

—COOPERATIVE—  
**EXTENSION**  
*Extending Knowledge, Changing Lives*

**Health Partnership Opportunities**

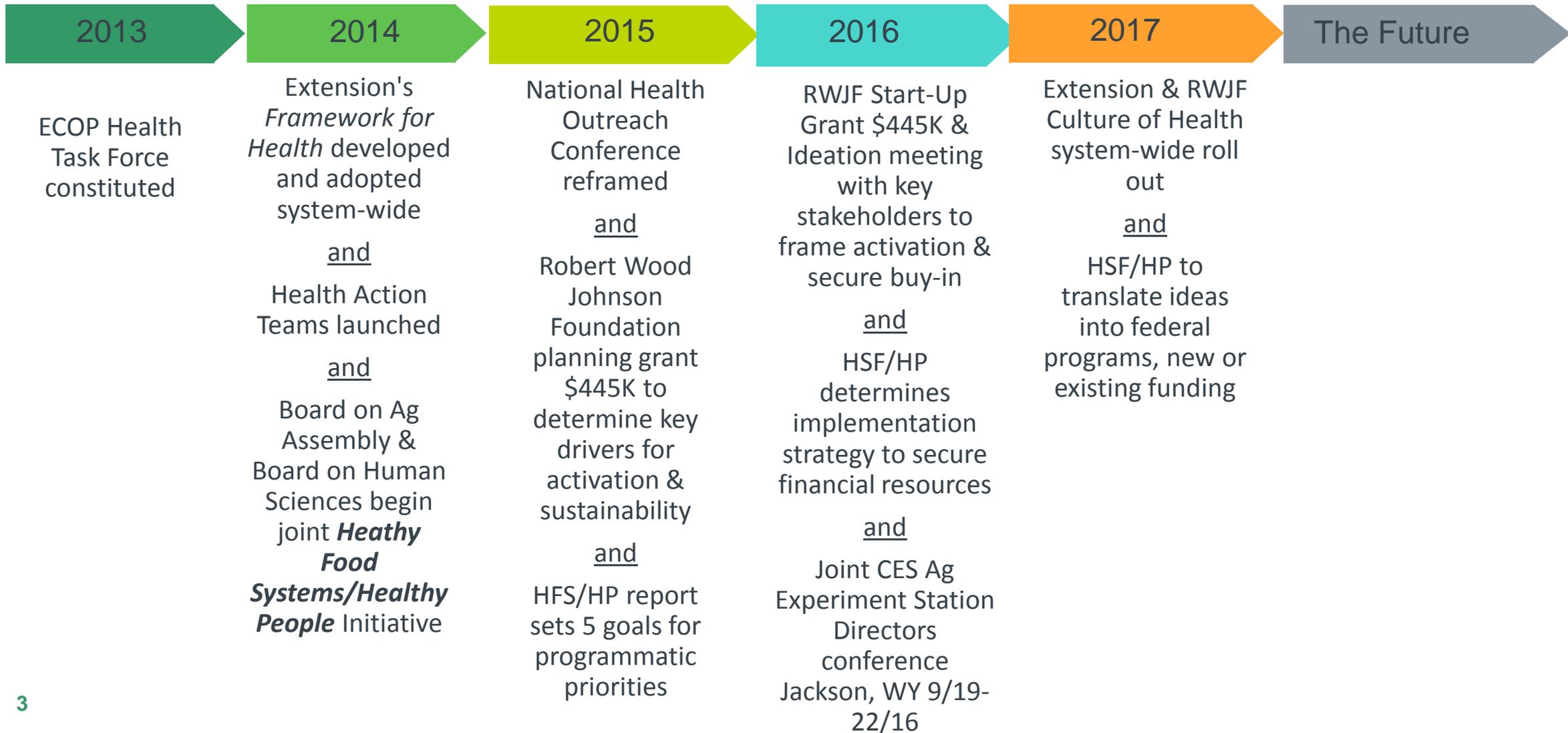
NEAFCS Annual Conference  
September 14 – 15, 2016  
Big Sky, MT  
Linda Kirk Fox, University of Georgia

