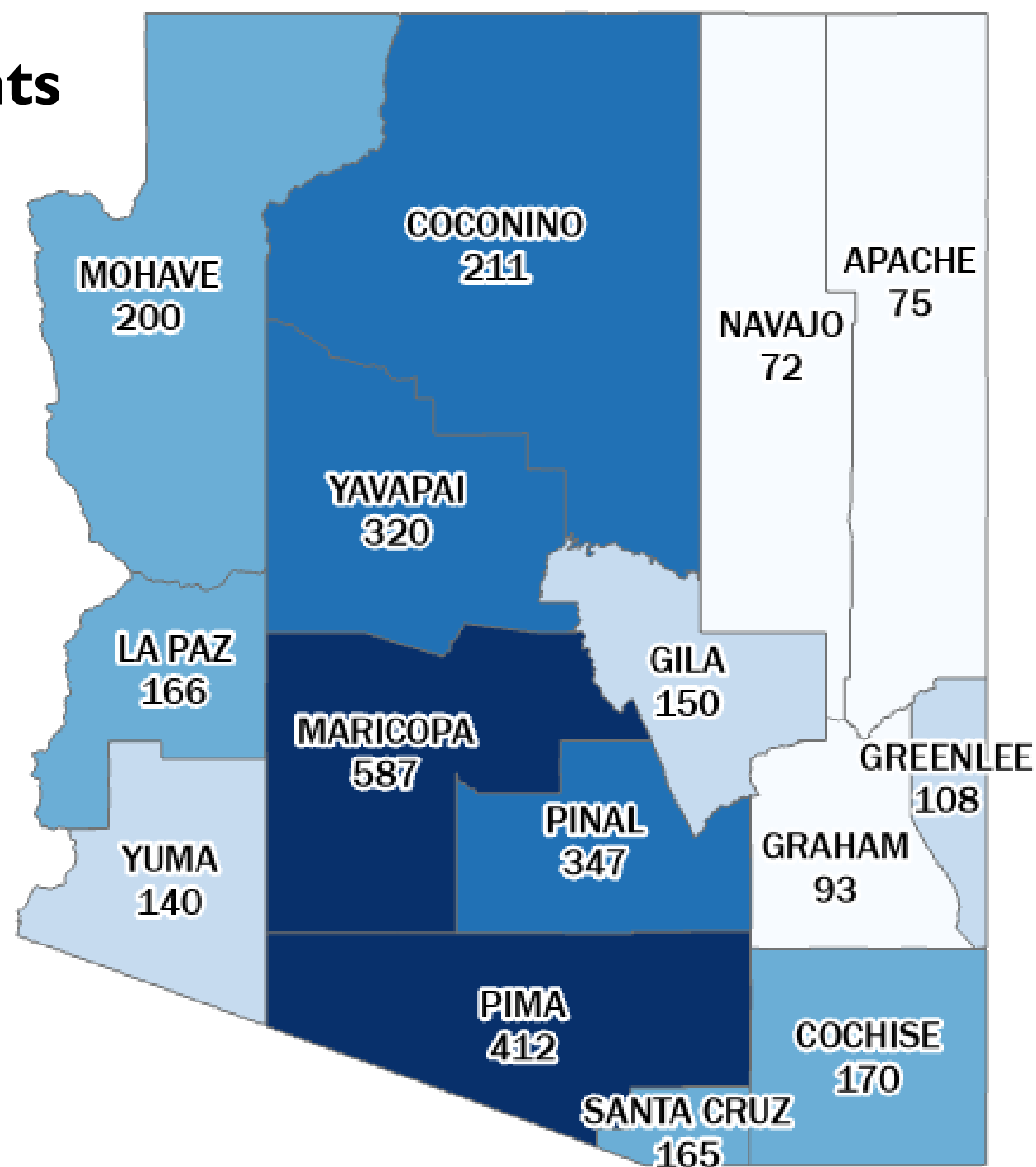


Tucson Metropolitan Area

