

PROGRAM SUMMARY

CDC COVID-19 Health Disparities Grant

Key Impacts:



The Diversity in Media Database project will expand the representation of minority and diverse populations in promotional and outreach materials. This will support increased awareness of and hopefully participation in Cooperative Extension-sponsored programs and events. Moreover, this impact will be amplified as other agencies and organizations are able to make use of these resources.



University of Arizona Cooperative Extension, Family, Consumer and Health Sciences

Diversity in Media Database Description of Program:

Develop a multimedia database that includes images and action videos showing diverse families, communities of color, indigenous communities, and ableness populations in Arizona engaged in healthy behaviors. This database will be used by Cooperative Extension faculty and staff in their statewide programming for children and families and will be shared with other state agencies and non-profit organizations in Arizona.

Program Goals:

- ▶ Establish the process and system for capturing photos and videos and for building capacity amongst Extension personnel to sustain the repository.
- ▶ Coordinate statewide working groups of county-based faculty and staff in various program areas related to nutrition and family health and well-being.

CDC COVID-19 Health Disparities Grant Strategies:

Strategy 1: Expand existing and/or develop new mitigation and prevention resources and services to reduce COVID-19-related disparities among populations at higher risk and that are underserved.

Strategy 4: Mobilize partners and collaborators to advance health equity and address social determinants of health as they relate to COVID-19 health disparities among populations at higher risk and that are underserved.



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Milestones:

- ▶ Media releases were developed in consultation with UArizona Office of General Counsel to assure they are appropriate for use outside of University
- ▶ Annual (no cost) licensing agreement for external partners was also developed, again in consultations with UArizona Office of General Counsel
- ▶ Produced procedure guide for documenting and archiving photo and video assets
- ▶ The Database will consist of a minimum of 100 high-quality images, including some action videos, representing the diversity of peoples, locales, and programming. This content will be culled from an anticipated 2,000 or more images and videos taken. The vetting and editing process, as well as sustained contributions to the resource bank will continue beyond May 2024.



Stepping into the future:

- ▶ Possible collaboration with Tribal partners in the future.
- ▶ More photoshoots/community conversations.
- ▶ Grant-funding to continue the Database activities.
- ▶ 2-Year Extended Temporary position is being posted to help with Database Maintenance.
- ▶ Training for Extension Professionals at the State Extension Conference on how to improve photography for continuation.
- ▶ Guide as a presentation for national conferences.
- ▶ Journal submissions

Highlighted Partnerships developed or strengthened:



Ranches
 Grand Canyon Guides
 4-H
 Agriculture and Natural Resources

Family Studies in Human Development
 Norton School of Family and Consumer Sciences
 Arizona Center for Rural Health

Primary



Health Equity SDOH Primary Area of Impact:

Education

Secondary



Employment

Health Systems and Services

Tertiary



Housing

Income and Wealth

Physical Environment

Public Safety

Social Environment

Transportation



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