# The Land Grant Idea

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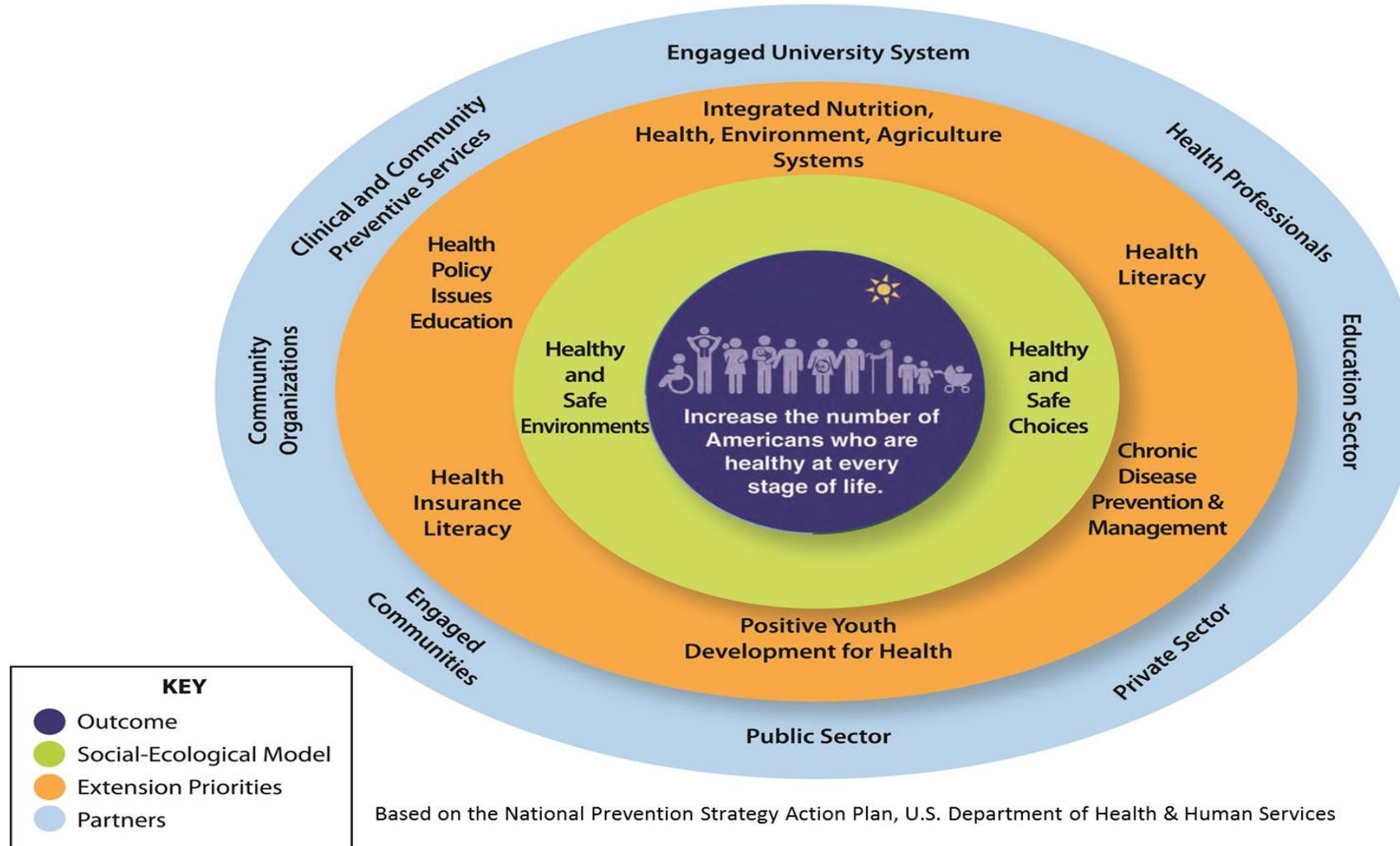


# Evolution of Extension's Partnerships for Health



# Ten Year Vision to Operationalize & Activate our Framework

## Cooperative Extension's National Framework for Health & Wellness



Based on the National Prevention Strategy Action Plan, U.S. Department of Health & Human Services

# BAA/BOHS Report

- Distributed in March 2016 for Council on Agriculture, Research, Extension and Teaching (CARET) and Academic Heads Section (AHS), and research and extension directors Hill Visits.
- Report also distributed at BOHS Conference in March in Arlington, VA and at National Health Outreach Conference in Roanoke, VA in April

## Healthy Food Systems, Healthy People

AN INITIATIVE OF THE ASSOCIATION OF PUBLIC AND LAND-GRANT UNIVERSITIES



# BAA/BOHS Healthy Food Systems/Healthy People

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Five programmatic priorities:

- Integration across systems (federal, state, county, local) and interdisciplinary within universities
- Improve lab to community through education, outreach and engagement
- Identify drivers of food choice and inter connectedness with food consumption decisions
- Broaden definition of food quality and functionality of food and dietary supplements
- Better understand the complex relationship of food-human-gut micro biome.

# BAA/BOHS Healthy Food Systems/Healthy People

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- The overarching goal of the report and our implementation actions is to work toward greater interdisciplinary research, Extension and education activities in the fields of agriculture, food, nutrition, health care.
- The implementation plan is intended to translate the ideas from the report into potential new federal programs and/or integrate the HFSHP objectives into existing programs, and other actions.
- Critical to build partnerships with private sector, non-profit, and state/local government entities.

