



## NUEL North-Central Regional Network Conference Facilitated Breakout and Session Descriptions

**Thursday, June 8**

**10:00 - 11:15 am**

**Facilitated Breakouts**

**1. *Identifying Opportunities to Secure New Revenue Sources*, Steve Chmielewski, Jerry Braatz, and Ann Wied, UW-Madison Extension**

As federal Smith Lever funding for Extension continues to remain flat and Extension continues to see declining trends in state and county funding it is important to focus on other funding sources to continue to grow Extension outreach programs. Organizational culture may be hesitant to embrace new strategies to diversify funding. Join this interactive discussion to learn how Extension Community Development Educators and an Area Director Administrator have explored new opportunities to reach new audiences and find new revenue sources to deliver high impact and high value relevant programming addressing community needs to both residents and decision makers.

**2. *Supporting Community-Led Initiatives- A Key Role for Extension Educators*, Rebecca Koetz and Brooke Alford, Purdue Extension**

Often Extension programming is developed based on the assumption that there is a deficit of knowledge in our communities that should be addressed with traditional research-based programming, such as PowerPoint-based programs. But, particularly in urban areas where populations have been largely underserved by Extension, community leaders are leading initiatives. Often these initiatives, with proper support and collaborations, have the power to address unmet needs identified in the community. At Extension we have the opportunity to expand our impact by not only being educators in the traditional sense, but also by being facilitator, supporter, connector and partner.

In this session, we will share stories of how we have empowered our communities by serving in a supportive role. In this way, we strengthen our relationships, improve the sustainability of initiatives, and create lasting impact. Discussion points will include: What are best practices for serving in a facilitative and supportive role? how can we capture this work with evaluation and reporting? How can we demonstrate and quantify impact? How can we still factor in research-based education? We will also discuss challenges and barriers to this work. Participants do not need to currently be supporting community initiatives to participate in discussion.

**3. *Intersection of Diet, Nutrition and Physical Activity in Mental Health and Substance Use*, Anne Lindsay, University of Nevada Reno, Extension**

In 2019, 1 in every 8 persons around the world were living with a mental disorder which rose significantly during the COVID-19 pandemic. One in six children experience a mental health disorder each year. Methamphetamine and the opioid epidemic is at an all-time high. While Extension has made some progress to address these issues, there is much to be done in our urban communities. A community and family problem, Extension is positioned to have direct impact. Increasingly, diet and physical activity have been recognized as causes, modifiers, and mediators of mental illness and substance use (e.g., food insecurity/access, diet quality, decreased fruit/vegetable consumption, weight concerns, obesity, eating pathology and body dissatisfaction have all been implicated to have a role in substance use and mental health). Collectively, how do we prioritize this intersection, train and equip professionals to feel competent in this space and integrate health-related programming to augment existing treatment?

**4. *From Slavery to Hot Chips - Engaging Young People in Ag Education*, Mark Becker, University of Illinois Extension, Paxton Suggs, Chicago Lights, and Pershard Owens, Lincoln University**

Over the past several decades, our experience of food has shifted from one based primarily on family cultural food traditions to one largely influenced by what is most profitable for the food industry. In this session, we will explore innovative approaches to engaging young people in Ag Education by drawing upon the connection between food, culture, and the future of our food choices.

- 1. *Using the Power of Storytelling to Communicate the Value of Extension Programs*, Danielle Y. Hairston Green, UW Madison Extension and the 2022 Moth Grand Slam Story Telling Champion and Jen Rubin, Author, Executive Producer for Love Wisconsin, and Co-Producer of the Moth in Madison.**

Storytelling is one of the most important tools that leaders, extension educators, and entrepreneurs can use to inspire participants and stakeholders in today's business and community engagement environments. Participants in this session will learn dynamic storytelling elements, how to tell the story behind the work they do, and how to turn an anecdote from their life into a story that illuminates a central truth about their life and the work that they do. The facilitators will teach the five main elements of a story and how to discover them while providing the participants with tools that may help them begin their journey of becoming confident and engaging storytellers. This will be an interactive workshop with a mixture of mini lectures, 1:1 dialogue, and small group work.

- 2. *The Quest for a Comprehensive Analytical Framework for Incorporating Health Equity into Extension Programming*, Dale Kehr and Joseph Malual, University of Illinois Extension**

Health equity has become a growing priority at the national level. A blueprint or process for implementing and analyzing community health equity initiatives would help all Land Grant staff working in this research area. Illinois SNAP-Education's Health Equity Achieved Together project has worked with the Zion, IL community to address community members' perceived barriers to obtaining equitable access to food, recreation, education, and other community resources.

An overview of Grounded Theory and its application to community-centered research will be provided during the session. Additionally, the collective impact model has helped the community gain input from its community members. We will share our progress to date and then hear what other colleagues have done to bring health equity into their communities. The session will help our research team in Illinois and others working to bring health equity to their communities across the National Land Grant System to review best practices to use in their future work.

