



1. **Welcome**

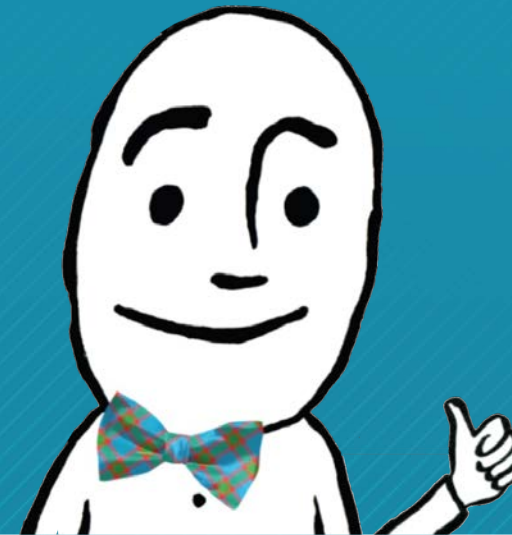
2. **Spotlight**

Cooperative Extension's National Framework for Health Equity and Well-Being: Implementation and Intersections with NCCOR Partners

3. **Q & A**

4. **NCCOR Announcements**

# TODAY'S PROGRAM



# Today's Speakers



**Melissa Van Orman, MA**  
Moderator



**Sheila Fleischhacker, PhD, JD, RDN**  
U.S. Department of Agriculture  
National Institute of Food and Agriculture



**Suzanne Stluka, PhD, MS, RDN**  
U.S. Department of Agriculture  
National Institute of Food and Agriculture



**Roger Rennekamp, PhD**  
Association of Public and Land-Grant  
Universities, Cooperative Extension



**Kerry Gabbert, MPH**  
West Virginia University,  
Extension Foundation



# Need technical assistance?

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Chat



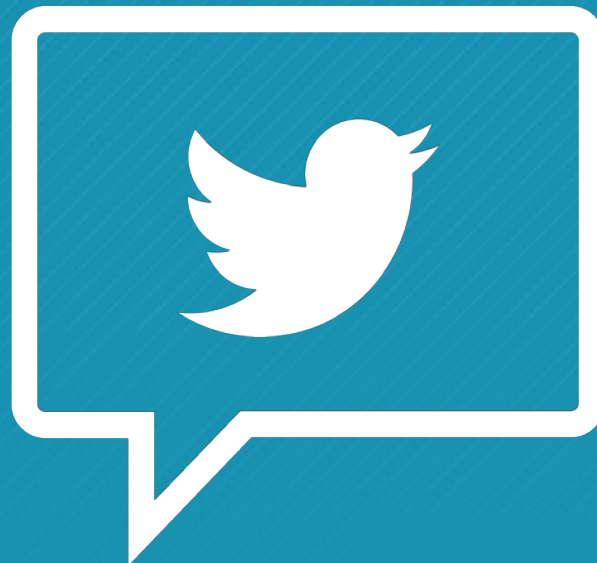
# Have a question for our speakers?

Use the Q&A box in the menu bar below.



Q & A

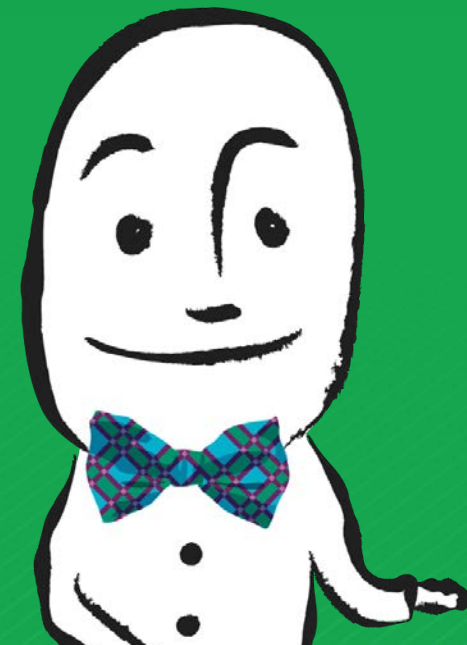




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# INTERACTIVE POLL





# SPOTLIGHT



# Cooperative Extension's National Framework for Health and Well-Being: Implementation and Intersections with NCCOR Partners

*Suzanne Stluka, PhD, RDN - USDA-NIFA*

*Sheila Fleischhacker, PhD, JD, RDN - USDA-NIFA*

*Roger Rennekamp, PhD - APLU, Cooperative Extension*

*Kerry Gabbert, MPH - WVU/Extension Foundation*





In FY22, NIFA awarded more than **2,500 GRANTS** totaling **\$2.2 BILLION** for a **DIVERSE & INCLUSIVE** community initiatives.





# USDA Priorities



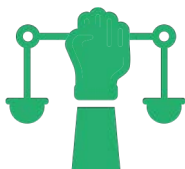
- Address climate change through climate-smart agriculture, forestry, and clean energy;



- Create more and better market opportunities;



- Tackle food and nutrition insecurity; and



- Advance racial justice, equity, opportunity, and rural prosperity.

# Nutrition security:

Consistent and equitable access to healthy, safe, and affordable foods essential to optimal health and well-being







# National Strategy on Hunger, Nutrition & Health

**Anchored around five pillars and provides a roadmap for:**

- Actions the federal government will take administratively;
- Several legislative proposals; and
- A call to action for private sector; local, state, Tribal, territory governments; philanthropy; civil society; and other partners

**Improve food access  
and affordability**

**Integrate nutrition  
and health**

**Empower all consumers  
to make and have access to  
healthy choices**

**Support  
physical activity  
for all**

**Enhance nutrition  
and food security research**

# Types of NIFA Financial Assistance

## Competitive Grants

Awards for fundamental and applied research, extension, and education activities, as well as for projects that integrate research, education, and extension functions

## Capacity and Infrastructure Grants

Agricultural research, extension, education, and related programs for which the Secretary has administrative or other authority as of the day before the date of enactment of the Food, Conservation, and Energy Act of 2008 as defined in section 251(f)(1)(C) of the Department of Agriculture Reorganization Act of 1994, 7 U.S.C. 6971(f)(1)(C)

# AFRI Programs: Institute for Food Safety & Nutrition (IFSN)

- A1332 Food Safety and Defense
- A1343 Food and Human Health
- A1344 Diet, Nutrition, and the Prevention of Chronic Diseases (Integrated)
- A1364 Novel Foods and Innovative Manufacturing Technologies
- A1366 Mitigating Antimicrobial Resistance Across the Food Chain (Integrated)
- A1511 Nanotechnology for Agricultural and Food Systems

