

Building a Culture of Partnerships to Strengthen Urban Programs

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*Dedicated to Mary Jane Willis, Rutgers Extension Assistant Director and a
tireless advocate for urban Extension*





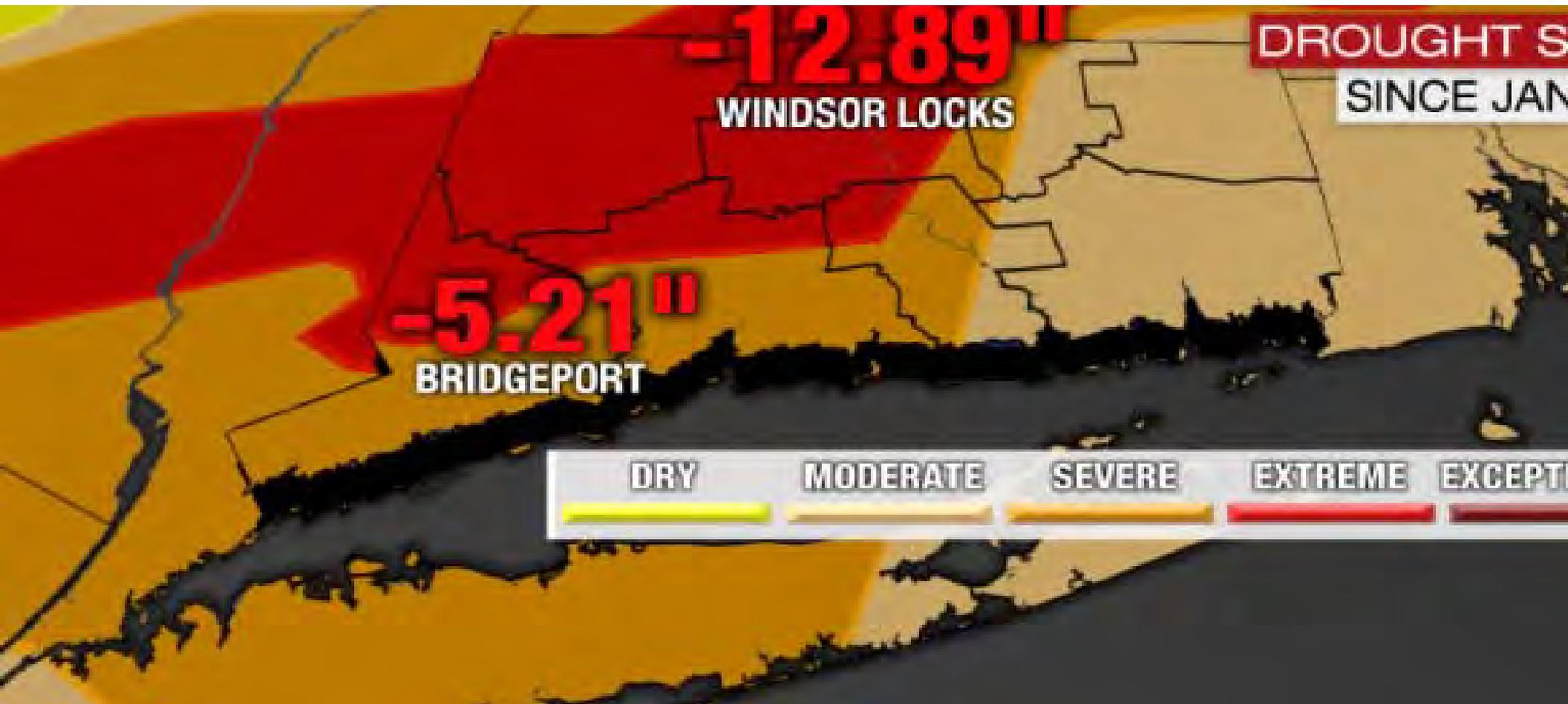
The continental United States at night
How urban are we? What does being urban mean?
NASA image



The Northeast at night from Rhode Island to New Jersey
How urban are we in the Northeast as compared to the rest of
the nation?
NASA image.