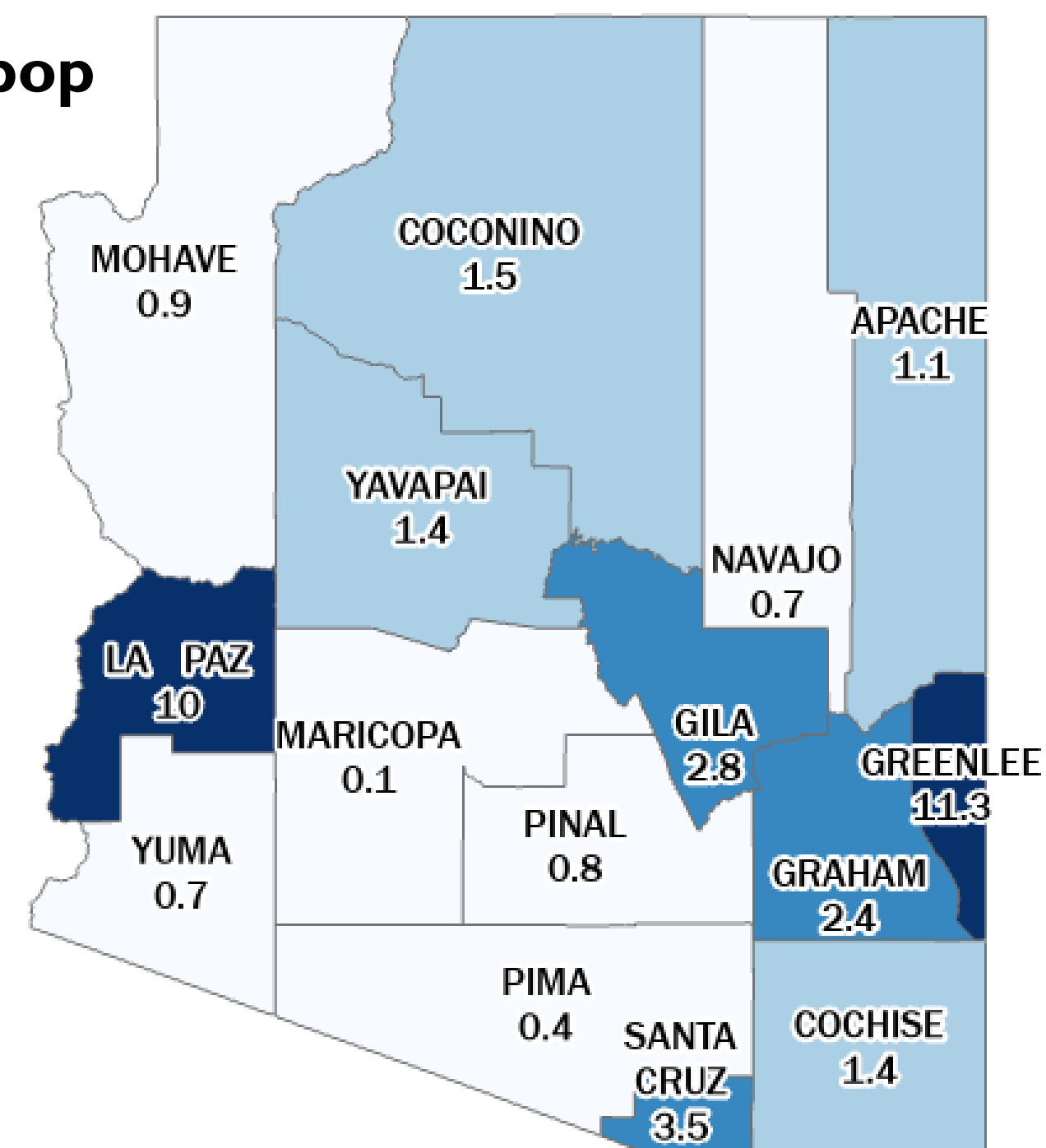


RURAL RESPONDENTS WELL REPRESENTED