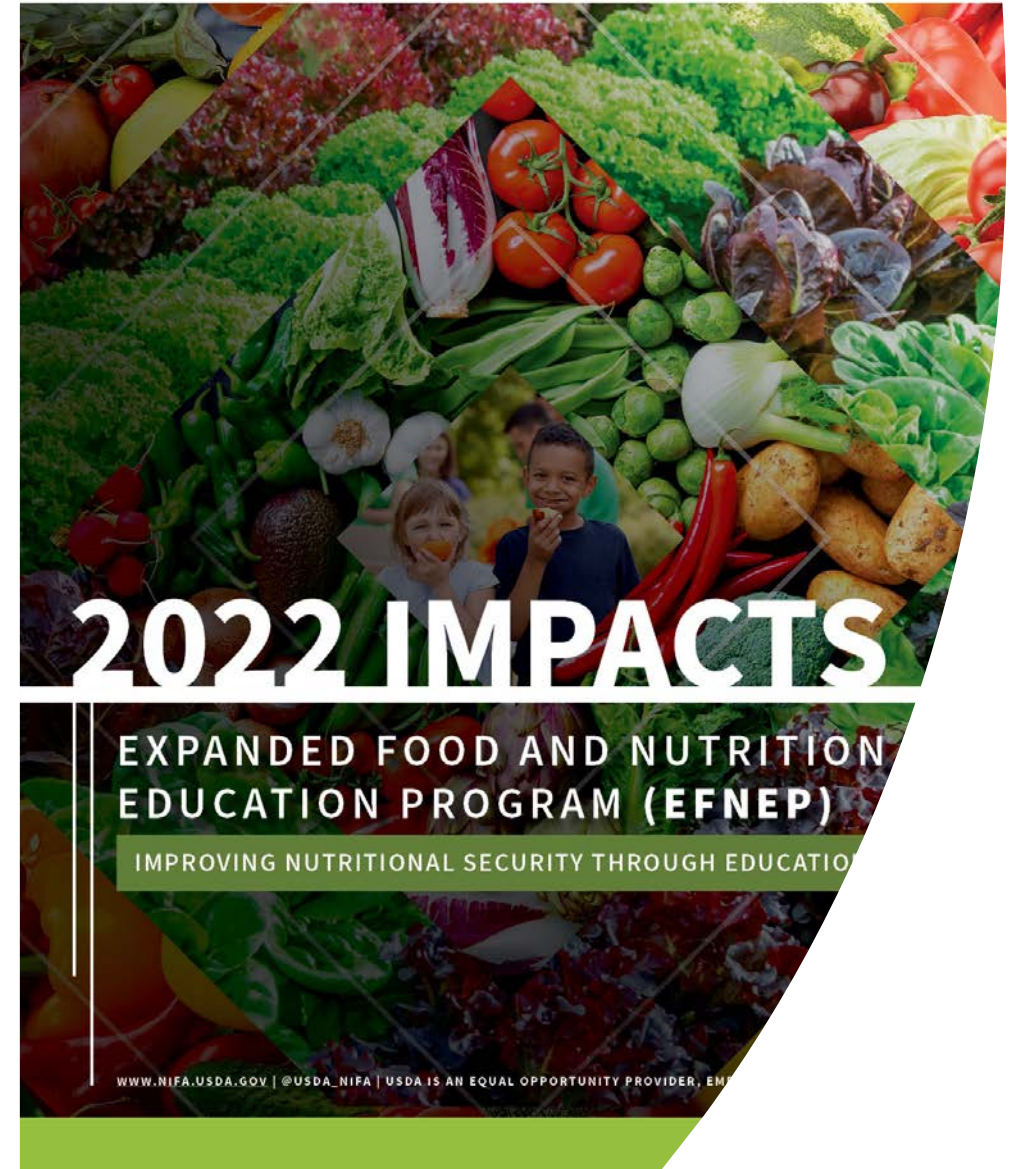


# Non-AFRI Programs: Competitive - IFSN

- Competitive
  - Community Food Projects Program (CFP)
  - Food and Agriculture Service Learning Program (FASLP)
  - Food Safety Outreach Competitive Grants Program (FSOP)
  - Gus Schumacher Nutrition Incentive Program (GusNIP)
    - Produce Prescription
    - Nutrition Incentive
    - Training, Technical Assistance, Evaluation, and Information Centers (NTAE)

# Capacity - IFSN

- Expanded Food and Nutrition Education Program (EFNEP)




# NIFA Nutrition Security Relevant Programs: Additional Programs

- AFRI priority areas A1641 Economics, Markets, and Trade, A1103 Foundational Knowledge of Plant Products, A9211 Sustainable Agricultural Systems
- Federally-Recognized Tribes Extension Program (FRTEP)
- Hispanic-Serving Institutions Education Grants Program (HSI)
- Sustainable Agriculture Research and Education (SARE) Program
- Beginning Farmer and Rancher Development Program (BFRDP)
- Enhancing Agricultural Opportunities for Military Veterans (AgVets)
- Master Gardener, Master Health & Master Food
- Small Business Innovation Research (SBIR)
- 4-H Youth Development Program
- Children, Youth and Families at Risk (CYFAR)
- CYFAR 4-H Military Partnership Professional Development & Technical Assistance (CMPC-PDTA)
- 1890 Land-Grant Institution Programs
- National Center for Home Preservation
- New Technologies for Ag Extension (NTAE)
- Regional Rural Development
- Rural Health & Safety Education
- Preserver Programs



# National Program Leaders Contact Information

[HOME](#) > [ABOUT](#) > [WHO WE ARE](#) > [ORGANIZATIONAL STRUCTURE](#) > [NATIONAL PROGRAM LEADERS](#)



ABOUT

Who We Are

History

Relationship to USDA

Organizational Structure

Leadership

Institutes

National Program Leaders

What We Do

## National Program Leaders

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**N**IFA National Program Leaders (NPLs) administer research, education, and extension programs that address national agricultural priorities.

This page contains a list of NIFA programs with their associated main contacts. You can also consult the specific NIFA Request for Applications (RFAs) that you are considering applying to; all RFAs list the current program contacts in the Agency Contacts section.

### LIST OF PROGRAMS WITH NPL CONTACTS

#### 1890 LAND-GRANT INSTITUTIONS PROGRAMS

- NPL: [Manoharan Muthusamy](#)
- NPL: [Maurice Smith](#)

