

Effecting Change In Community Health Through The Extension And Public Health Expanding Community Teams (EPHECT) Coalitions



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Programs to Reduce Obesity in High Obesity Areas (CDC-RFA-DP14-1416)

National Center for Chronic Disease Prevention and Health Promotion



**CENTERS FOR DISEASE
CONTROL AND PREVENTION**

- ▶ Rural U.S. residents bear a greater burden of obesity than urban residents and often lack access to healthy foods and physical activity opportunities.
- ▶ The purpose of this pilot project is to fund Land Grant Colleges and Universities to conduct intervention strategies through existing cooperative extension and outreach services at the county level.



Focus on Environmental Approaches in Community Settings

- ▶ **Outcome 1:** Increased knowledge of children, youth and families related to healthy behaviors associated with eating, physical activity and screen time
- ▶ **Outcome 2:** Increased number of existing community coalitions that support implementation of evidence or practice-based strategies to improve healthy behaviors
- ▶ **Outcome 3:** Increased number of community-wide practices that promote access to and improve behaviors associated with healthy foods and beverages, physical activity and reduced screen time.



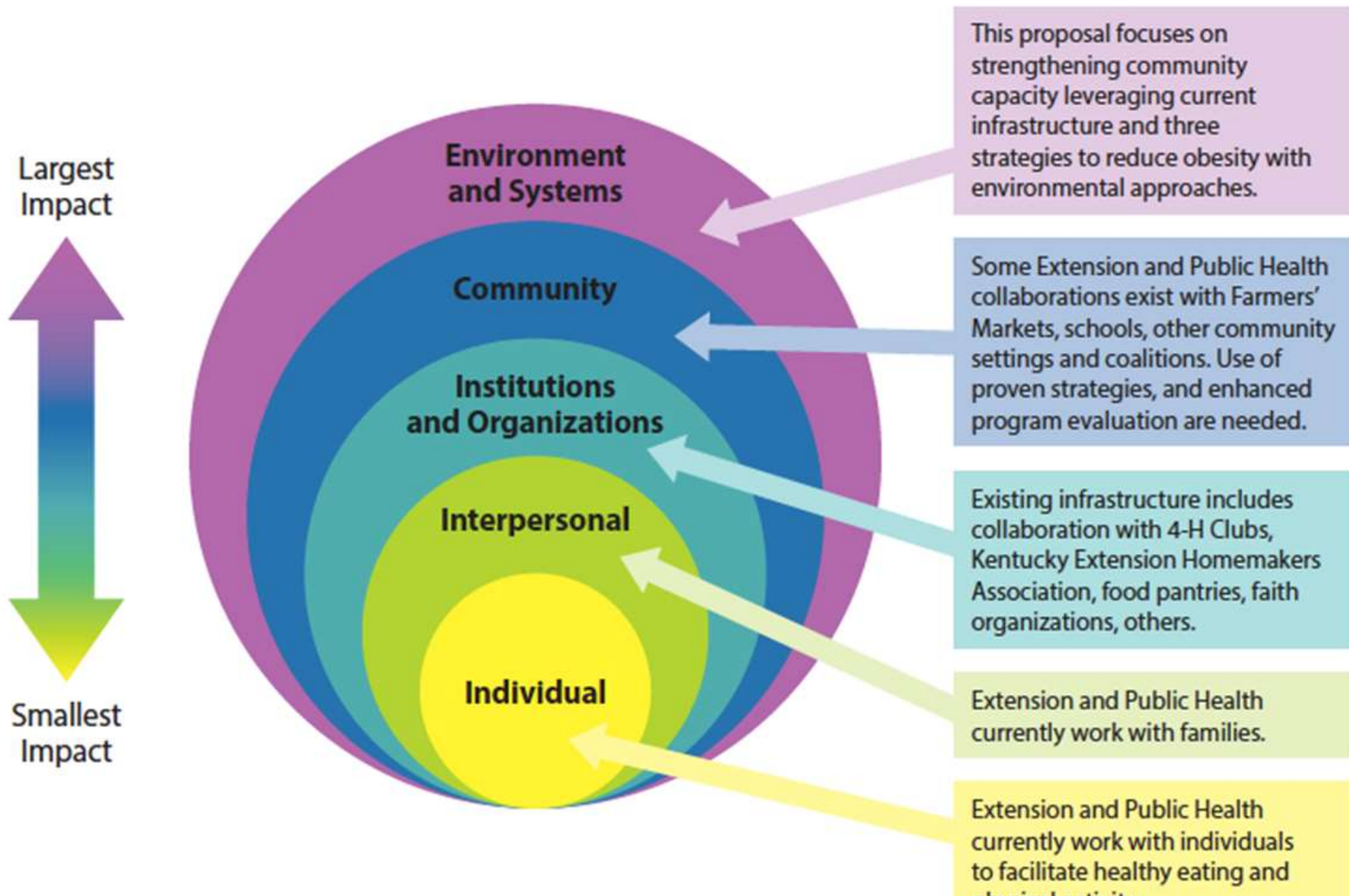
To Accomplish these Outcomes:

