

# Measuring Collective Impact of Extension Programs

Lola Adedokun  
University of Kentucky

# The Challenge

- Extension excels at working across disciplinary boundaries to address **complex social issues** within communities.
- Evaluation of the **collective impact** of concerted programs remains a persistent challenge.
- Need to shift from **isolated evaluations** to **collective impact** assessment to better understand broader impact of cohesive, concurrent response to complex issues.

# Goal

Describe UK Extension's **Substance Use and Mental Health (SUMH) Collective Impact Initiative** as an example of how Extension can employ the principles of collective impact evaluation to examine the broader outcomes of cross-area programs that address multilayered social issues.

- Implementation Process
- Outputs

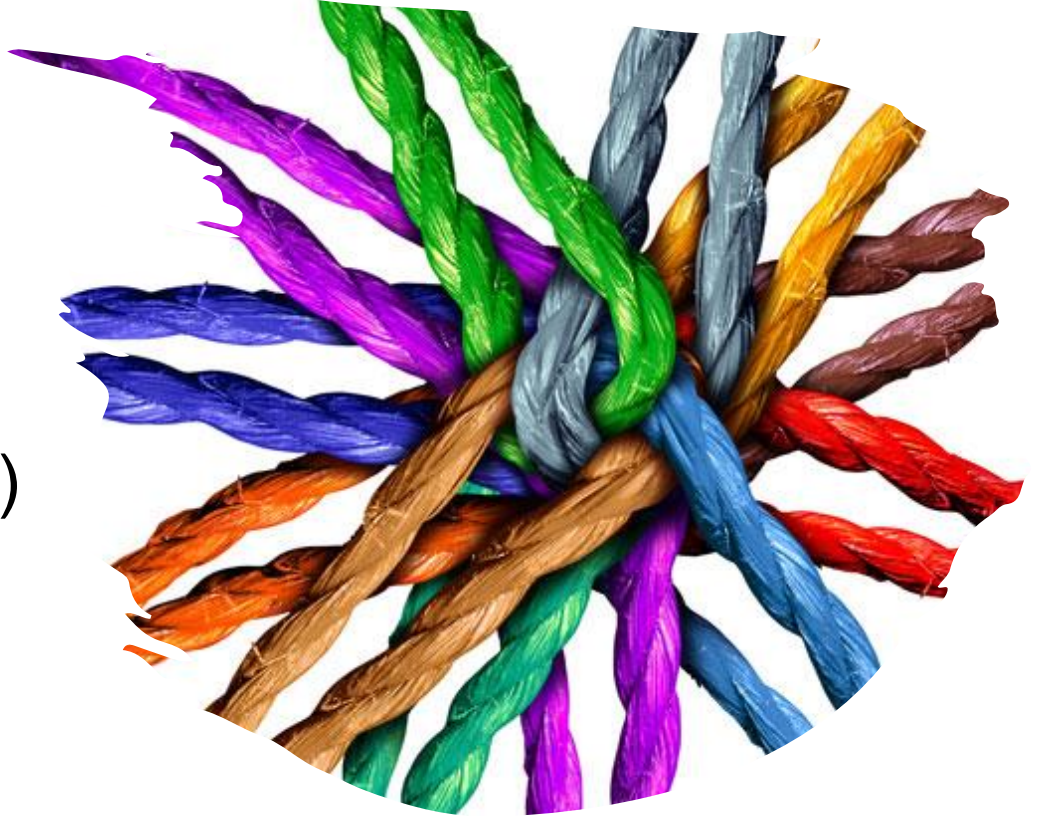
# The SUMH Collective Impact Initiative

- Despite the reach of individual programs addressing the overlapping crises of SUR and MHW, UK Extension was unable to tell a **compelling story collective impact**
- In 2022, a **cross-disciplinary** workgroup was established to identify and document the collective impact of UK SUMH programs
  - 14 specialists and associates from all areas (4-H, FCS, ANR, CED)
  - Evaluation personnel (facilitated and provided technical guidance)