Overall counts



per 1000 pop



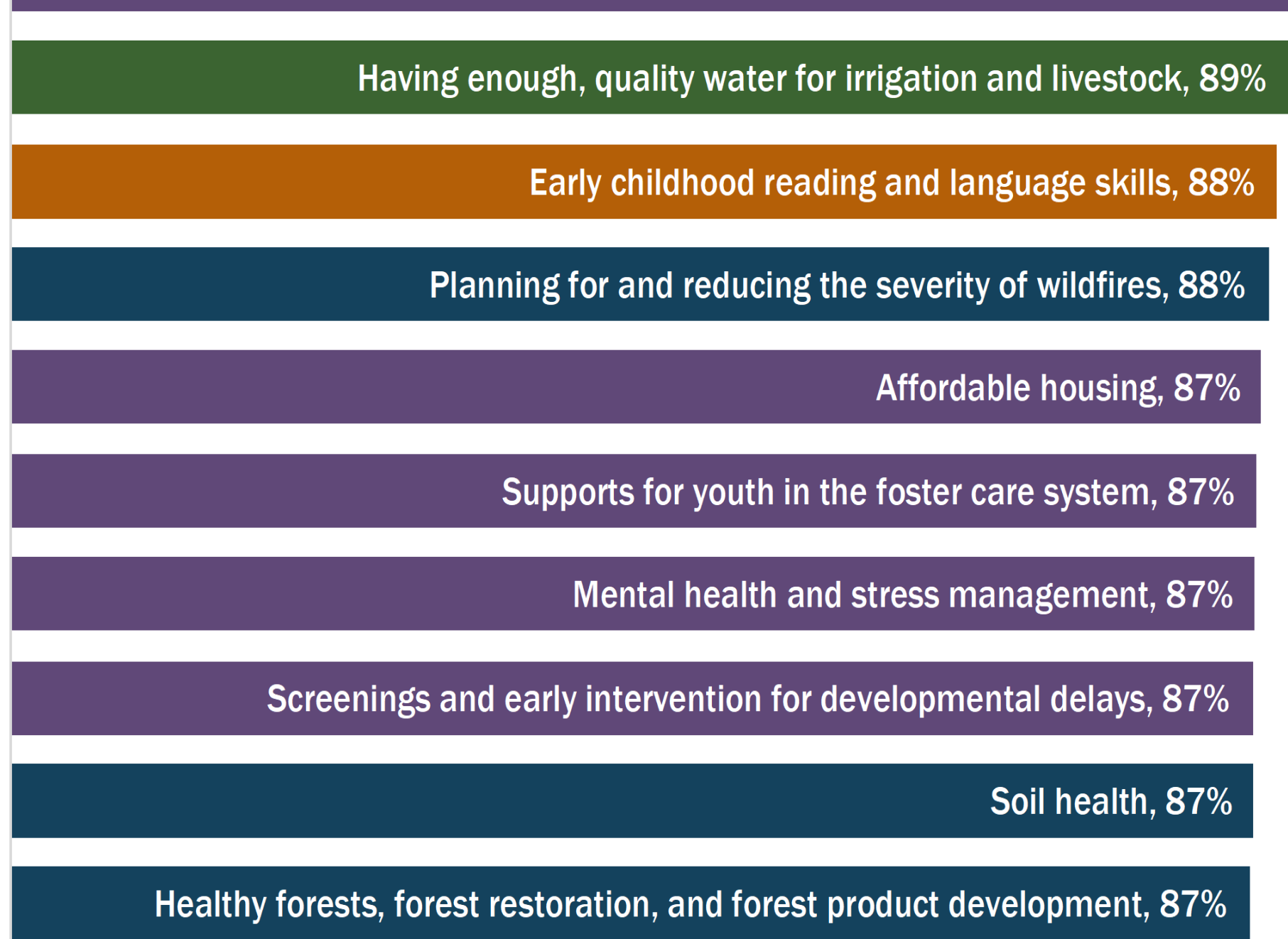