#### AGRICULTURE AND FOOD RESEARCH INITIATIVE (AFRI)

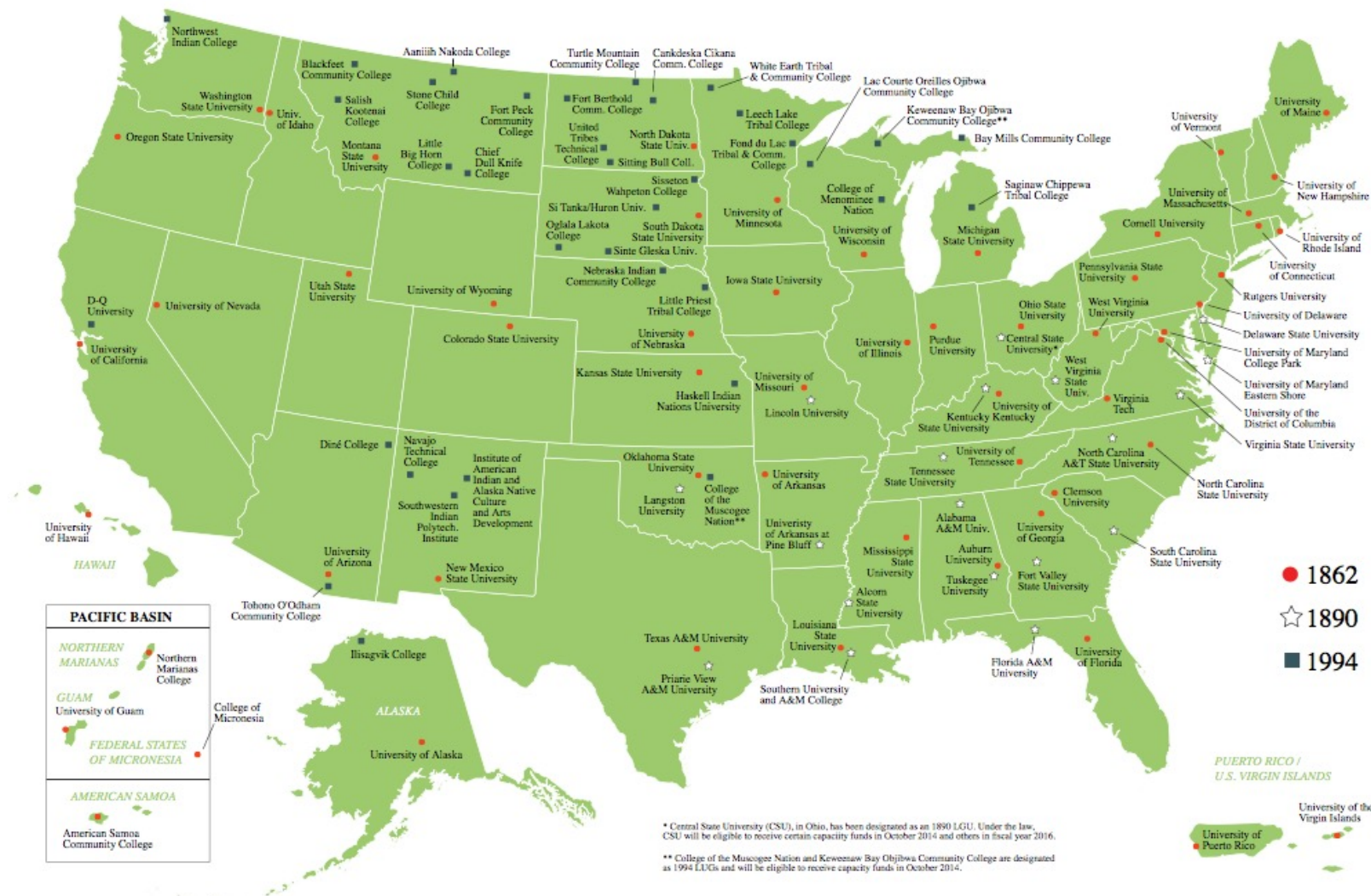
# **Cooperative Extension's National Framework for Health and Well-Being**



United States  
Department of  
Agriculture

National Institute  
of Food and  
Agriculture

## NIFA LAND-GRANT COLLEGES AND UNIVERSITIES



\* Central State University (CSU), in Ohio, has been designated as an 1890 LGU. Under the law, CSU will be eligible to receive certain capacity funds in October 2014 and others in fiscal year 2016.

\*\* College of the Muscogee Nation and Keweenaw Bay Ojibwa Community College are designated as 1994 LGUs and will be eligible to receive capacity funds in October 2014.

# Cooperative Extension's Assets

- Extension employees are faculty and staff of the nation's 111 land-grant universities.
- More than 32,000 employees are deployed in “branch offices” of these universities located in every county in the nation.
- Large proportion of these Extension employees have training in nutrition or public health (RD, MPH, CHES, CPH).
- A newly developed framework for health equity and well-being.



# Development of a Roadmap for the Cooperative Extension System

- Land-grant universities elect individuals to represent them on a collective body referred to as the Extension Committee on Organization and Policy (ECOP).
- ECOP established a Health Innovation Task Force in 2020. One of their tasks was to update Cooperative Extension's National Framework for Health and Wellness originally developed in 2014.
- Draft framework was vetted with more than 500 partners.
- ECOP approved Cooperative Extension's National Framework for Health Equity and Well-Being in July 2021. See <https://online.flippingbook.com/view/128151037/>

“Every day, people make choices that impact their health. Enormous amounts of energy have been devoted to informing and influencing those choices. Unfortunately, far too little attention has been paid to the contextual influences on health. As a result, our public discourse around health has been framed as a personal responsibility where good health is seen as a personal success, ill health a personal failing.”

Burton et al. (2021)

# Framework Themes



Health  
Equity

Social  
Determinants

Collective  
Action

# Theme 1: Health Equity

- Health equity exists when everyone has a fair and just opportunity to be as healthy as possible. (RWJF)
- Health equity defines a state in which everyone has the opportunity to attain their full health potential, and no one is disadvantaged in achieving this potential because of social or any other socially defined circumstances. (CDC)
- Health equity is the absence of avoidable, unfair, or remediable differences among groups of people, whether those groups are defined **socially, economically, demographically, or geographically** or by other means of stratification. (WHO)