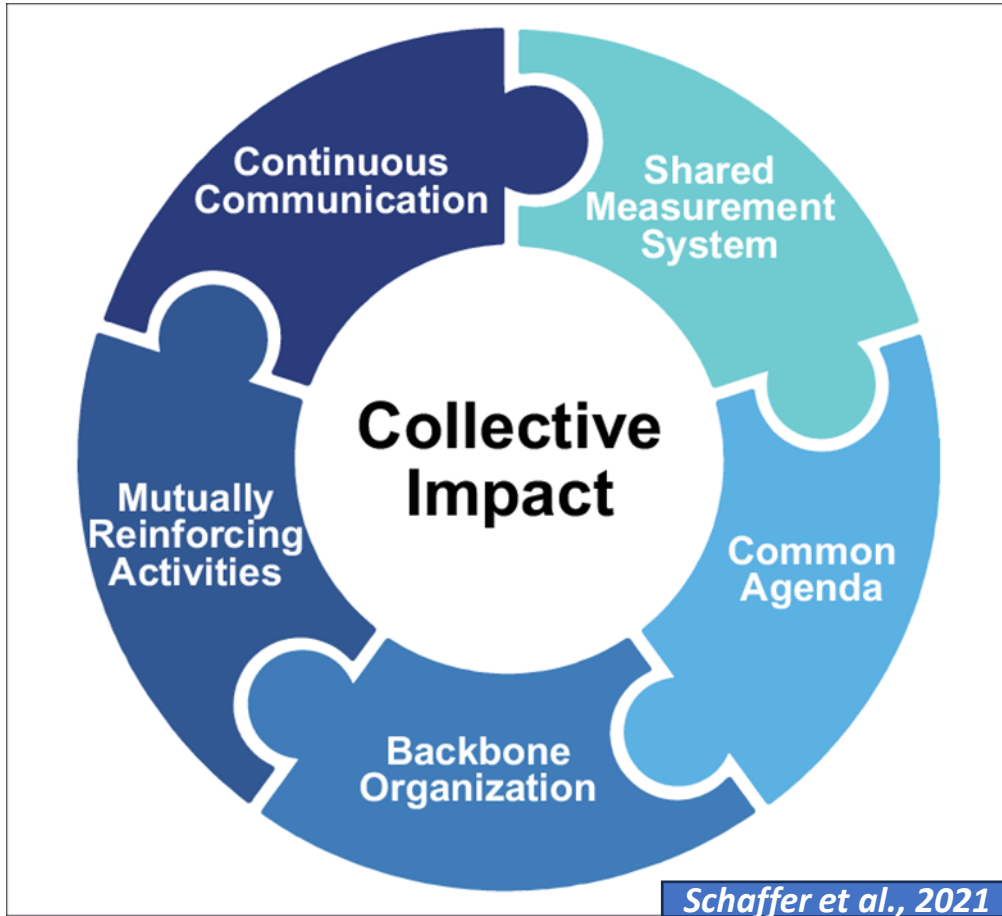


# Methodology: Collective Impact

- An approach to social change (Stanford Social Innovation Review)
- “Commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.” (Kania & Kramer, 2021)
- Focuses on “**coordinated strategy**” versus “**isolated impact**”