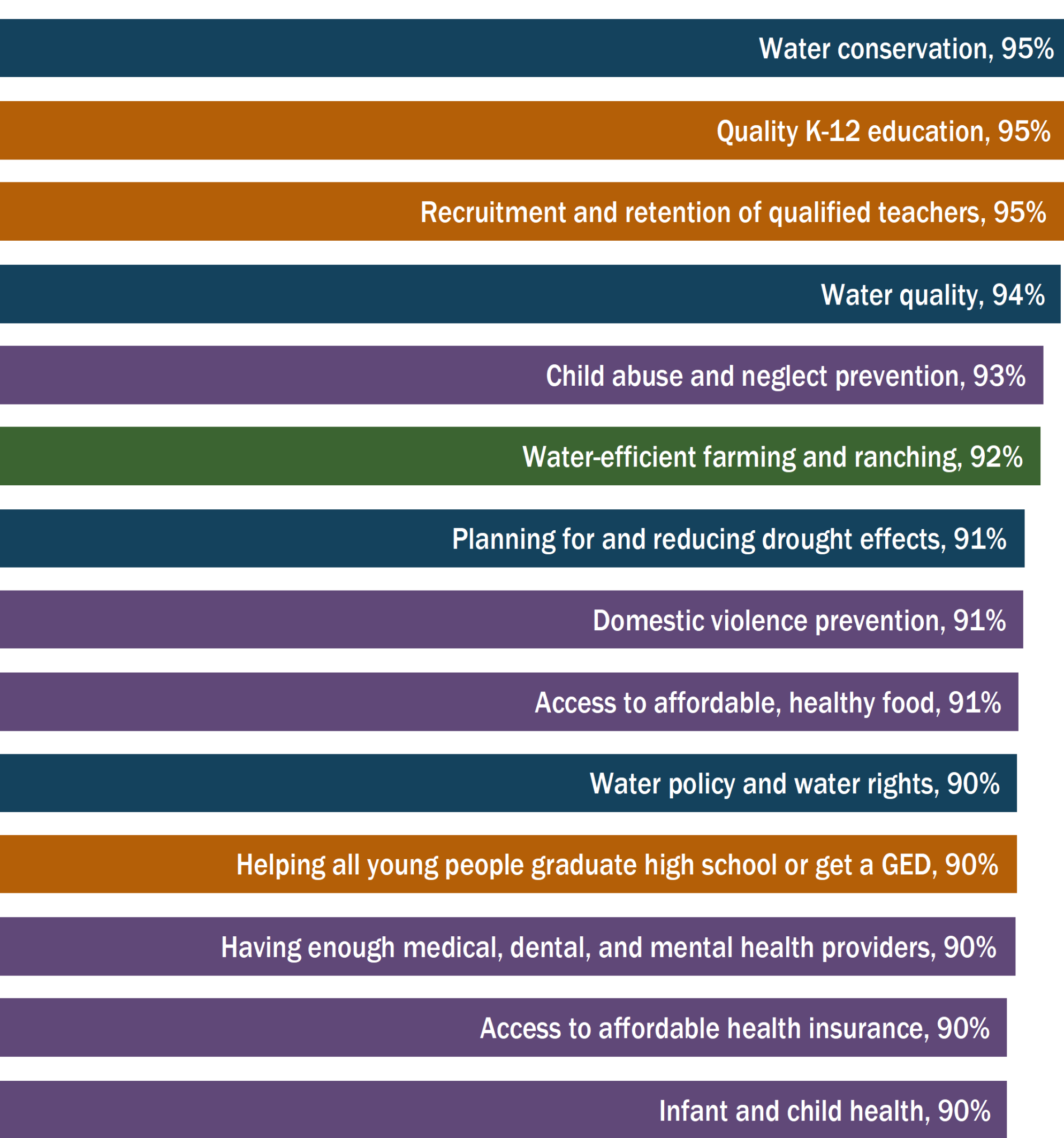
GENERAL DEMOGRAPHICS TO KEEP IN MIND