# Inequality

Unequal access to opportunities



With apologies to Shel Silverstein from @lunchbreath

2019 Design In Tech Report | Addressing Imbalance

# Equity

Custom tools that identify and address inequality



With apologies to Shel Silverstein from @lunchbreath

2019 Design In Tech Report | Addressing Imbalance

# Equality?

Evenly distributed tools and assistance

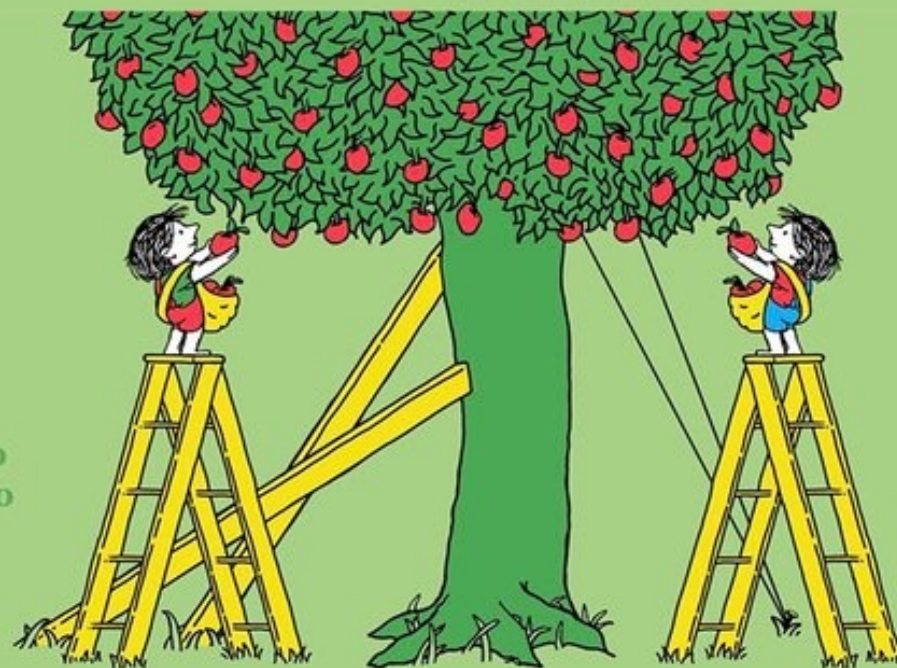


With apologies to Shel Silverstein from @lunchbreath

2019 Design In Tech Report | Addressing Imbalance

# Justice

Fixing the system to offer equal access to both tools and opportunities



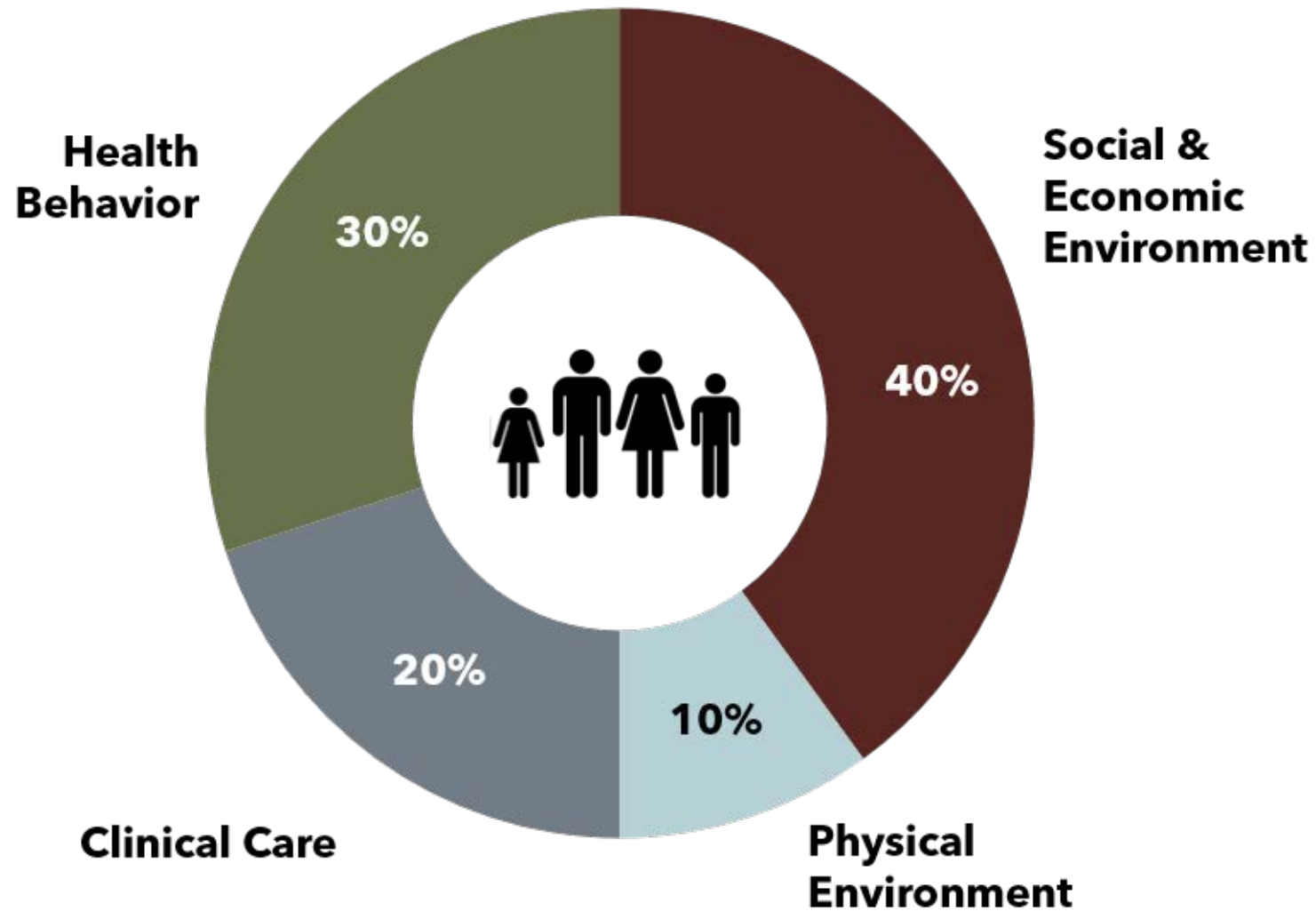
With apologies to Shel Silverstein from @lunchbreath

2019 Design In Tech Report | Addressing Imbalance

# Theme 2: Social Determinants of Health

- Factors or conditions beyond the individual that influence their overall health and well-being.
- Cooperative Extension is working to influence the social determinants of health through policy, systems, and environment (PSE) change, especially through SNAP-Ed and EFNEP.
- It is critical that approaches are tailored to unique **needs of communities bearing the greatest health burdens**. Approaches that drive resources to such communities are called **precision** approaches.
- An emerging strategy is to build thriving communities.