- 3. *Maximizing Our Reach: a brainstorming and sharing session on ways to educate and engage large audiences on today's most critical issues for greater impact*, Kathryn Pereira and Sarah Farley, University of Illinois Extension**

As Urban Extensionists, we are often subsumed by our populations. In addition, we struggle with name/brand recognition unlike rural areas where residents are generally familiar with the concept of Land Grant Extension services. For example, Cook County, the 2nd most populous county in the U.S., has over 5 million people. That is more than 1.75 million residents per member of our 3-person urban farming team. Our core training, Master Urban Farmer, can only train about 60 people per year if we offer the class twice a year. This means we are reaching 0.0012% of the population each year. And that's if we have the capacity to offer the class more than once a year. Similar overwhelming statistics can be generated for other traditional core programs such as Master Gardener, Master Composter, and Master Naturalist. Today, informing our residents with research-based information on issues such as food security and hunger, climate change, sustainable energy, childhood obesity, and food safety are critical for healthy, productive, and thriving urban areas. Extension has a role to play in getting our residents the information they need and providing opportunities for engagement, action, interaction, and learning. How can we do this while maximizing our reach? Come ready to share things you've tried, or dreamt of trying, to explore and co-create new and innovative strategies for bringing your knowledge to the masses. The sky is the limit if we let our imaginations soar.

- 4. *Clarifying Core Competencies for Extension's Community Development Outreach and Education Professionals*, Benoy Jacob and Sarah Scholsser, UW-Madison Extension**

Join colleagues in identifying core competencies for Extension outreach and educational efforts connected to community development. Core competencies provide a road map for knowing where to focus individual growth and invest our shared professional development resources. Together, we will also explore how identifying and developing Extension's core competencies can contribute to sustaining our long-term competitive advantage.

- 1. *Stigma and Its Impact on Our Communities*, Dr. Douglas Swanson, University of Missouri Extension**

Stigma plays a role in all our lives. Much has been written for example about the biases toward people of color, immigrants, and women. Yet these biases remain visible in the workforce and in our communities today. Other biases

go even more unchecked. Extension is ideally positioned to help communities address how they deal with those biases. Extension professionals can network, collaborate, and build a broader awareness of how stigmas are negatively impacting our lives. Work to address barriers to re-employment for workers in recovery from alcohol and/or drugs or who are justice-involved is similar to challenges people with physical or mental challenges or weight issues face. The stigma facing people with any, or many, of these challenges, is often similar. You don't fit in. You are not like us.

## **2. *Multi-level Evaluation for Urban Food Systems Initiatives*, Lindsey Day Farnsworth and Josset Gauley, UW-Madison Extension**

Community Food Systems integrate culturally responsive food production, processing, distribution, consumption, and disposal to enhance the environmental, economic, social, and nutritional health of a particular place. Due to the complexity of community food systems, it can be difficult to evaluate the impact of programming in this arena. This session weaves together case studies, evaluation methods, group discussion, and guided individual planning to support urban Extension professionals in conceptualizing and implementing evaluation approaches that capture a range of direct and indirect program outcomes. This session will include: (1) A presentation on two Wisconsin-based urban food systems program evaluations; (2) An overview of evaluation methods and tools, including Ripple Effect Mapping and Relational and Systems Evaluation; (3) Time for participants to engage with the methods individually to identify and begin to map out how they could apply these methods, (4) Group discussion of multi-level and systems-based programming and evaluation strategies.

## **3. *Learning the Lingo: What 'Social Determinants of Health' Mean for OSU Extension*, Megan Arnold and Patrice Powers-Barker, The Ohio State University**

The topic of social determinants of health (SDoH) has garnered a great deal of attention lately as we consider the many factors that impact an individual's health and wellbeing. From Extension's point of view, Social Determinants of Health have been described as a system of contextual factors that together have a far greater influence on health than their individual behaviors (Burton et al., 2021, p.3). Extension, especially in urban areas, is uniquely positioned to educate communities about social determinants of health. Each of our program areas, whether 4-H/Youth Development, Agriculture and Natural Resources, or Family and Consumer Sciences, offer valuable insights and knowledge to positively contribute to health equity in urban areas. In this session, we will discuss the language of social determinants of health and come to consensus on a common language for our work in Extension. We will also apply Cooperative Extension Services' national framework to work in local communities and ways in which all program areas can be involved in this important work.

## **4. *Looking at #Opportunity4All Through an Urban Lens*, Susan Sloop, Mark Becker, and Maria Gutierrez, University of Illinois Extension**

Reaching youth with 4-H programming in metropolitan and urban areas is a challenge. Connecting with partners, building relationships, and developing trust require planning and patience. In this session, Illinois 4-H staff will share and lead a discussion of best practices in building and sustaining 4H programming in metropolitan and urban areas. Information gathered in this session will be curated, and participants can choose to continue the work beyond the conference in a professional learning community.