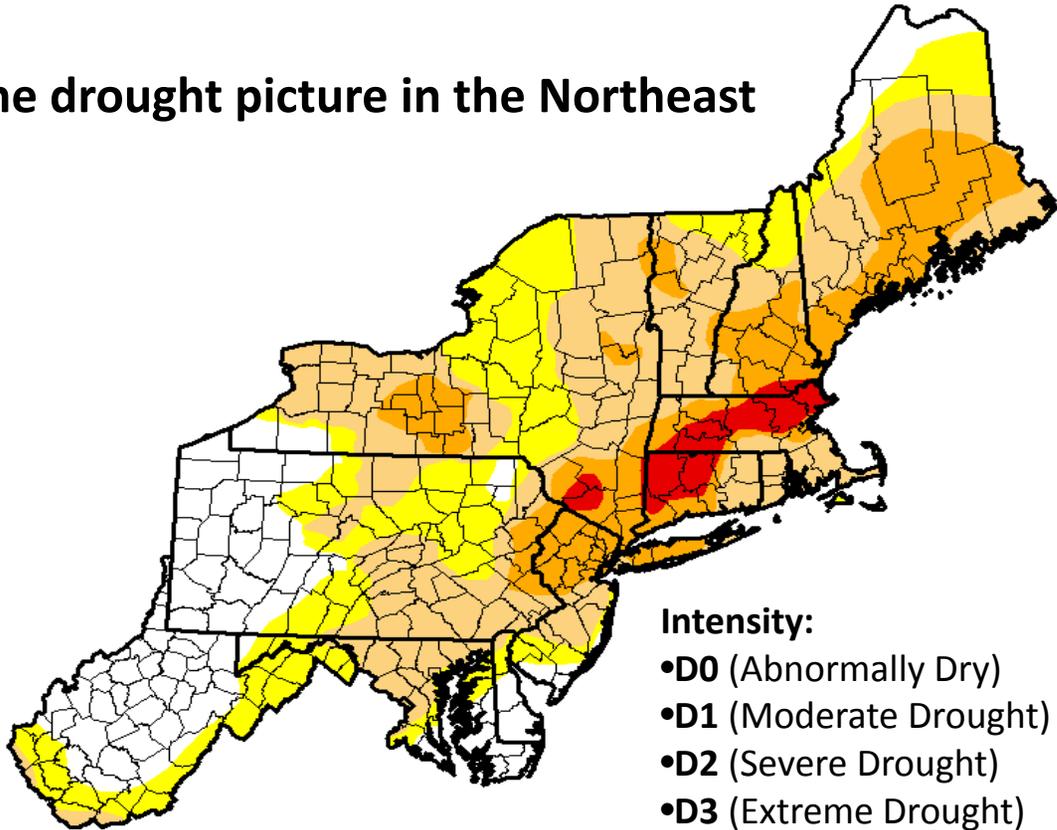
The Northeast at night from Rhode Island to New Jersey
The Last Green Valley of Eastern Connecticut



The story being told is....is rural vs urban a factor?

Public water systems or private wells? What about dug vs drilled wells?

The drought picture in the Northeast



Intensity:

- D0 (Abnormally Dry)
- D1 (Moderate Drought)
- D2 (Severe Drought)
- D3 (Extreme Drought)
- D4 (Exceptional Drought)