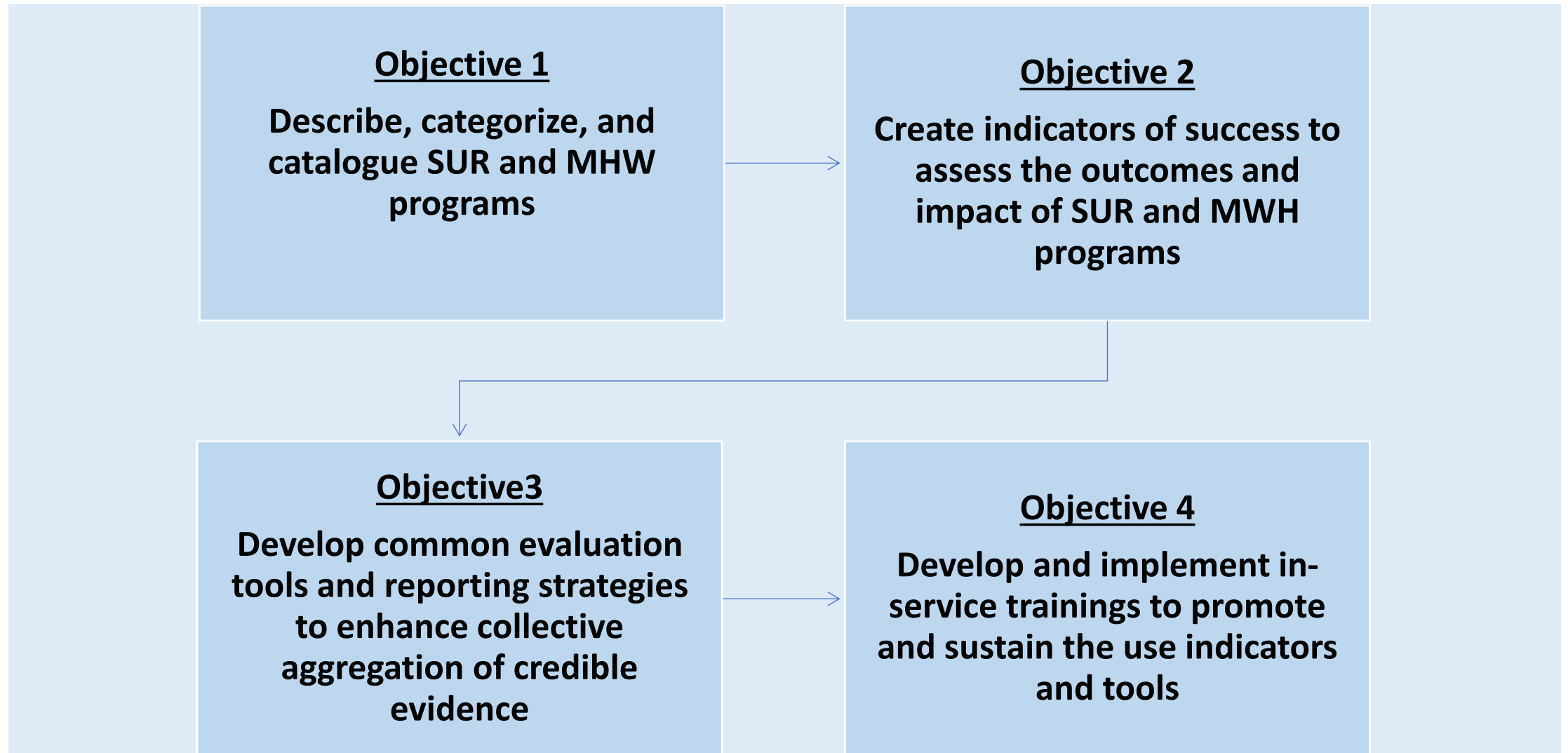


# The Five Conditions of CI

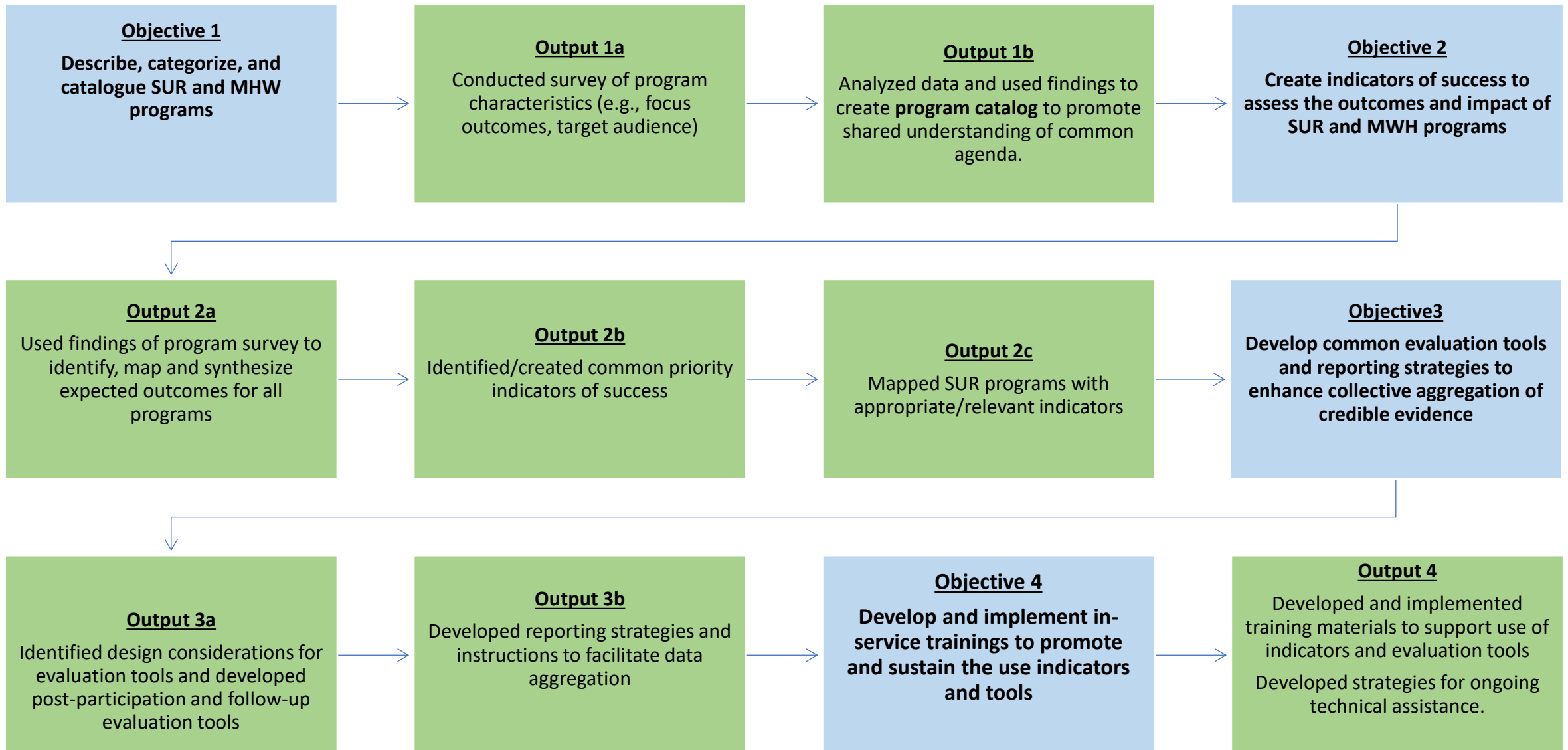


- **Common Agenda:** Shared vision of change and common understanding of the problem
- **Shared Measurement:** Consistency in data collection and measurement
- **Mutually Reinforcing:** Differentiated but coordinated programming efforts
- **Continuous Communication:** Open and consistent communication
- **Backbone Support:** Dedicated entity to coordinate activities for the CI