# BAA/BOHS Healthy Food Systems/Healthy People

- Research, evidence-based prevention and care, multidisciplinary approaches and means of strengthening federal partnerships with USDA NIFA and others (e.g. CDC), and expanding the recommendations of the *Nutrition Research Roadmap 2016-2021* all fit within the HFS/HP priorities
- Discussion and action to be part of agenda next week in Jackson, WY



**partnership:  
power and  
possibilities** | Joint meeting of the  
Experiment Station &  
Cooperative Extension  
Sections

2016 • JACKSON, WYOMING



**September 19-22, 2016**  
**Grand Teton National Park • Wyoming**

In this first ever joint meeting of Experiment Station and Cooperative Extension Sections, we will focus on partnership—the power and possibility—as we identify current and potential partnerships where our organizations are aligned, learn about best practices for research and application efforts, and engage with one another on national agendas.

# HSF/HP Implementation Committee

<b>Rick Mertens, Chair</b>	<b>Associate Director for Federal Relations for Agriculture and Natural Resources, Texas A&amp;M</b>
<b>Tammy Bray</b>	Dean, Public Health and Human Sciences, Oregon State University
<b>Brian Buhr</b>	Dean, College of Food, Agricultural & Natural Resource Sciences, University of Minnesota
<b>Frank Busta</b>	Emeritus Head, Department of Food Science & Nutrition, University of Minnesota
<b>Damarys del Castillo</b>	CARET Rep, Quality Control Director, Goya de Puerto Rico, Inc.
<b>Linda Kirk Fox</b>	Dean, College of Family and Consumer Sciences, University of Georgia
<b>Michelle Rodgers</b>	Associate Dean & Director of Cooperative Extension, University of Delaware
<b>Madeline Mellinger</b>	CARET Rep, CEO, Glades Crop Care
<b>Chris Ladisch, ex officio</b>	Dean, College of Health and Human Sciences, Purdue University
<b>Rich Linton, ex officio</b>	Dean, College of Agriculture and Life Sciences, NC State
<b>Erik Fatemi</b>	Cornerstone Government Affairs
<b>Hunt Shipman</b>	Cornerstone Government Affairs
<b>Ian Maw</b>	Vice-President, Food, Agriculture, and Natural Resources, APLU
<b>Eric Young, Support</b>	Executive Director, Southern Association of Agricultural Experiment Station Directors
<b>Eddie Gouge, Support</b>	Senior Associate Director, Federal Relations, APLU
<b>Alvin Lira</b>	Legislative Support Specialist, Texas A&M University System

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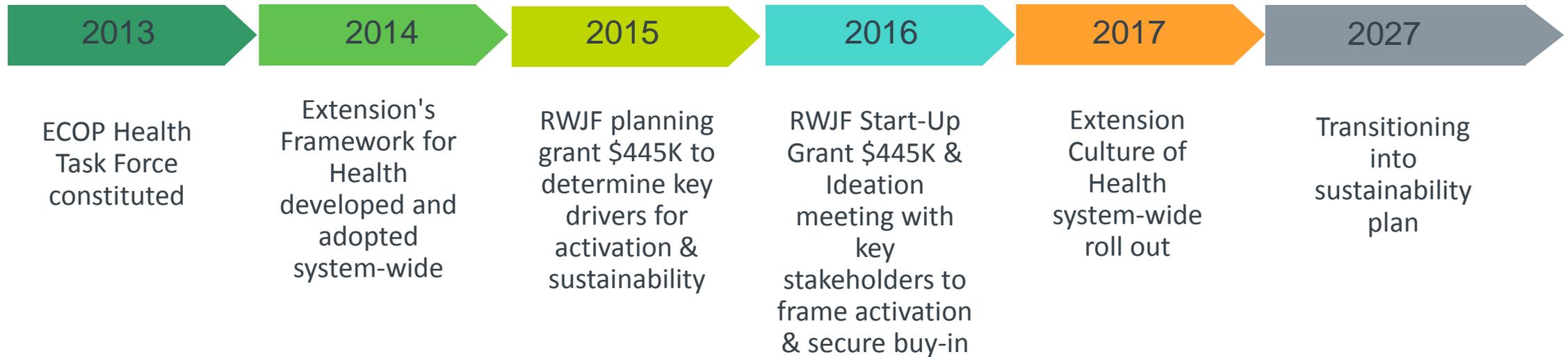
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Robert Wood Johnson Foundation

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# Evolution of Extension's Strategic Plan for Health



# Strategic Opportunities For CES —National, State, Local

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- Leverage new investments and partnerships
- Integrate Extension programs and professionals
- Demonstrate Extension's unique interdisciplinary capacity of respond to critical issues
- Raise visibility and awareness of Extension internally and externally