- 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



WHAT ARE THE
IDENTIFIED
PRIORITY
ISSUES FOR
ARIZONANS?





Statewide, the most respondents indicated it was “extremely” or “very important” to prioritize these issues.

Health and community
well-being
Education and youth
development
Agriculture

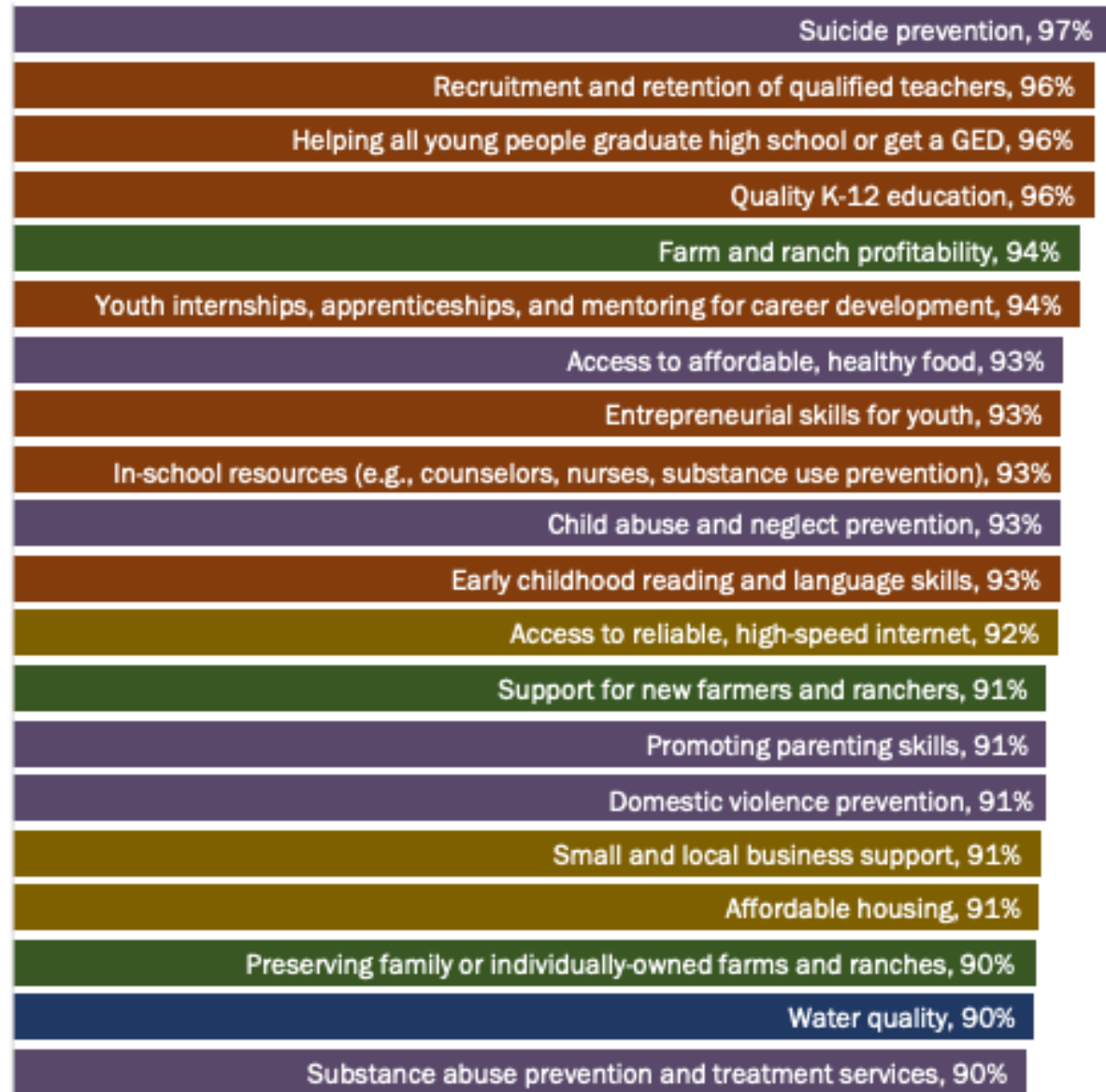
Natural resources and
the environment
Community and
economic
development