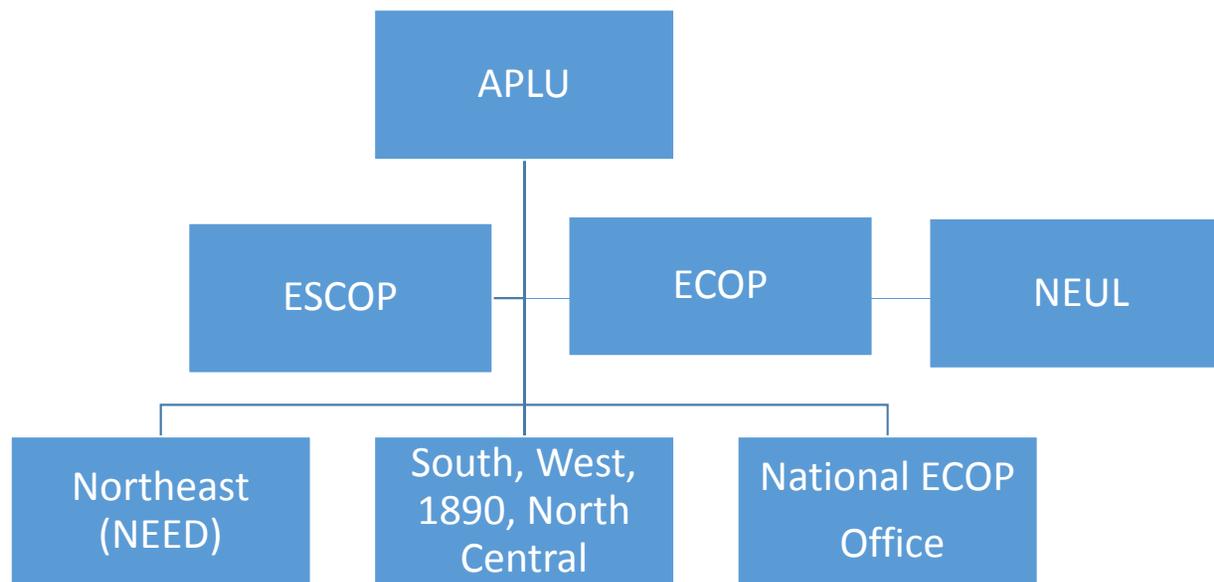
The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying [text summary](#) for forecast statements.

Author(s): Richard Heim, NOAA/NCEI

Building Programs to Strengthen Partnerships and Create New Opportunities

1. A look at the current rural-urban interface
2. Resources available to support urban programs
 - APLU and ECOP
 - ECOP's support of NEUL
3. Culture of Health, of Protecting the Environment, of Building Strong Youth
4. Ideas for Moving Forward

APLU Organizational Structure



Association of Public and Land Grant Universities (APLU) of which ECOP is a part

- APLU Commission on Innovation, Competitiveness, & Economic Prosperity
- Urban serving Universities of which 6 of 35 are in the Northeast
- Includes 4 SUNY institutions and University of Massachusetts Boston
- Goal: provide metropolitan regions with an evidence-based, outcomes-driven comprehensive approach to implementing urban sustainability solutions focused on climate equity related to transportation, water policy and land use.
- **Where are NEUL and/or Cooperative Extension in this picture?**

Extension Committee on Organization and Policy ECOP – How it works

- ECOP membership is comprised of three representatives per region. Michelle Rodgers, DE, just completed her term as the chair of ECOP. Other members are Bill Hare, UDC and Chris Watkins, Cornell
- Also on ECOP are the 5 regional Executive Directors (ED), the National ED, and chairs of related committees BLC, CLP
- Provides framework and coordination for national programs
- Operating budget supported by an assessment - \$500,000 per year
- Primary communication piece - Monday Minute, weekly electronic communication. To sign up email sandy.ruble@extension.org

ECOP Approves NEUL Memorandum

September 2015

- Approved ECOP urban program sub-committee to cooperate in advancing the strategic importance and long-term value of urban Extension nationally.
- The creation of a 17-person steering committee representing all five regions as well as USDA-NIFA.
- Acceptance of the white paper titled *A National Framework for Urban Extension* dated September 2015.
- NEUL to assume responsibility for the National Urban Extension Conference following the 2017 meeting.
- Expected outcome: NEUL to be the lead voice for Urban Extension.