# Objectives of the SUMH CI



# Objectives and Outputs of the SUMH CI



# Program Catalog

Program Name, Target Audience	Program Description	Short-term Outcomes	Medium-term Outcomes	Long-term Outcomes
<b>Addiction 101</b> <i>Issue/Topic Area:</i> SUR <i>Target Audience:</i> Adults and youth in general, adults in substance use recovery, youth impacted by substance use and recovery, families, and caregivers of those in recovery, professional care providers, etc.	Addiction 101 workshop aims to increase participants' basic understanding of addiction, recovery capital, and ways to reduce stigma. The program combines three evidence-based stigma reduction strategies including testimony of lived experience, educational level setting, and an examination of destigmatized language.	<ul style="list-style-type: none"> <li>Increased knowledge of recovery capital, addiction as a chronic disorder, destigmatized language, and risk factors for addiction.</li> <li>Reduced stigma related to medications for opioid use disorder.</li> <li>Reduced stigma related to substance use disorder.</li> <li>Improved ability to use destigmatized language.</li> </ul>	<ul style="list-style-type: none"> <li>Increased use of destigmatized language.</li> <li>Increased engagement in activities or strategies to build recovery capital</li> </ul>	<ul style="list-style-type: none"> <li>Reduction in substance use disorder, substance use related harms, and community-wide addiction-related stigma.</li> <li>Increased access to recovery capital for people with substance use disorders (e.g., housing, and employment).</li> <li>Improved quality of life for people with substance use disorders and families.</li> </ul>
<b>Bringing Awareness Right Now (BARN)</b> <i>Issue/Topic Area:</i> MHW <i>Target Audience:</i> Adults, youth, and families, especially in rural and farming communities	BARN addresses mental health challenges and farm stress that negatively affect the health and well-being of rural and farming communities. BARN uses youth theater camps and Farm Dinner Theater to increase awareness of mental health and well-being and offers tools to reduce mental health challenges, farm stress, and suicide.	<ul style="list-style-type: none"> <li>Increased awareness and understanding of how to manage stress.</li> <li>Increased ability to identify mental health stigmas and discover personal skills.</li> <li>Increased knowledge of QPR for suicide prevention for future application.</li> </ul>	<ul style="list-style-type: none"> <li>Adopt self-care strategies to manage stress.</li> <li>Promote self-care strategies for mental health and wellbeing in one's own community.</li> </ul>	<ul style="list-style-type: none"> <li>Reduced stigma about mental health challenges and increase community awareness about mental health challenges and farm stress, thus, improving county level awareness and resource engagement.</li> </ul>
<b>Mental Health First Aid (Adults)</b> <i>Issue/Topic Area:</i> MHW <i>Target Audience:</i> Adults (General)	Mental Health First Aid, developed by the National Council for Mental Wellbeing, is a skills-based training that teaches people how to identify, understand and respond to signs and symptoms of a mental health or substance use challenge in adults ages 18 and over. The program aims to build mental health literacy, providing an action plan that teaches people to identify and address a potential mental health or substance use challenge safely and responsibly.	<ul style="list-style-type: none"> <li>Increased awareness of potential risk factors and warning signs for a range of mental health problems (e.g., depression, anxiety/trauma, substance use disorders, and self-injury).</li> <li>Increased ability to interpret the prevalence of various mental health disorders in the U.S. and the need for reduced negative attitudes in one's own community.</li> <li>Learn the 5-step action plan to help an individual in crisis connect with appropriate professional help.</li> </ul>	<ul style="list-style-type: none"> <li>Apply knowledge of the appropriate professional, peer, social, and self-help resources available to help someone with a mental health problem treat and manage the problem and achieve recovery.</li> <li>Use appropriate non-stigmatizing language in daily life regarding mental health disorders and suicide.</li> </ul>	<ul style="list-style-type: none"> <li>Decreased rates communally of individuals experiencing mental health challenges without social or professional support over time.</li> <li>Decreased community rates of individuals who die by suicide annually over time.</li> </ul>

# Seven Common Indicators

## Two categories of Indicators:

- **5** indicators of initial outcomes—**K**nowledge, **O**pinions, **S**kills or **A**spirations (short-term indicators)
  - # reporting increased knowledge of substance-use prevention, addiction, and/or recovery (or related subject matter)
  - # reporting increased ability to use destigmatized language
- **2** indicators of intermediate outcomes—behavior or practice change
  - # reporting that they used self-care strategies to improve their recovery and/or substance-refusal skills

# Program—Indicator Map

Programs	Indicators						
	SUR 1	SUR 2	SUR 3	SUR 4	SUR 5	SUR 6	SUR 7
<i>Addiction 101</i>	X	X	X	X	X	X	X
<i>PROFIT</i>	X	X	X	X	X	X	X
<i>Recovering Your Finances</i>	X	X	X	X	X	X	X
<i>Your Thoughts Matter</i>	X		X				
<i>Mental Health First Aid (Adult)</i>		X	X				
<i>Mental Health First Aid (Youth)</i>		X	X				
<i>Healthy Choices for Your Recovering Body (NEP)</i>		X			X		X
<i>Recovery Gardens</i>		X	X	X	X		
<i>BARN</i>			X				



# Post-Participation Evaluation Tool

Please circle the option that best describes your response to each statement.

Statements	Yes	No
<b>SUR 2:</b> Participating in [XYZ-Name of Program] increased my knowledge of substance use prevention, addiction, and/or recovery.	Yes	No
<b>SUR 3:</b> Participating in [XYZ-Name of Program] increased my ability to use destigmatized language.	Yes	No
<b>SUR 4:</b> After participating in [XYZ-Name of Program], I intend to use self-care strategies to improve my recovery and/or substance refusal skills.	Yes	No
<b>SUR 5:</b> After participating in [XYZ-Name of Program], I intend to [insert expected behavior change related to substance use recovery and/or prevention].	Yes	No



# Follow-up Evaluation Tool

Please circle the option that best describes your response to each statement.

Statements	Yes	No
<b>SUR 6:</b> Since participating in <i>[XYZ-Name of Program]</i> , I have used self-care strategies to improve my recovery and/or substance refusal skills.	Yes	No
<b>SUR 7:</b> After participating in <i>[XYZ-Name of Program]</i> , I have <i>[insert expected behavior change related to substance use recovery and/or prevention]</i> .	Yes	No

# In-Service Trainings

- 4 in-service sessions to familiarize agents with the new reporting structure, indicators, and evaluation tools (91 participants)
  - Demonstration of data collection and reporting
  - Contact persons for technical assistance
  - Detailed data collection instruction documents

## Uptake

Based on training evaluation survey:

- **93%** feel confident using indicators and tools to evaluate their programs
- **99%** reported that they understand how to report the data from the evaluation tools in KERS
- **94%** reported that the tools are easy to use
- **94%** reported that the indicators and evaluation tools will make evaluation of their programs easier.