RANKINGS VARY BY COUNTY

Top Priorities

Identified by Apache County Respondents

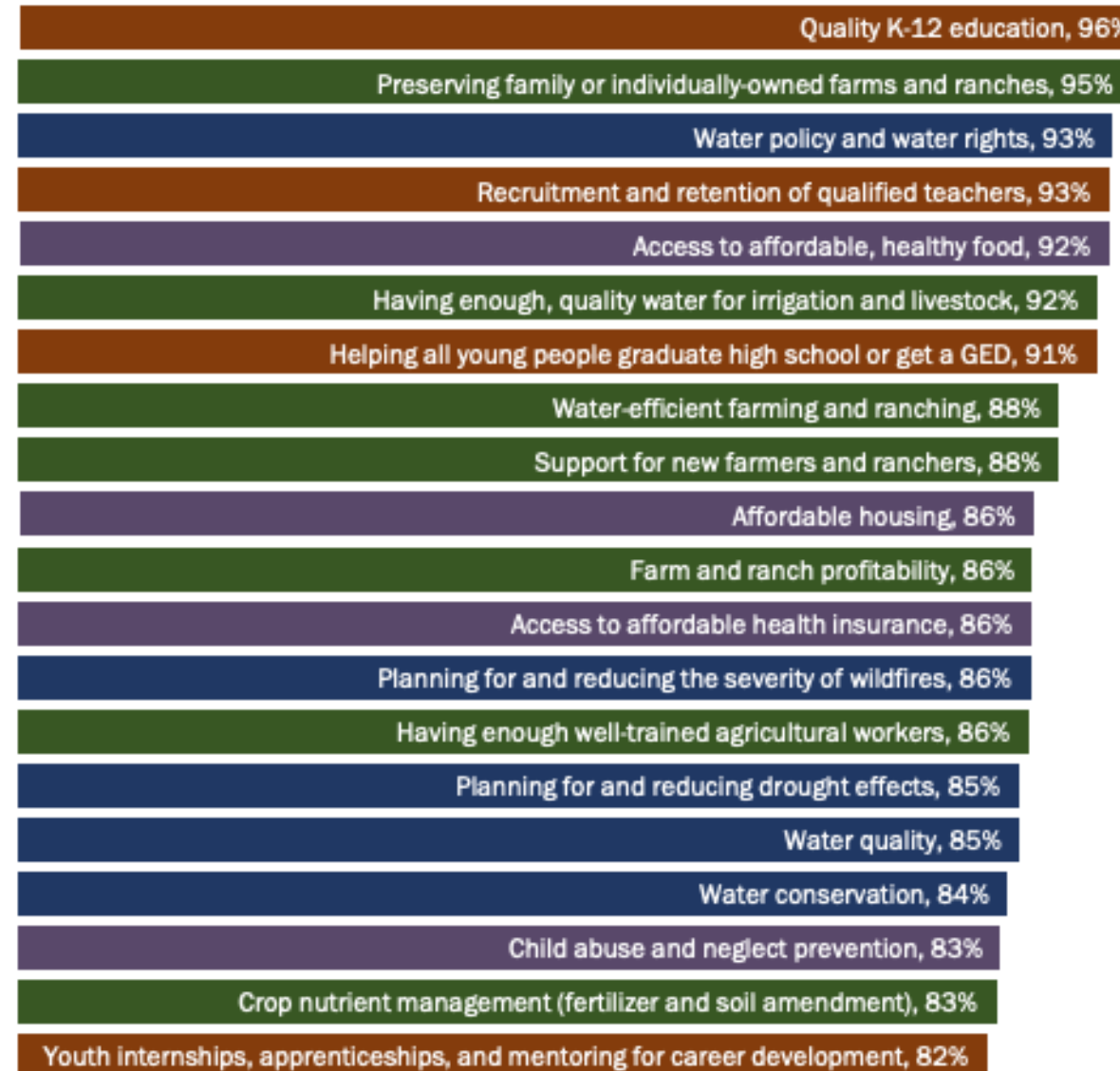
Percent of respondents who selected "extremely" or "very" important