ECOP 2016-2017 Priority Programs

- Private Resource Mobilization
- Urban Programming based on: *National Framework for Urban Extension*
- Innovation to Strengthen Learner Engagement
- Federal Resource Development
- Health Programming
- Marketing and Communications
- Organizational Functioning - eXtension Foundation; rapid response to civil discourse, Extension Disaster Education Network (EDEN)

Areas of Focus for NEUL

- Building Partnerships for:
 - Culture of Health
 - Culture of Protecting the Environment
 - Culture of Enriching our Youth; goal to increase 4-H membership to 10 Million
 - Culture of Strengthening Communities
 - Culture of Urban Food Systems; Urban Agriculture

To Be Successful in Urban Programs Ask the Following

- What are our traditions and our values?**
- Are we listening as people identify their concerns?**
- Are we ready to measure the impact of change?**
- What could we do to tap into resources that non-profit organizations are missing?**
- Can we think as one system and break down the silos that keep us organizationally separated?**
- Do we partner with new or different program areas: urban forestry? Urban serving universities?**
- How do we convert a passive consumer to an active collaborator?**
- Be careful of the blow in, blow off, and blow out mindset; quick results may not be long term impacts.**

NEUL Program Development Foci

National trends identified include:

- Public health policy changes, health conditions including acute to chronic diseases
- Food insecurity; health disparities including suboptimal health care; providing people with tools and information for healthy choices
- Economic issues and population changes; increased use of electronic health sources and information; health literacy and its relationship to health care costs

What Stories Being Told?

- **Stories influence our ability to remember and can influence our desire to give time, talent and financial resources.**
- **Why share stories? They illustrate the impact of the program: what changed and what happened as a result of that change?**
- **Books as a source of stories or your personal experience**
- **Stories reflect values and traditions; concerns for future, for family, the impact of program, or to identify a new collaborator.**
- **What are our stories around Health? Communities? the Environment?**
- **Creating a narrative around story telling is very powerful. Answering questions creates a narrative for telling a story which influences our ability to remember and can influence our desire to give.**



New York City from the top of the Museum of Modern Art
What urban story could we tell?



Water supply on the LBJ Ranch in Johnson, Texas
The rural story is?

From Where we come Defines Who We are and our Orientation: Rural vs. Urban

- Paul Robeson for whom this building is named:
 - Son of a former slave
 - Raised in Princeton and Somerville, NJ
 - Graduated Rutgers Phi Beta Kappa; law degree from Columbia
 - International screen and stage star: *Othello and Show Boat*
 - International civil rights activist
 - Central State University, Wilberforce, Ohio, the newest 1890 Land Grant University, also has a Robeson Center

Acquiring Resources

- Fund sources: trusts, private capital, associations, corporations
- Government grants: federal, state, municipal
- Skills sets: professional, trade, labor assistance
- Facilities and equipment: gifts or loans
- University resources and contacts
- Political contacts
- Private equity funds

Building the Culture of Health into Extension Programs

Focus on long standing health related programs includes: 4-H, farm equipment safety, pesticide safety, occupational health, EDEN (Extension Disaster Education Network).

Health problems are related to:

- natural disasters such as earthquakes or tornados**
- to sources related to debt; or related to consumer pricing of alcohol**
- housing, i.e. lead poisoning, paint, dust, and dirt**
- inadequate water supply or lack of clean water. Water availability-quantity and quality**

Variables impacting a culture of health are universal for people making less than \$35K per year.

Add the #1 public health issue of climate change. Climate change leading to impact on pollen production; amount of rainfall impacting flooding and mold. Days over 100 degrees with no AC. If decreased air pollution, would people exercise more?

What would be the impact of increased public transportation availability and use? Would access to and consumption of fruits and vegetables increase?

Potential Partners within Communities and Academic Units

GE HealthyCities Leadership Challenge to design novel approaches to improve community health. NineSights.com-connects innovators with problems of all sizes.

- Northeast award recipients in 2016 included:**
 - Burlington VT-improve lives of people in recovery**
 - Camden NJ-reducing childhood obesity**

Working with landscape design students to effectively plan for sustainable urban areas.