Strategy 1 - Provide education and promotional support to environmental approaches

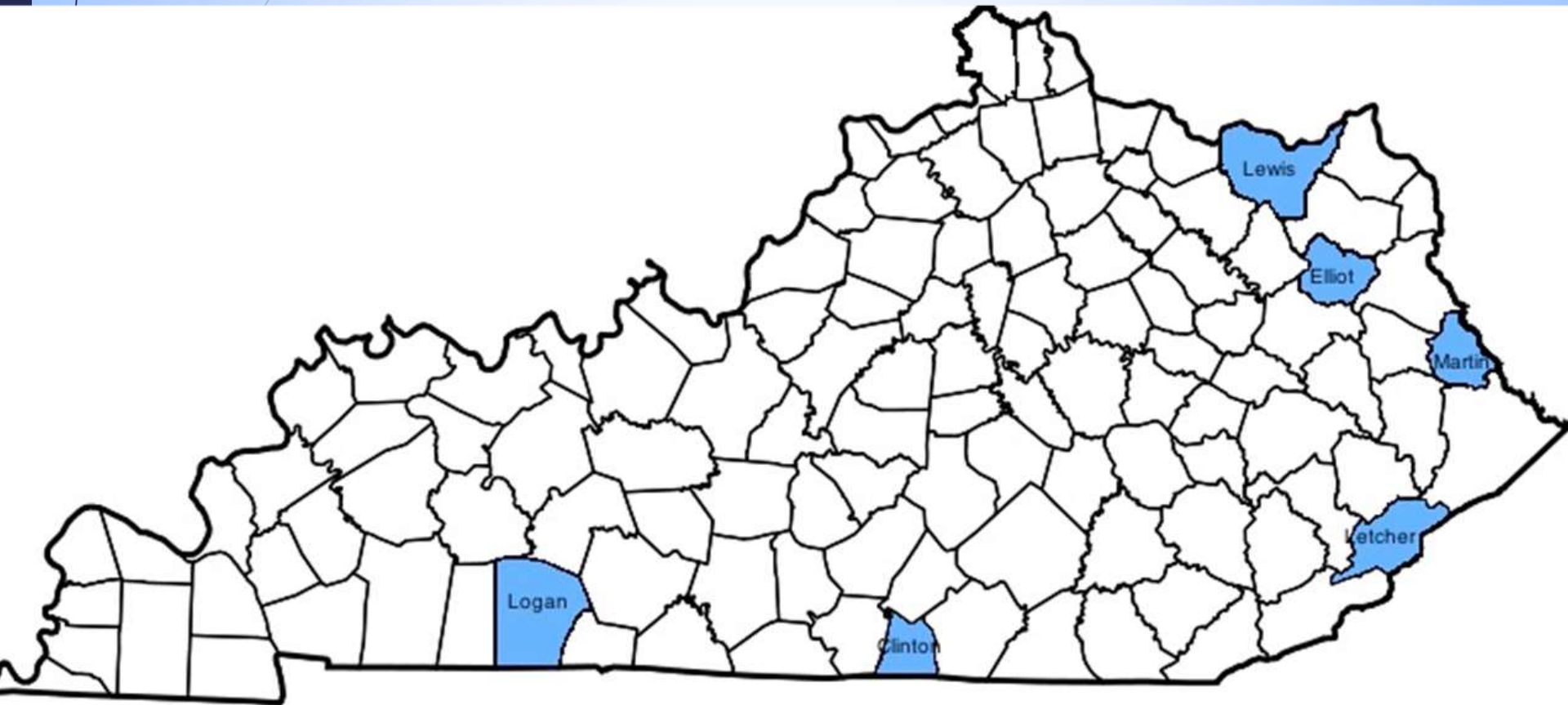
Strategy 2 - Implement evidence- or practice-based strategies to increase consumption of healthy food and beverages as recommended by the Dietary Guidelines for Americans

Strategy 3 - Implement evidence- or practice-based strategies to increase opportunities for physical activity

Increasing Extension's Impact on Environment and Systems to Reduce Obesity Disparities in Six Kentucky Counties