Top Priorities

Identified by Greenlee County Respondents

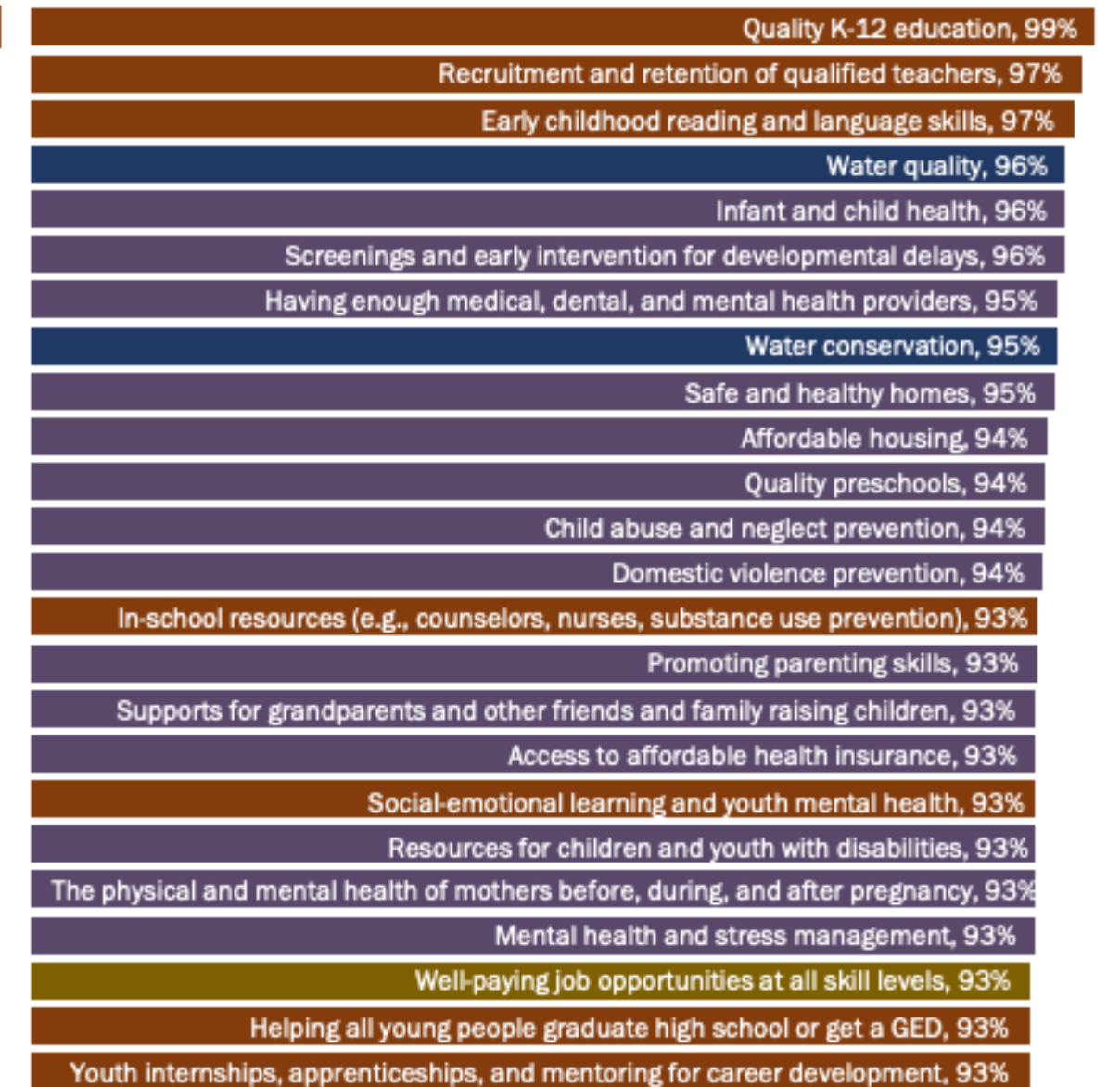
Percent of respondents who selected "extremely" or "very" important