# THE DRIVERS OF HEALTH



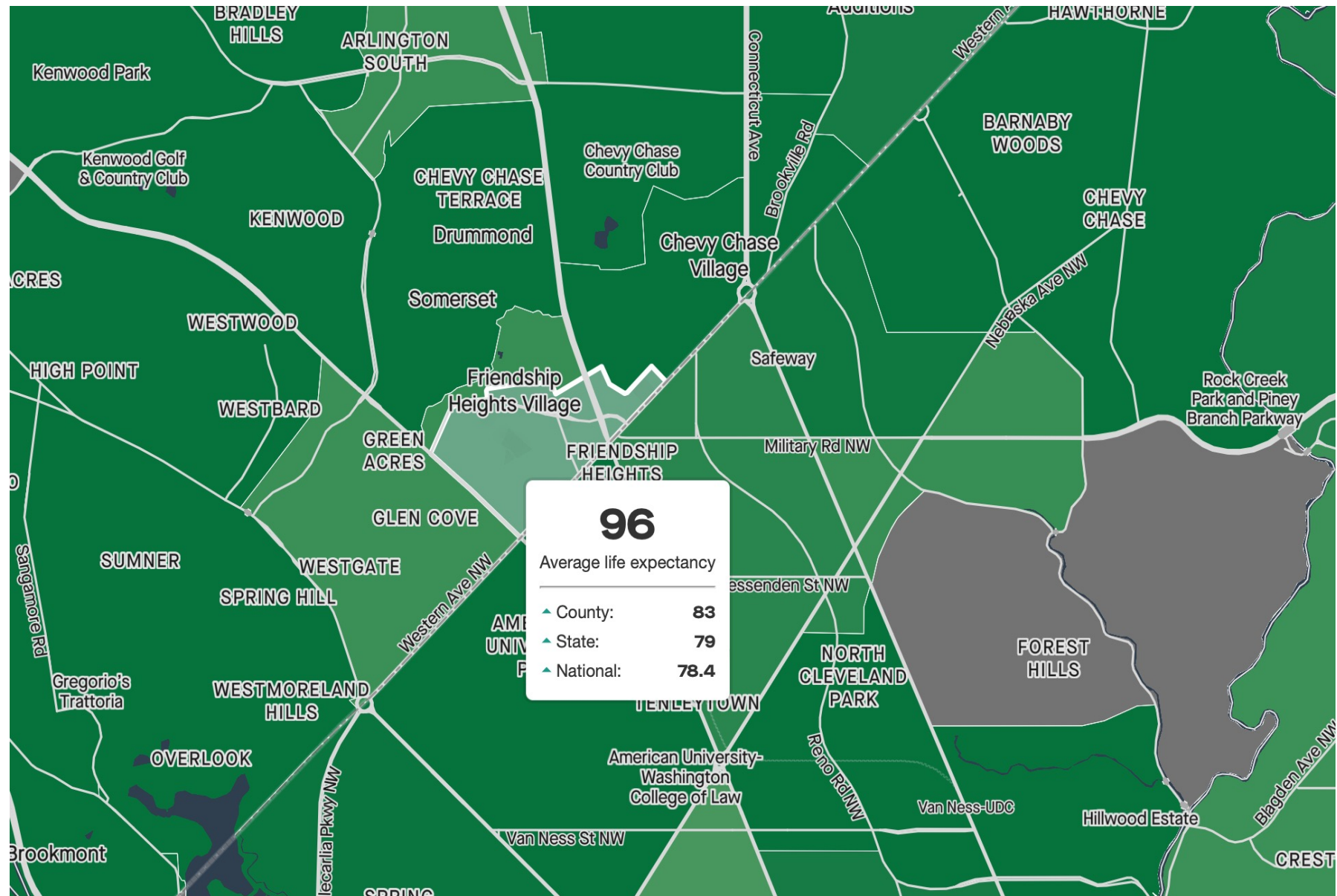


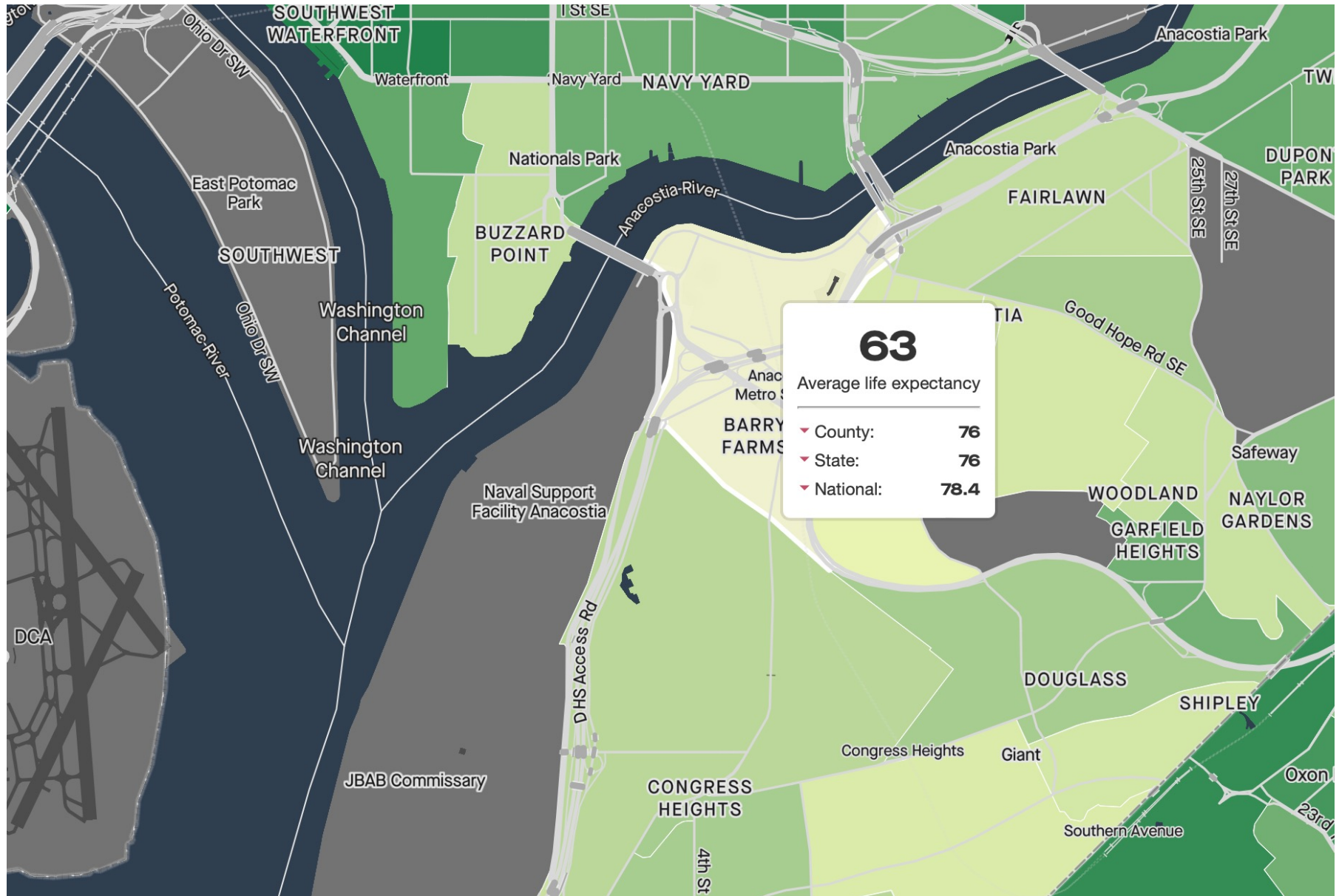
# Where does systems change happen?



A Social-Ecological Model for Physical Activity - Adapted from Heise, L., Ellsberg, M., & Gottemoeller, M. (1999)