# Build on Success: Three Key Differentiating Elements



Youth  
Leadership

Expert  
Volunteers

Applied  
Research

Doing for Health what we have done for Agriculture over the past 100 years

# Three Phases for Implementation

## Start-up (2016- 2017)

- Designing a systems approach
- Testing tools & templates for Launch
- Developing support structure and professional development opportunities

## Launch (2017-2027)

- National structure with local Health Councils assessing needs & taking action
- Opt-in with state and local self-assessments to determine level of participation

## Sustain (2027+)

- Programming grounded in research
- Delivered by trained professionals & volunteers
- Life-changing individual & societal results

# 10 Year Launch Phase with 5 Waves



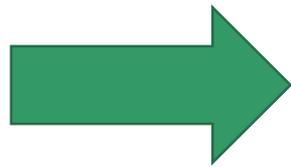
*\*Assumes 10 LGUs aren't interested in participating*

# Wave 1: 2017-2018

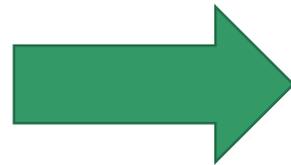
Wave 1  
(2017-2018)

Implementers:  
10 LGUs  
(2 per Region)

Readiness:  
56 LGUs



1. Administrator assessment to determine LGU interest
2. Community assessment (3) to determine tier of readiness for Health Council
3. Build/refine Health Council
4. Health Council determines outcomes to affect
5. Health Council action planning & implementation
6. Evaluate results



1. State, local and individual assessments to determine professional development needs
2. Creation of PD “pathway” to develop readiness for Wave 2 or 3 implementation

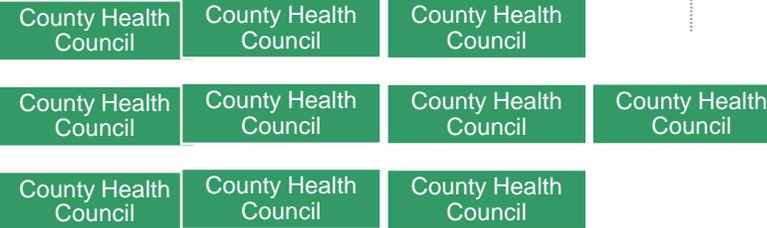
# Overarching Wave 1 Structure

5 Regional Lead  
Advisor/Specialist

## Tier 1: Innovators

Council in place and  
utilizing evaluation tool  
to inform work

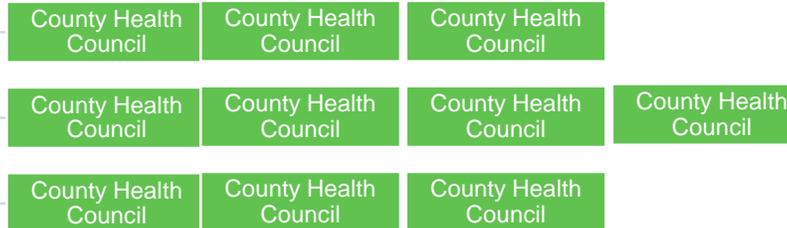
Tier Lead  
Advisor



## Tier 2: Early Adopters

Loose council in place

Tier Lead  
Advisor



## Tier 3: Late Adopters

No council in place

Tier Lead  
Advisor



As counties build stronger structure & improved process they move up the tiers for larger innovation grants to implement bigger projects. Meanwhile, best practices are collected and funneled down within regions by Regional Lead Advisors/Specialists

## Potential Funding for the System Proposed \$7-10M for Each Wave

- CES and National 4-H Council Leadership
- Tier Lead Advisor
- Regional Lead Advisor
- Innovation Grants for Health Council Action Plans
- Professional Development Resources & Training

# How can you get involved?

- Launch (2017-2018): **10 states needed** to pilot implementation in Wave 1

# National Leadership Advisory Team

*Thank you to the Advisory Team who informed the strategy for the Start-up Phase and those that have continued as Core Leadership Team members to build the Launch strategy.*

## **Extension & BOHS**

Cathy Allen  
Tammy Bray, PhD  
Thomas Coon, PhD  
Linda Kirk Fox, PhD  
Brad Gaolach, PhD  
Richard Klemme, PhD  
Theresa McCoy, PhD Candidate  
Roger Rennekamp, PhD  
Lorrene Ritchie, PhD  
Michelle S. Rodgers, PhD  
Pamela Rose, PhD  
Celvia Stovall, PhD

## **USDA-NIFA**

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Ahlishia Shipley, PhD, CFLE  
Dionne Toombs, PhD

## **National 4-H Council**

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Christina Day, MPH  
Heather Elliott  
Adaku Uche Ekpo  
JoAnne Leatherman

## **Youth**

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Allison Lansman, Iowa  
Andres Parra, Arizona  
Andrea Vessel, Ohio

## **Project Manager**

Bonnie Braun, PhD

# Thank you!

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