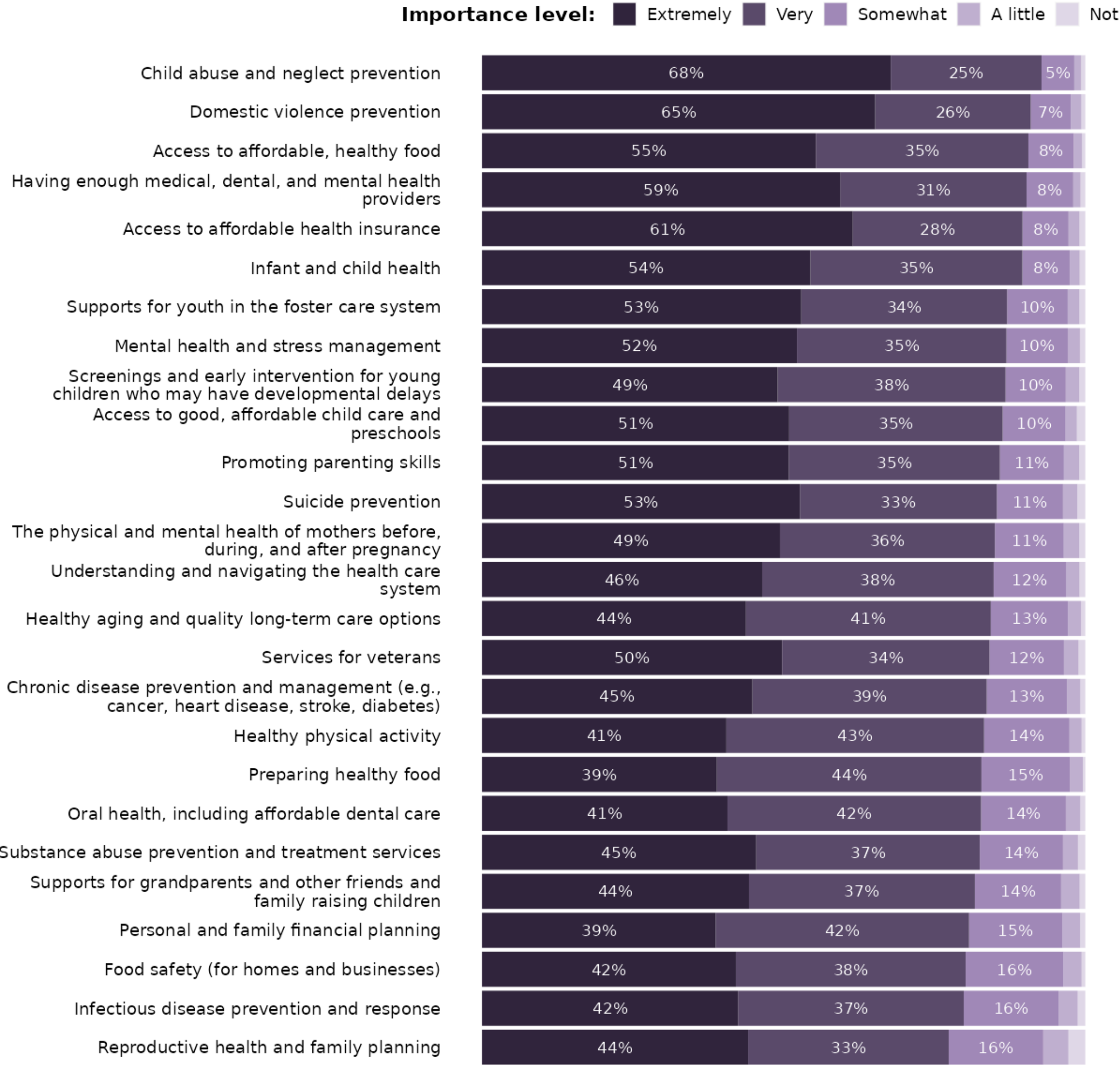
Top Priorities

Identified by Santa Cruz County Respondents

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



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 multi-sector 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)**



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T H A N K Y O U

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

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