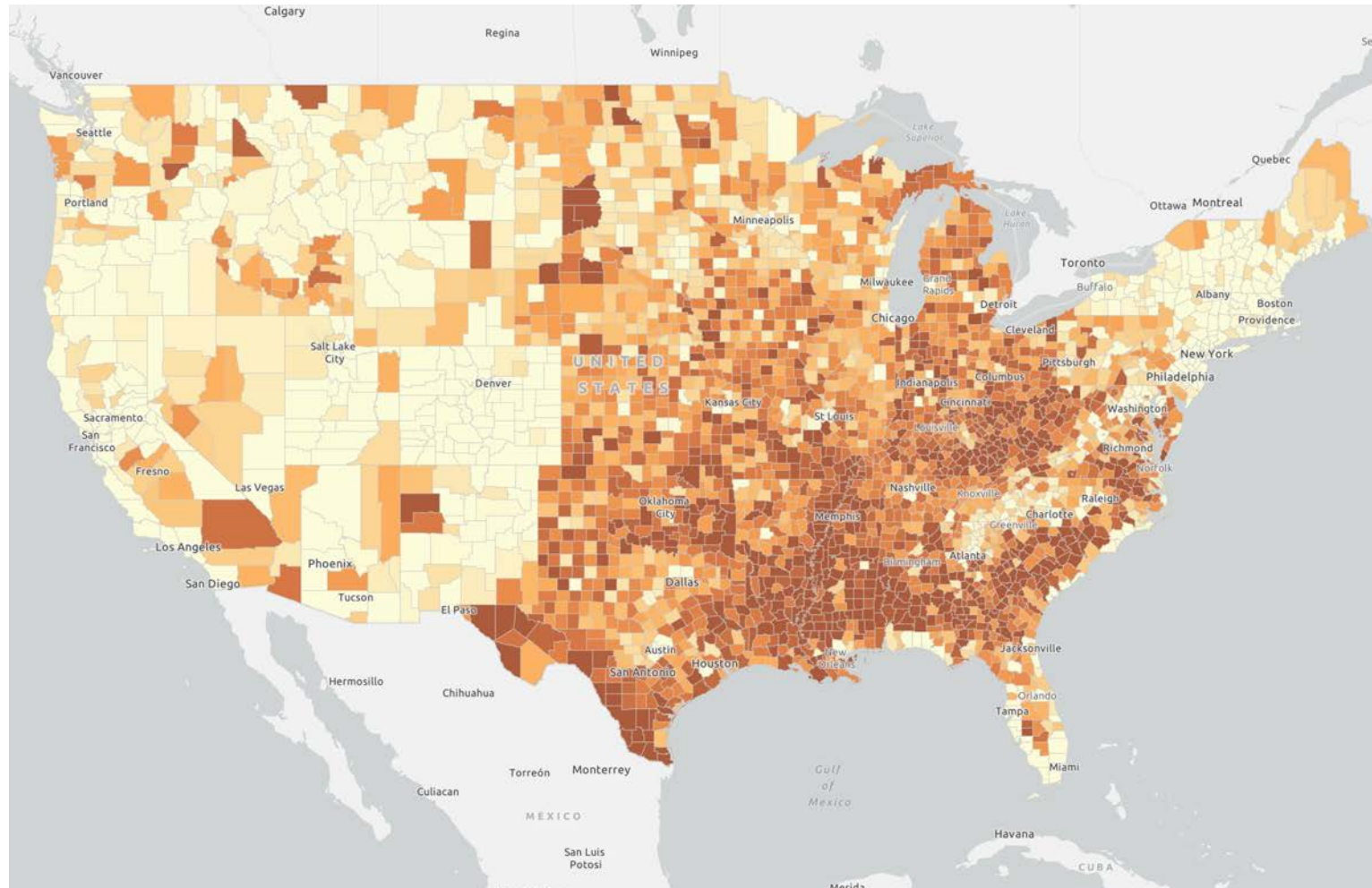


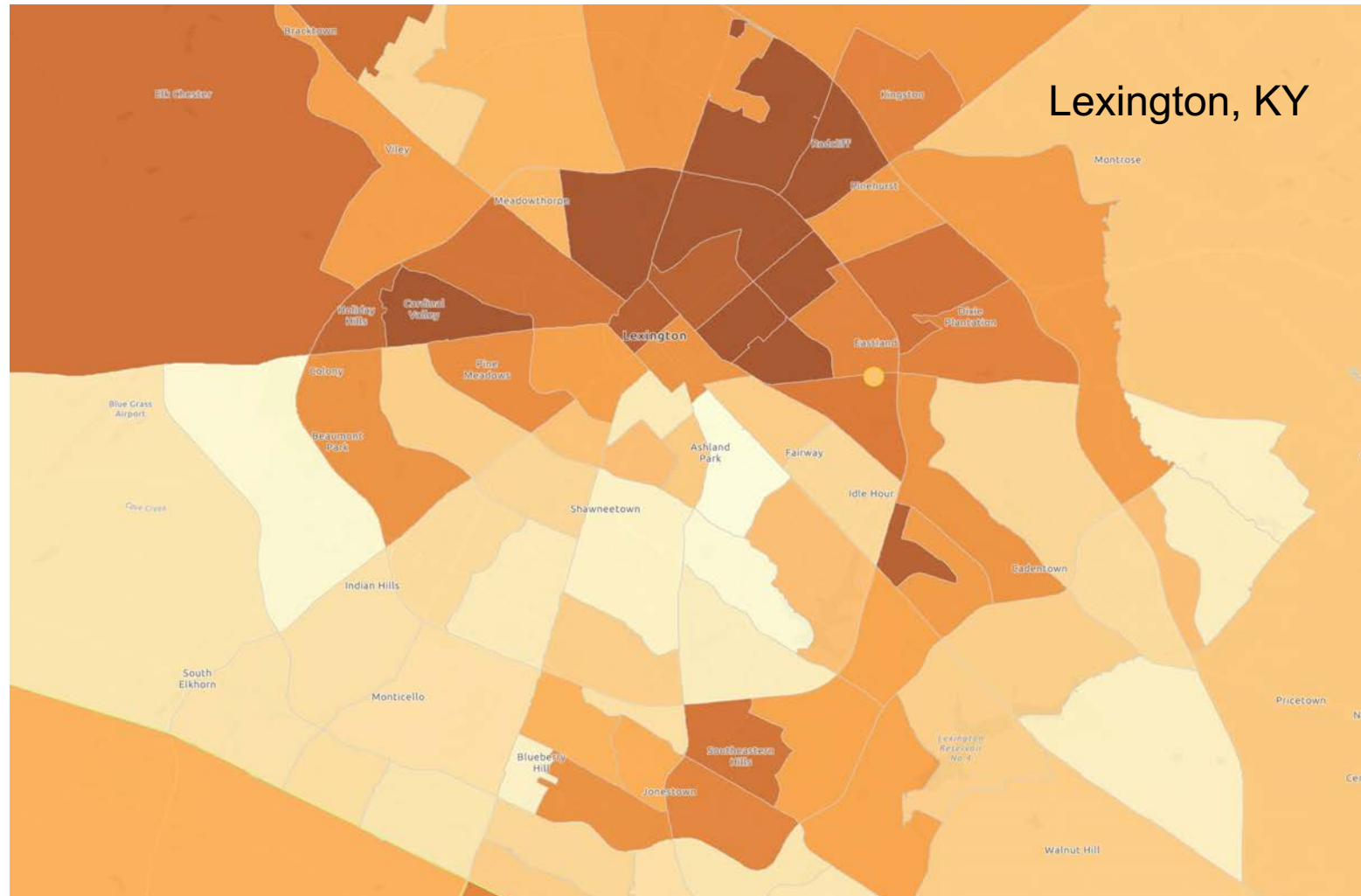






Advances in data science allow us to identify areas with high prevalence of obesity with greater precision.





**Places: Local Data for Public Health**

<https://www.cdc.gov/places/>



# Addressing Root Causes of Obesity

- Moving away from viewing personal choices as a sole cause of obesity.
- Extension staff are beginning to broaden their thinking about the root causes.
- Beginning to understand the role of obesogenic environments and conditions.
- Nature of programs and community initiatives is reflecting this change in thinking.

# Theme 3: Collective Impact

- Collective impact results from a network of community members, organizations, and institutions learning together, aligning resources, and integrating their actions to achieve population and systems level change.
- Often occurs through multi-sector coalitions.
- Must include individuals with lived experience and ideally young people.
- Involves meaningful engagement with the community.



# Systemwide Recommendations from Cooperative Extension's National Framework for Health Equity and Well-Being

- **Advance health equity as a core system value** to ensure that all people have a fair and just opportunity to be as healthy as they can be.
- **Utilize community assessment processes** that integrate data science and resident voices to identify and address health inequities with greater precision.
- **Invest in the success and visibility** of Extension's health-related professionals, programs, and initiatives.
- **Establish partnerships** with academic units, universities, government agencies, corporations, nonprofit organizations, and foundations that share a commitment to reducing or eliminating health inequities.
- **Utilize a community development approach** to advance the work of coalitions focused on influencing the social determinants of health.



A Systemwide Assessment of Readiness to Implement the  
Recommendations of Cooperative Extension's National  
Framework for Health Equity and Well-Being  
(Funded by USDA-NIFA through the Extension Foundation)



## **Recommendation 1** - Advance health equity as a core system value to ensure all people have a fair and just opportunity to be as health as they can be.

- Extension staff indicated that the word equity has become highly politicized and is often misunderstood. It can be a trigger word that shuts down conversations.
- They are looking for alternative language that communicates the true meaning of health equity.
- In short, health equity means that all people have access to the assets they need to experience lifelong health and wellness.
- Solutions include establishing universal health targets for a community and identifying populations that are falling short.  
(<https://belonging.berkeley.edu/targeted-universalism>)

## **Recommendation 2** - Utilize community assessment processes that integrate data science and resident voices to identify and address health inequities with greater precision.

- County-level needs assessments mask where health disparities and inequities exist.
- Advances in data science and visualization allow us to look at data down to the census tract or zip code level.
- We now can address health disparities and inequities with greater precision (not unlike precision agriculture).
- Numerous projects are aiming to position Extension as a community resource for using data more effectively.
- Might training on using data science be of use to community-based Extension professionals?

## **Recommendation 3 - Invest in the success and visibility of Extension's health-related professionals, programs, and initiatives.**

- Faculty and staff need training on how to move beyond teaching to catalyzing community change.
- Extension staff indicate that current performance appraisal systems still focus on the number of people reached and the quality of teaching.
- “What gets rewarded get done.”
- Move a larger percentage of work toward influencing the vital conditions for health involves modification of performance measures.
- Participate in the North Central cohort of Cornell's Public Health Essentials certificate.