# Lessons Learned

- Collective impact evaluation is **doable and achievable** with:
  - The right expertise (people) and attitude at the table
  - Institutional (and administrative) buy-in and support
  - Infrastructure and resources (e.g., dedicate evaluation support)
- Some **unexpected early wins** include:
  - Synergized programmatic efforts across program areas
  - Purposeful interconnections among programs serving the same audience
  - Increased awareness of the applicability of CI to cross-area Extension programs
  - Re-commitment to rigorous evaluation
  - Opportunities for innovative programming and reporting ideas/initiatives

# Barriers and Challenges

- CI evaluation **can be challenging**—time consuming and resource intensive
- Reaching consensus on major indicators to measure
- Institutional barriers related to our centralized reporting system
  - Limited capacity to capture both collective & individual program impact
- Limited capacity to catalogue and capture the impact of indirect and PSE interventions

# Questions

**QR Code links to a manuscript summarizing the work of the SUMH initiative**—Adedokun, O. A., Desmennu, O. M., Elswick, et al. (2025). Measuring Collective Impact of Extension Programs Addressing Substance Use and Mental Health. *Journal of Human Sciences and Extension*, 13(1), 9.





**EXTENSION**



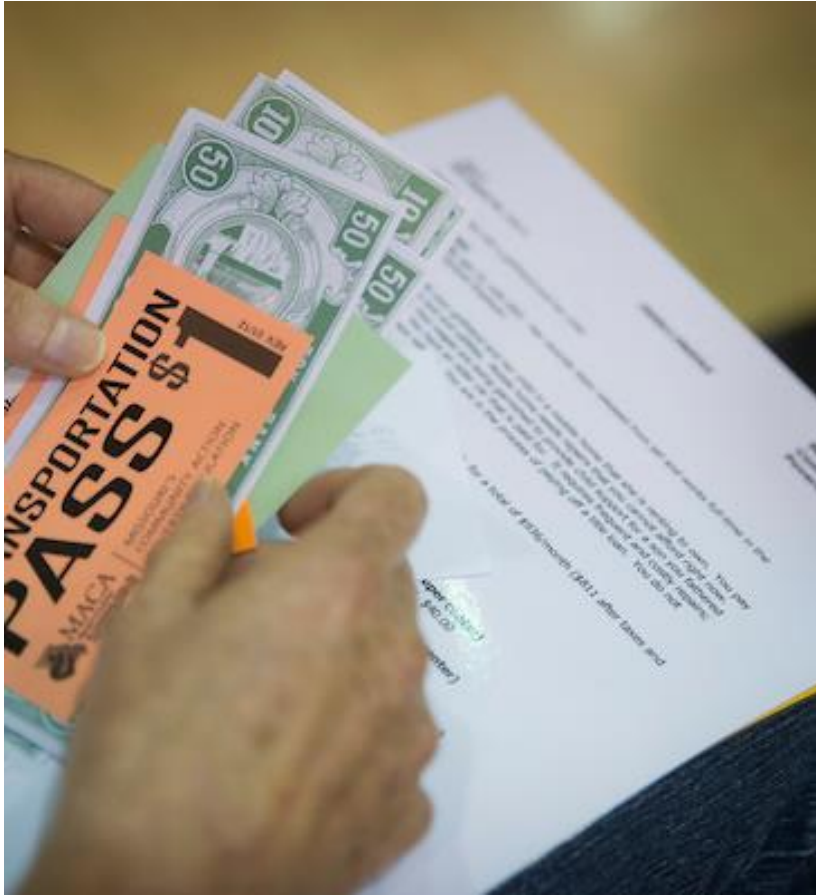
# Poverty Simulations

**Fostering Collaboration**

**Empowering Communities**

Gina Peek and Suzette Barta

# WHAT IS A POVERTY SIMULATION?



Developed by Missouri Community Action Network (MCAN)