## **Friday, June 9, 2023**

8:00 - 9:00 Morning Session

### ***Putting "Self" Back into Self-Care* Leilah Seigel, Sonia Lopez, Michele Crawford, University of Illinois Extension**

The World Health Organization defines self-care as the ability of individuals, families and communities to promote health, prevent disease, maintain health, and cope with illness and disability with or without the support of a health-care provider. Studies have indicated that interest in self-care practices such as mindfulness, meditation, healthy eating, and physical activity increased during the pandemic, but self-care remains misunderstood and inaccessible for many. Please join us for a facilitated discussion examining the evolution of the concept of self-care and exploring some of the challenges that remain in its equitable access. We will explore the intersectionality of our identities and their influence on self-care, as well as barriers and possible solutions to a more inclusive expression of self-care in our communities. Specifically we will explore the role that Extension staff can play in promoting and fostering self-care within the communities in which we serve.

9:00 – 9:30 am

## Networking/Ignite Talks

- ***Sustainability Planning: Extension's Role in a Key Strategy of Tackling the Climate Crisis***, Michelle Probst, UW-Madison Extension
- ***Build a Hut Camp Program***, Tiffany Sessions, Ericka Murray, and Stephanie Thorson, University of Nebraska-Lincoln Extension
- ***Maximizing Urban Engagement by Telling Our Story Through Partnership Marketing***, Tim McDermott, The Ohio State University Extension
- ***Pumpkin Smash***, Kathryn Pereira, University of Illinois Extension

9:45 -11:00 am

## Facilitated Breakouts

### **1. *Political Capital-Let's Strategize and Share Ideas***, Tara Markley & Marlin Bates, K-State Research and Extension

As Extension professionals, we have been discouraged or reluctant to step into the political landscape. Through community development initiatives, we are poised to have the difficult conversations, while we still navigate the political landscape and develop advocates for Extension. What are the strategies being used by our peers across the north central region? Do we view our work as building political capital? What other benefits of political capital can help strengthen our community message? This session will provide a few concrete examples and allow us to empower each other through ideas and potential strategies.

### **2. *Food Entrepreneurship: Increasing Accessibility Amidst Structural Barriers***, Jess Guffey Calkins and Jessica Jane Spayde, UW-Madison Extension

The Food Entrepreneurship Ecosystem Development (FEED) Initiative, part of the UW-Madison Division of Extension Community Food Systems Program, promotes food entrepreneurship training and network development for value-added producers and individuals facing structural barriers to food entrepreneurship. At the beginning of the session, we'll share information about the FEED Initiative's educational programming and training - including what's worked well and areas for growth. Participants will be invited to share about their work in food entrepreneurship education and support, as well. The group as a whole will identify several priority opportunity and growth areas, and will break into smaller groups to dig deeper into brainstorming and discussing ideas within each of those areas. Small group findings will be shared and discussed with the large group. The session will provide participants with a rich variety of ideas for supporting food entrepreneurship in their communities, including underserved populations.

### **3. *Exploring DEI Trainings, Conflict, and Discussions with Volunteer Groups***, Rebecca Koetz, Purdue Extension

D.E.I. (Diversity, Equity, and Inclusion) trainings and discussions are becoming more available to Extension educators, but these trainings are not always available to our volunteers. Our volunteers connect with hundreds of diverse community members each year. Situations inevitably arise where volunteers express implicit bias. During this session, we will share stories of difficult conversations with volunteers around D.E.I. We will facilitate a discussion around trainings and tools that educators can utilize to address these biases, and strengthen the cultural competencies of our volunteers. This session is not a D.E.I. training. Participants should come ready to discuss strategies around having difficult conversations with volunteer groups and providing D.E.I. trainings. Participants do not have to have D.E.I. training experience to participate.

### **4. *Urban Extension Unscripted***, Julie Fox, Megan Arnold, Patrice Powers-Barker and Solomon Garner, The Ohio State University Extension

Improv can be used as a tool for innovation and problem solving in various fields including urban Extension. Join in some fun as you learn the basics of improv and explore how it can apply to your work with urban Extension. By using improv to explore different stakeholder perspectives, you can gain a deeper understanding of their needs, interests, and ways to engage. Through these activities, you will get a glimpse of Extension in an urban community in 2033. During this dynamic session, a co-facilitator will take visual notes to capture and share ideas generated by the group. This visual session summary and session resources will be available to participants. This interactive session draws upon the literature and practice of urban Extension, as well as deliberate improvisation for innovation. Participants gain the ability to incorporate deliberate improv as they innovate with their teams.