**Recommendation 4** - Establish partnerships with academic units, universities, government agencies, corporations, nonprofit organizations, and foundations that share a commitment to reducing or eliminating health inequities.

- Cross-campus partnerships are growing at a rapid pace.
- May need to engage community partners in new ways, beyond bilateral exchange to multi-partner coalitions.
- Growing the health portfolio makes financial sense for Extension as it opens new revenue streams.

## **Recommendation 5** - Utilize a community development approach to advance the work of coalitions focused on influencing the social determinants of health.

- Collective action is needed to effectuate community change.
- Many communities lack the capacity to organize for collective action and change.
- Community coalitions are one way of organizing.
- Many models for training practitioners to lead this type of work (Collective Impact, Strategic Doing, Design Thinking).
- Playbook development underway.



# **Addressing Obesity through Cooperative Extension**

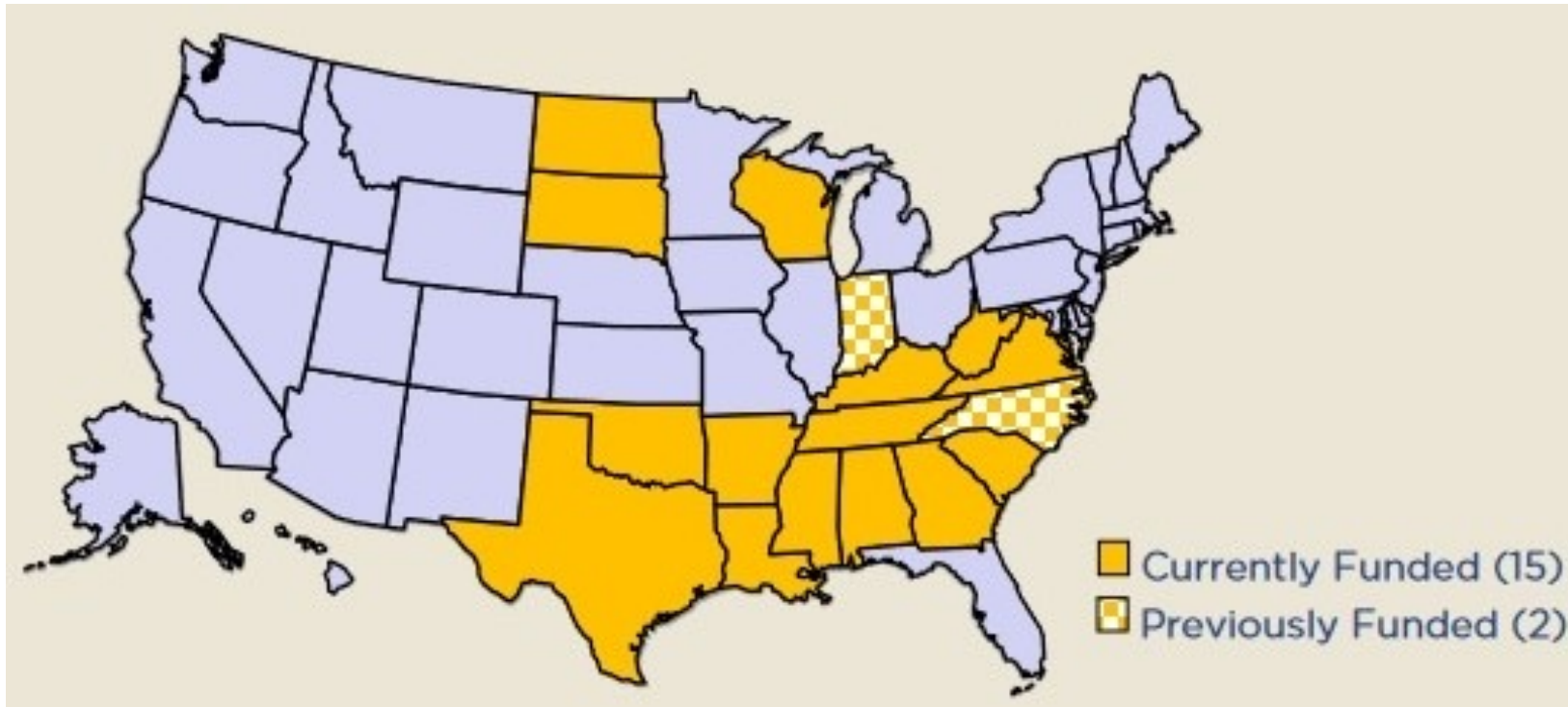
# SNAP-Ed and EFNEP

- SNAP-Ed programs offered by Cooperative Extension annually reach more than **1.7 million Americans with lower income** through their direct participation in nutrition education programs. As many as two-thirds of these participants implement behaviors to improve their diet, manage their food resources, or increase their physical activity.
- The Expanded Food and Nutrition Education Program (EFNEP) reached **nearly a quarter-million adults and youth** with information on diet quality, physical activity, food resource management, and food security.
  - 94% of adults participating in the program improved their diet.
- Both programs are adding PSE work to their portfolios.

# Diabetes and Physical Activity

- Cooperative Extension reached **53,347 individuals with programs designed to manage, prevent, or delay the onset of diabetes.** (Data received from 28 land-grant institutions.)
- More than **100,000 individuals participated in Cooperative Extension walking programs** aimed at increasing physical activity or reducing sedentary behavior. (Data received from 28 land-grant institutions.)

# CDC High Obesity Program (HOP)



<https://www.cdc.gov/nccdphp/dnpao/state-local-programs/hop-1809/pdfs/HOP-Infographic-508-March2020.pdf>

**HOP** is a 5-year cooperative agreement between the CDC and Extension in counties with >40% adult obesity rates

Goal: Increase access to healthy foods and safe, convenient spaces for physical activity

# HOP and Extension Framework

## Alignment of HOP and Extension's Framework for Health Equity and Well-Being

- Explicit **health equity** focus - “priority populations with increased risk of adverse health outcomes due to social and environmental inequities”<sup>1</sup>
- **Community assessment** process - Using data to identify SDOH differences and plan work
- **Partnership** establishment - coalition building in community and cross-university collaborations
- **Community development approach** - community engagement, built environment work

1. <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/pdf/HOP-Implementation-Guide-508.pdf>



# Current HOP Initiatives

## Current HOP

- 2018-2023- 15 states, 56 counties

## Examples from the field

- Food bank and food pantry initiatives to improve procurement systems and create local and regional policies, technical assistance to food pantries to align distributions with Healthy Eating Research guidelines
- Collaborations with local government and community organizations to conduct assessments and develop community connectivity plans; provide support for projects identified in plans