Potential Partners

Jersey Water Works; the Annual New Jersey State League of Municipalities Conference with a theme of Innovation Building Collaboration and Partnerships across University, Communities, and Civic Leaders

Microsoft Cloud ad identified: “Partners in Health” save time and lives

Soul food-the original farm to table food

Work by UDC to bring urban gardens and fresh food to a food desert

**Occupational health experts-West Virginia University,
University of Connecticut**

New and Potentially Different Partners

Urban farms supported by chefs of major restaurants

Urban delivery of boxed food for a complete meal in NYC

Abbey of Regina Laudis Nuns, Bethlehem, Connecticut, cheese production from Abbey's herd of Dutch Belted cattle

South African townships starting wine production, more profitable than vegetables

Lisa Chase and Vern Grubinger's book *Food, Farms, and Community*: create food and farming systems to promote health as related to the interwoven nature of food advocates, producers, and entrepreneurs

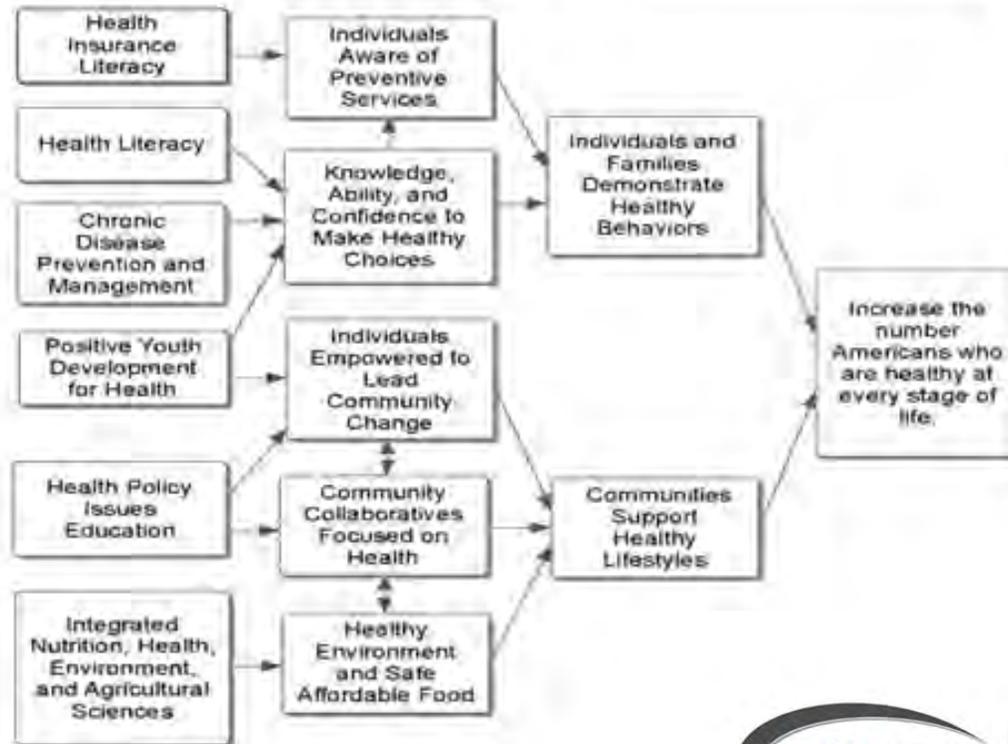
Funding Opportunities

- **In 2017, the Robert Wood Johnson Foundation grant will convert to an investment in Extension. CES to present vision and proposal. Integrate programs, professional development, application of research. Stay tuned!**
- **ECOP Health Taskforce Executive Summary, March 2014**
- http://www.aplu.org/members/commissions/food-environment-and-renewable-resources/CFERR_Library/national-framework-for-health-and-wellness/file?id=5134