Interactive learning tool for 40-80 participants

Requires 20 volunteers

Simulates a month in poverty

It is not a game



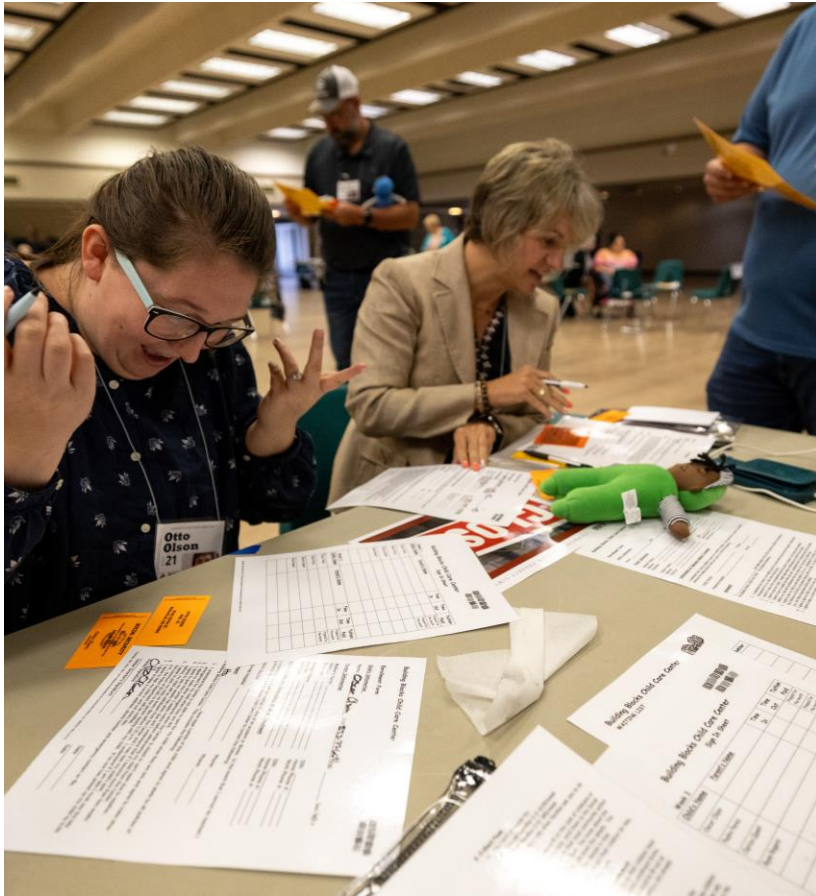




2025 Poverty Simulation at Woodward County Fairgrounds



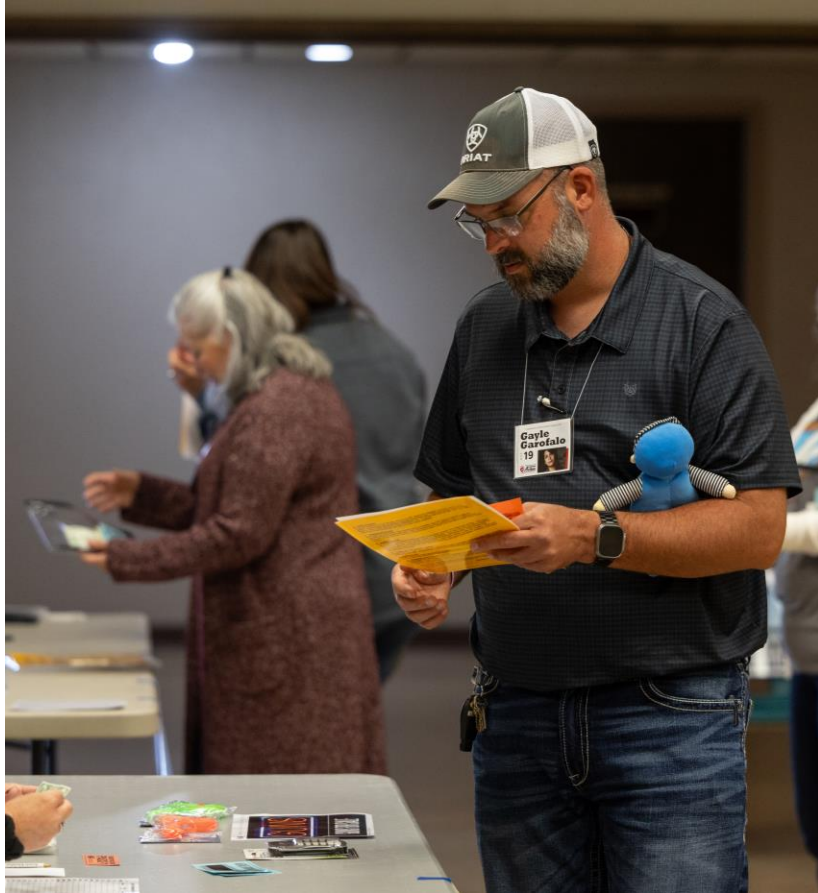
# TARGET AUDIENCE AND OBJECTIVES



Objective: Sensitize the participants to the real challenges faced by individuals living in poverty.

Ultimate goal: Participants become voices of change in their workplaces and/or communities

**It looks like a game...**



**...But it's not.**

## POWER OF THE EXPERIENCE – THE DEBRIEFING



Participants share their “a-ha” moments.

71% say it changed their thinking.

83% say they plan to take actions.

Words we hear over and over:

- Impactful
  - Stressful
  - Frustrating
  - Powerful
-

## Partnerships



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# EXTENSION

Workforce Development Boards

Tech Centers

Public Schools

Government Agencies

Community Colleges

Non-Profits

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# Poverty Simulation – Impacts

## Snapshot

**Since 2023:** 21 simulations held; two more August 2025

### **Participants:**

2023 – 161

2024 – 416

2025 – 281 (through June)

**Reach:** 25 counties engaged

14 counties hosted, others participated





## Lasting Impact – Cleveland (OK) Public Schools



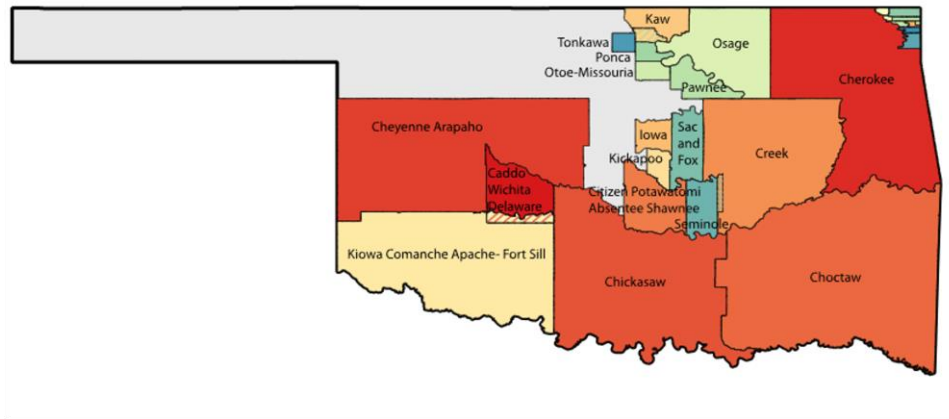
“Almost 9 years ago, my district's opening day activity was a poverty simulation done by the OSU Extension Office. The simulation gave us valuable insight in the attitude and mindset of many of our families. It immediately filled us with empathy and understanding and a desire to not just react to situations differently, but to be proactive in loving and serving our families.”