# HOP Results

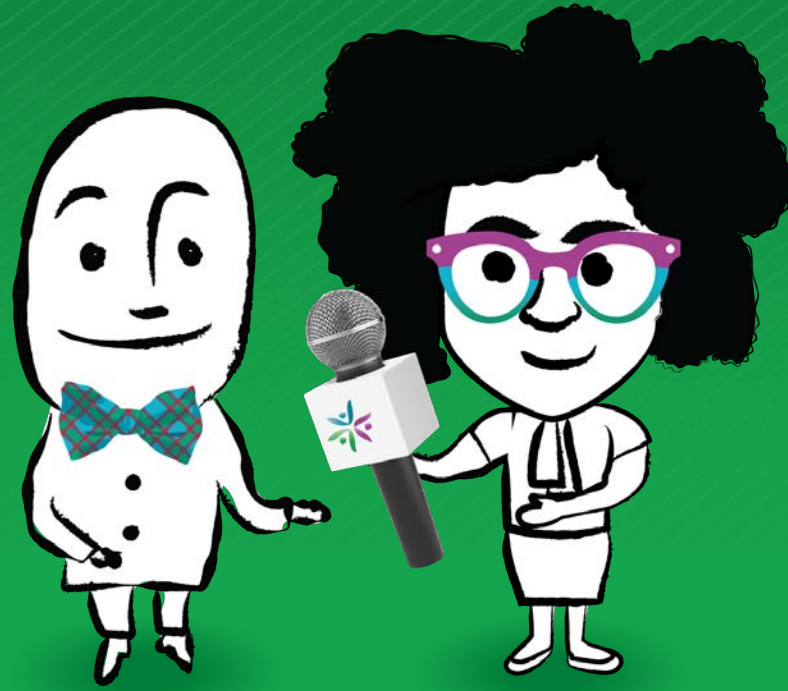
## Results from HOP: 2014-2018<sup>1</sup>

- **1.5 million** people had increased access to healthy food
- **1.6 million** people had increased access to physical activity
- Leveraged **>\$7.5 million** to support and enhance efforts

## Current HOP

- Concludes in September 2023
- New NOFO was due March 2023, next cycle will be October 2023-September 2028. 16 expected awards.

1. <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/hop-1809/pdfs/HOP-Infographic-508-March2020.pdf>



Q & A

# ANNOUNCEMENTS





# New Publication

- NCCOR Annual Report 2022: Connecting Research to Communities
  - Highlights NCCOR accomplishments last year
  - Read at [www.nccor.org](http://www.nccor.org)



# New Publication

NCCOR RESEARCH ARTICLE

**National Collaborative on  
Childhood Obesity Research Efforts  
to Advance Childhood Obesity  
Research: Progress and Next Steps**

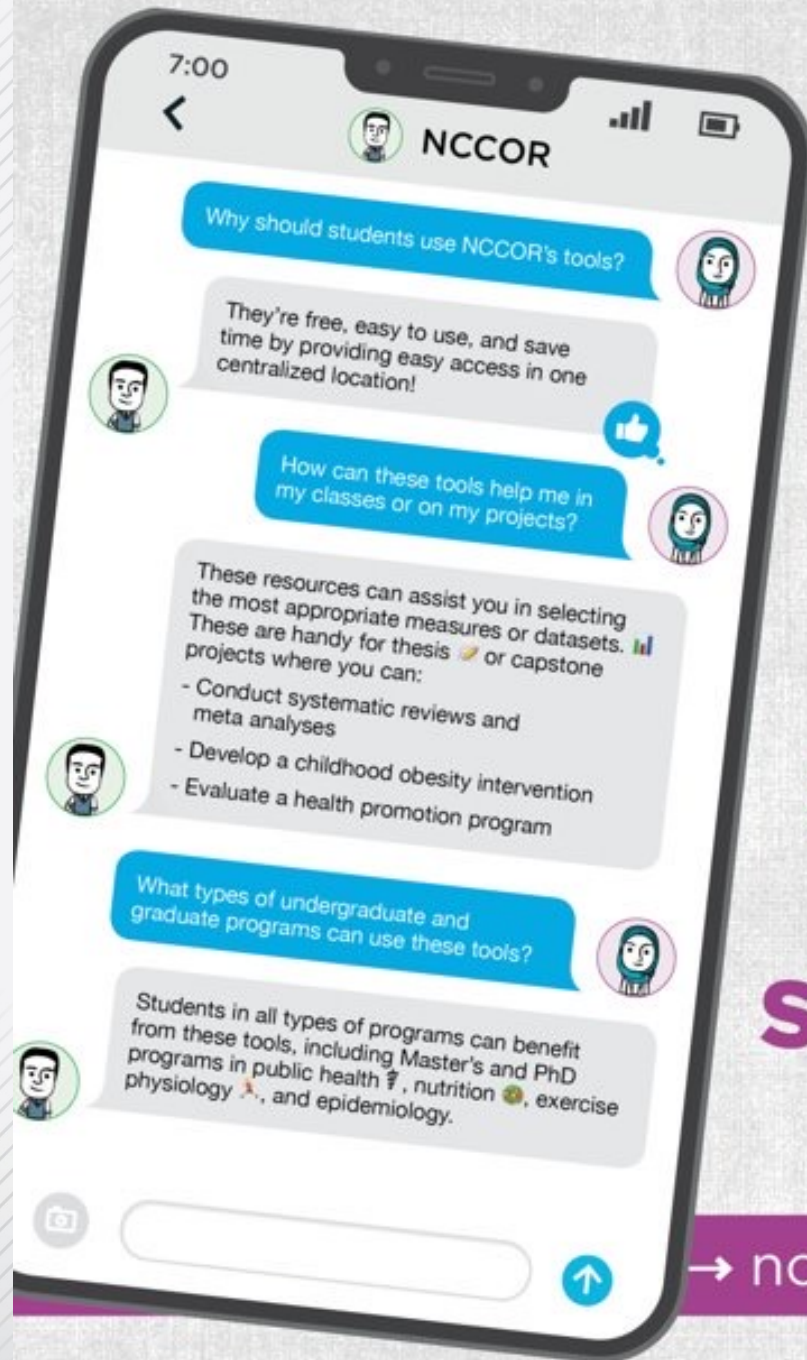
*in the American Journal of  
Preventive Medicine*



## National Collaborative on Childhood Obesity Research Efforts to Advance Childhood Obesity Research: Progress and Next Steps

- Amanda S. Sharfman
- David Berrigan
- Deborah A. Galuska
- Laura Kettel Khan
- Ellen W. Stowe
- Jill Reedy





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NCCOR  
Student Hub!**

→ [nccor.org/e-newsletter](https://nccor.org/e-newsletter)

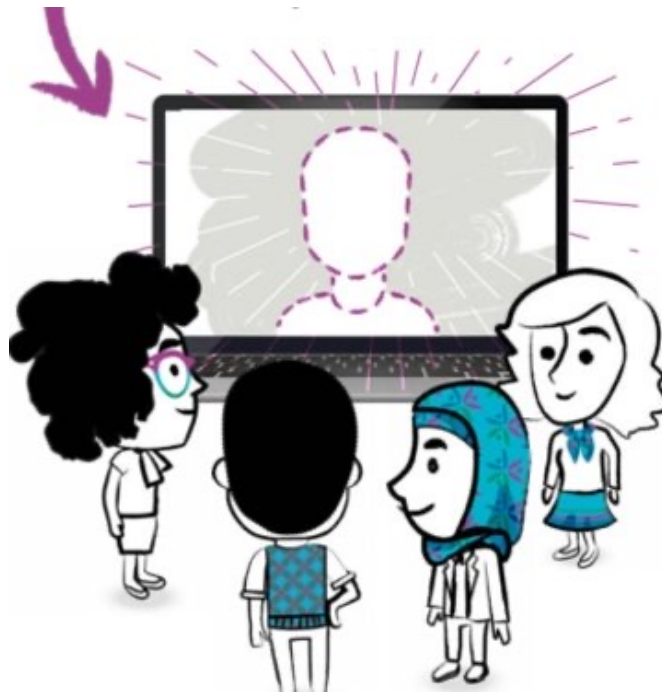
# Check out the Student Hub webpage!





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and we may feature you in our next webinar!





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**NCCOR**

National Collaborative on Childhood Obesity Research



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