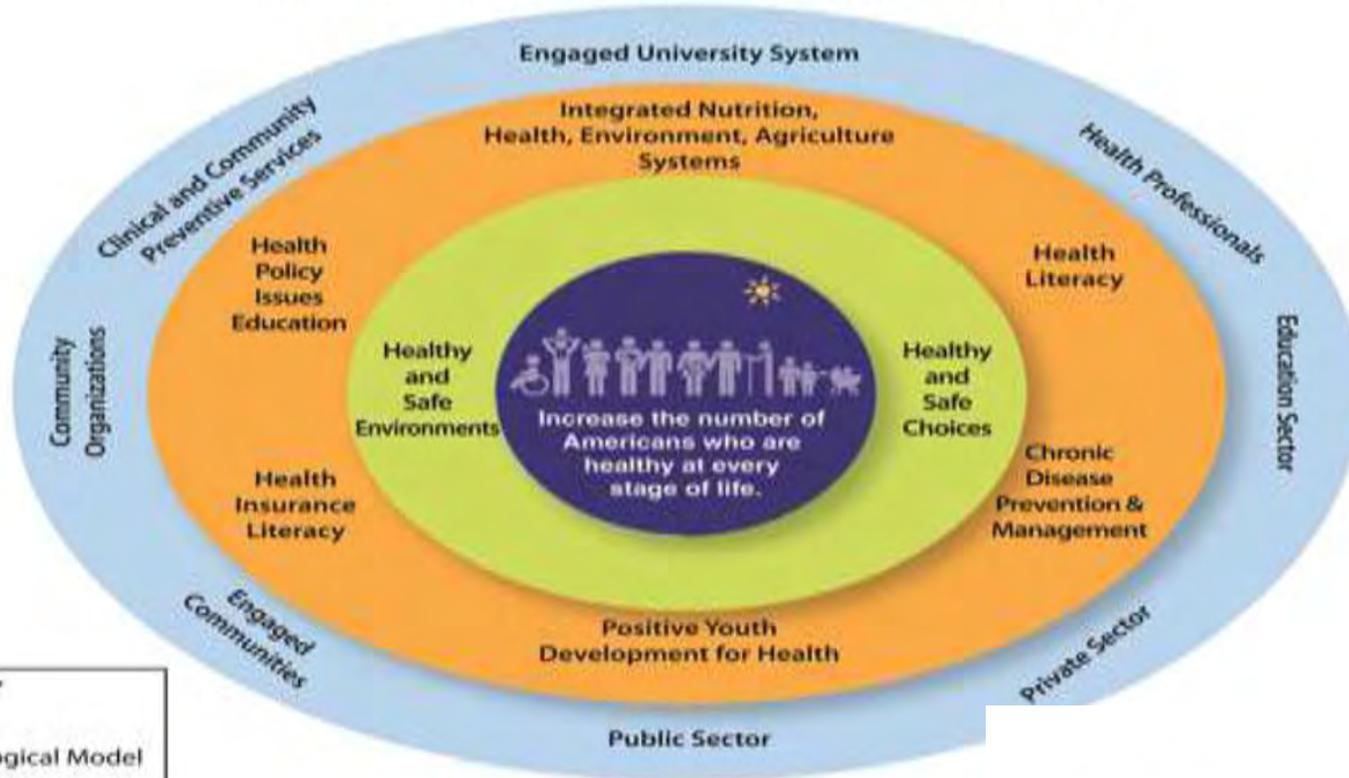
Where do we Start?

- **What are our traditions and values?**
- **Do we listen to urban concerns?**
- **Can we measure impact?**
- **How do we convert a passive observer to an active collaborator?**
- **Examples of Logic Models that might be a resource for planning.**
- **Consistency in evaluation and reporting.**
- **Sharing ownership; sustaining programs through changes.**

Master Logic Model for Health and Wellness in Cooperative Extension



Cooperative Extension's National Framework for Health & Wellness



KEY

- Outcome
- Social-Ecological Model
- Extension Priorities
- Partners



Moving Forward

With Leadership from the Northeast

- **Actions to consider:**
 - Identify 5-6 states with personnel interested in working as part of a RWJF opportunity.
 - Identify 3-6 possible new funding options within state or region.
 - Set up a pivot search (commercial product available in many university libraries) for grant funding related to urban issues.
 - As a region, identify 5-6 potential new funders for urban Extension programs. Begin an outreach effort.
 - Examine and develop a listing of health related education efforts in local or regional institutions of higher education. Who do we know and what skills might we need?

Summary and Next Steps

- **What is our road map to making a difference?**
- **How collectively can we make the greatest impact?**
- **Articulate what we do differently than non-profits**
- **Let go of the control**
- **Research options to partner with APLU urban serving universities**
- **Who leads the Land Grant Universities' urban efforts? If not us, why not us?**
- **The ground is fertile-plow forward!**
- **Thank you**