Solomon Bayouth and Family

Superintendent, Cleveland Public Schools

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# Lasting impact



Partners for Ottawa County, Inc. (POCI) is a community coalition that gathers partners to share information and resources in order to maximize their collective impact on Ottawa County.

- Modoc Tribe of Oklahoma
- Quapaw Tribe of Indians
- Peoria Tribe of Indians
- The Shawnee Tribe
- The Ottawa Tribe of Oklahoma
- The Wyandotte Nation
- The Seneca-Cayuga Nation
- The Miami Tribe of Oklahoma





# EXTENSION



Suzette Barta  
State Coordinator



Brenda Miller, Retired



Susan Routh, District Prog.  
Specialist, West District



Sonya McDaniel  
Pottawatomie Co.



Jan Dawson  
Tulsa County



Lesa Rauh  
Custer County



Riley DuBois,  
Grady Co.



LaDonna Hines  
Oklahoma County



Dea Rash  
Payne County



Virginia Stanley  
Wagoner County



Kathy Enyart  
Ottawa County



Heather Winn  
Cherokee County



Stacey Dawson  
Creek County



Trinity Brown  
Pawnee County



Janna Kelley  
Pontotoc County



April Hauenstein  
Mayes County



Rachel Lockwood  
Pittsburg County



Lindy Peterman  
Kingfisher County



Kelsey Ratcliff, SE District  
Health Disparities Specialist



Jennifer Hedges  
Woodward County



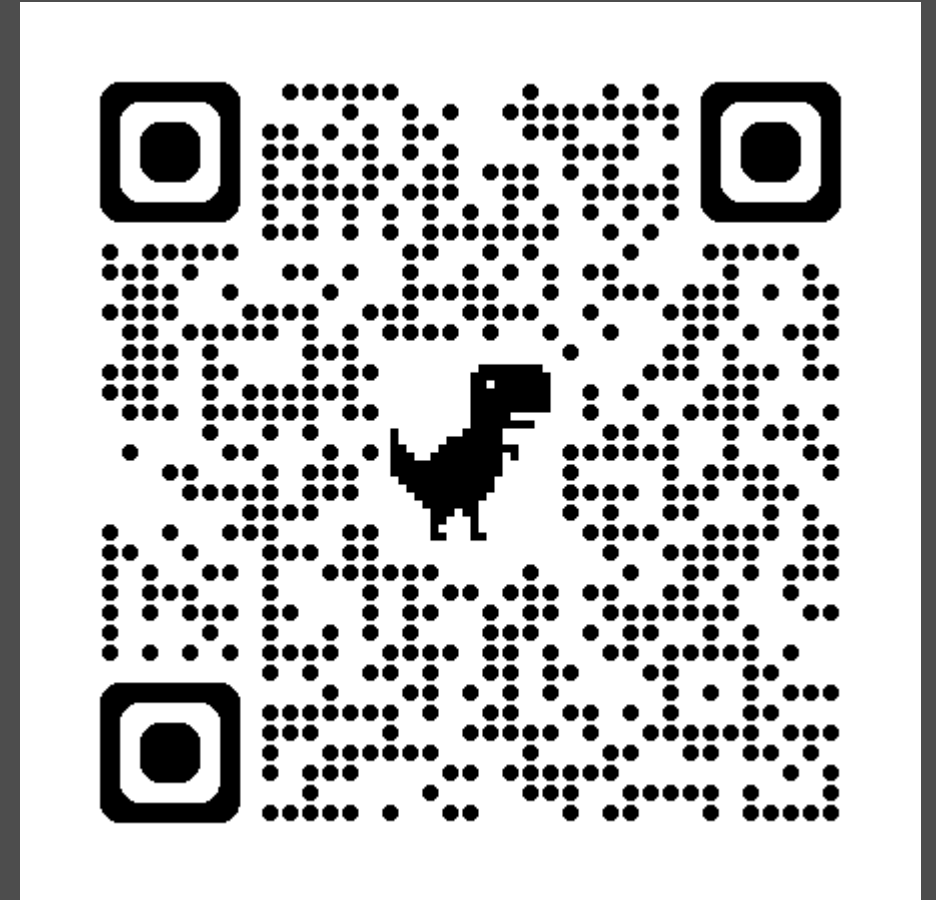
# Questions?