The Kentucky Counties: Clinton, Elliott, Lewis, Letcher, Logan, and Martin



Clinton EPHECT Coalition

Christy Nuetzman, FCS Agent



Elliott EPHECT Coalition

Gwenda Adkins, FCS Agent



Letcher EPHECT Coalition

Ann Bradley, FCS Agent



Lewis EPHECT Coalition

Sally Mineer, FCS Agent



Logan EPHECT Coalition

Rachel Hance, FCS Agent



Martin EPHECT Coalition

Eugenenia Wilson, FCS Agent





The Extension Agent

Educator, Facilitator, and Catalyst

- Identifies issue needing to be addressed
- Discusses with council or committee to develop ways of addressing issue
- Plans evidence-based programs that are fun and educational to help teach participants how to eliminate the identified issue
- Implements activities to help participants practice what they have learned

Community Stakeholders

- ▶ Local businesses or people with a common interest in working to improve the lives of their citizens
 - ▶ Examples: Teachers, parents, community clubs
- ▶ Local businesses that focus on families' overall wellbeing
 - ▶ Examples: Libraries, grocery stores, community centers, county judge office, chamber of commerce
- ▶ Local government agencies and businesses that focus on health
 - ▶ Health department, social services agencies, doctors offices, fitness center

The Project Team

▶ County Agents

- ▶ Ann Bradley (Letcher)
- ▶ Rachel Hance (Logan)
- ▶ Gwenda Johnson (Elliott)
- ▶ Sally Mineer (Lewis)
- ▶ Christy Nuetzman (Clinton)
- ▶ Eugenia Wilson (Martin)

▶ Evaluation Team

- ▶ Dawn Brewer
- ▶ Kathryn Cardarelli
- ▶ Janet Mullins

▶ Administration

- ▶ Ann Vail
- ▶ Cherry Kay Smith
- ▶ Donna Hancock
- ▶ Darlene Tipton

▶ Strategy Teams

Community Coalition

- ▶ Marisa Aull
- ▶ Angela Carman
- ▶ Margaret McGladrey

Website and App Development

- ▶ Sandra Bastin
- ▶ Kelly Webber

Food Access

- ▶ Allison Davis
- ▶ Tammy Stephenson

Physical Activity

- ▶ Nicole Peritore
- ▶ Janet Kurzynske

Goals for the First Year

- Collect existing data on community needs and assets
- Identify key stakeholders in each community
- Convene stakeholders for planning meetings
- Facilitate community conversation about causes of obesity in each local context
- Match causes of obesity in each context to solutions offered by the project
- Facilitate consensus on strategies to implement
- Formulate implementation plan and budget
- Design evaluation plan

➤ **IN SUM:** Involve all stakeholders in moving (quickly) from:

Needs Assessment Data ➡ Priority Problems/Opportunities ➡

Decisions about Solutions **in 6 Distinct Communities!**



The First Meeting: Needs and Assets

- Discuss history of health coalitions in the county
- Discuss previous needs assessment work and distribute summary of these data (county profiles)
- Describe goals of the grant and role of the agent
- Cross-walk current community work with project goals to identify assets
- Cause and effect discussion: small group work to identify causes of obesity in the county and report out
- Map assets onto causes of obesity
- Identify missing community stakeholders who should attend the next meeting



The Second Meeting: Decisions!

- Review causes of obesity and assets identified in first meeting
- Present overview of three strategies/options for solutions that grant can support
- Small group discussion and report out on which of these interventions would address the causes obesity and do not overlap with ongoing work
 - Prevent duplication of effort
- Prioritize identified solutions

Tools for Consensus-based Planning

- ▶ Create reports from first meeting to distribute at second meeting
- ▶ Document conversations with transcripts
- ▶ https://uky.az1.qualtrics.com/SE/?SID=SV_9QDgKhrJFCfxih7
 - ▶ Guided decision-making tool to establish common implementation plans for diverse communities



Next Steps

- ▶ Equitably divide implementation budget among six counties
- ▶ Develop customized implementation plans for each county
- ▶ Refine data collection tools for evaluation specific to each county
- ▶ Continue to engage coalitions in implementation activities to facilitate shared ownership



Recommendations

- ▶ Create plans for coalition meetings that provide for:
 - ▶ Enough structure to align with sponsor goals
 - ▶ Enough flexibility to tailor approach to unique communities
- ▶ Be prepared to be unprepared
 - ▶ Sometimes the best-laid plans don't work in practice. Be ready to respond to emergent needs
 - ▶ Share experiences with team members to learn collectively by trial and error
- ▶ Take the time you need to engage stakeholders
 - ▶ Even with tight timelines, make time for more meetings or conversation to ensure buy-in and consensus
- ▶ Document decisions and progress
 - ▶ Create reports and transcripts
 - ▶ Share with project team via DropBox and listservs
- ▶ Don't underestimate sponsor inexperience with rural areas