**Suzette Barta**

**Phone** | 405.744.3145

**Email** | [suzette.barta@okstate.edu](mailto:suzette.barta@okstate.edu)

135 Nancy Randolph Davis  
Stillwater, OK





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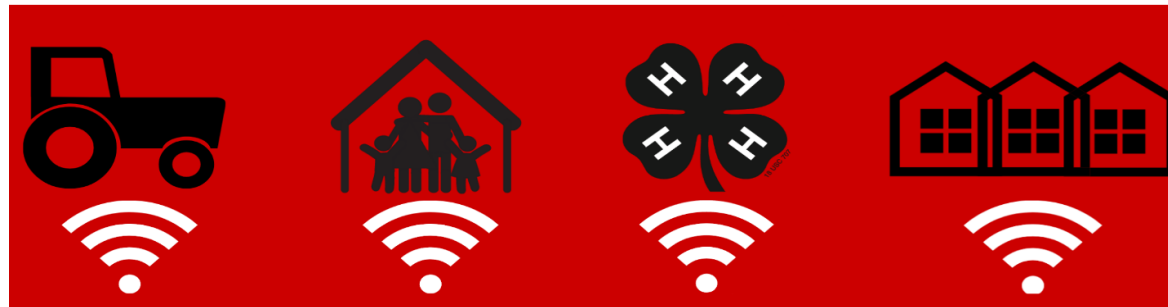
**EXTENSION**

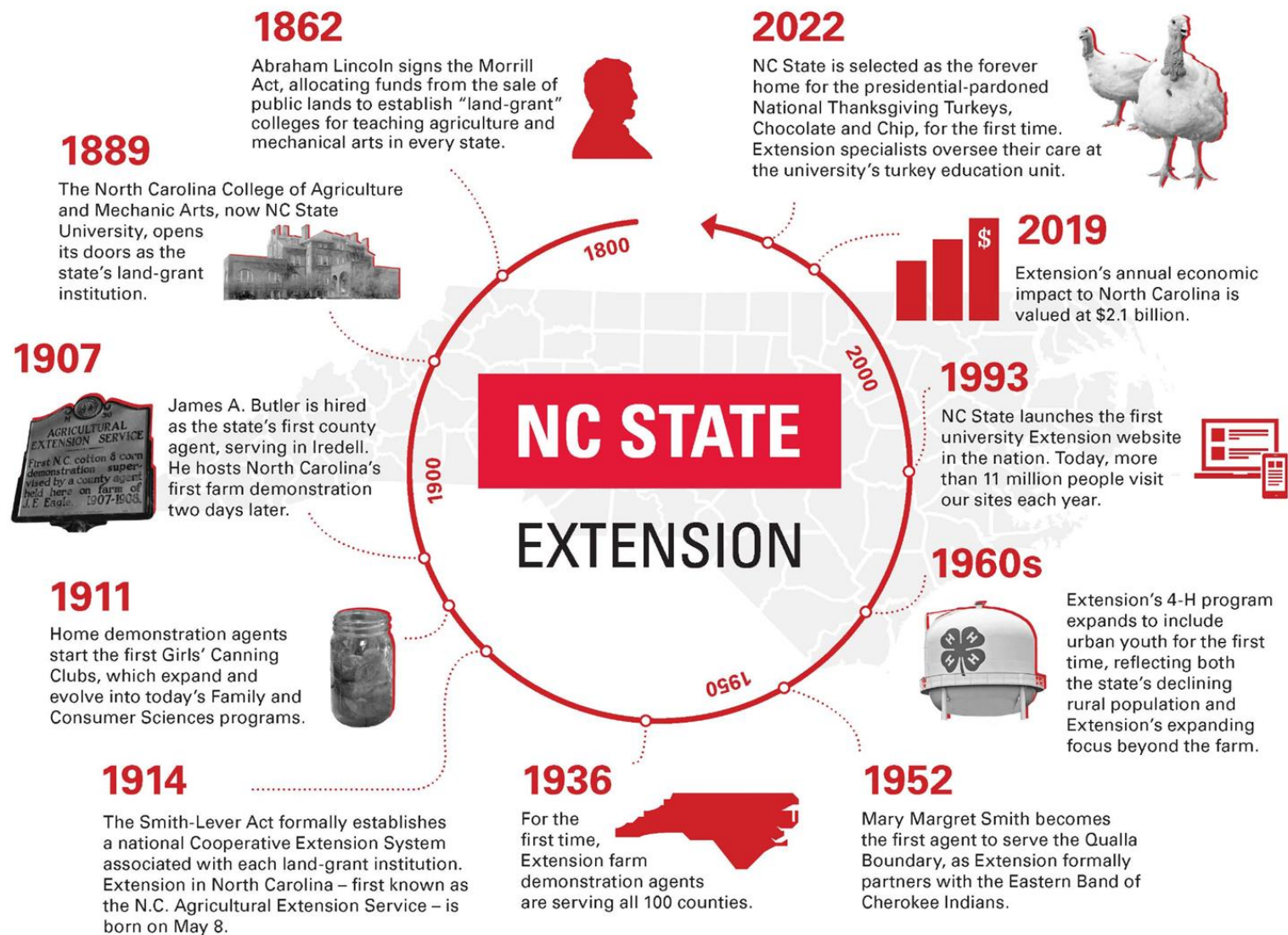
# Digital Skills Education in Cooperative Extension: Echoes of the Past, Hope for the Future

Kenneth Sherin  
PLN Pre-Session



NC Digital Futures Program







## Pre-1914

Corn clubs, Tomato Clubs

Boll weevil on farm demos

Home Demonstration, Sanitation,  
Record Keeping

Demonstration Plots

Competitions



Extension agent demonstrating installation out door toilet



## 1914-1930

### War Emergency

- National food security
- Helped teach science based practices to increase production

### Clothing Design

### Women's Farm Clubs

### Community Meetings

### 4-H State Fair competitions





# 1930-1950

## Depression Era- Post War

- Home Food Production and Preservation
- Soil Conservation
- Rural Electrification
- 4-H Youth Training to influence parents
- Rationing and Wartime Homemaking
- Use of DDT and 2-4-D
- AI- Artificial Insemination



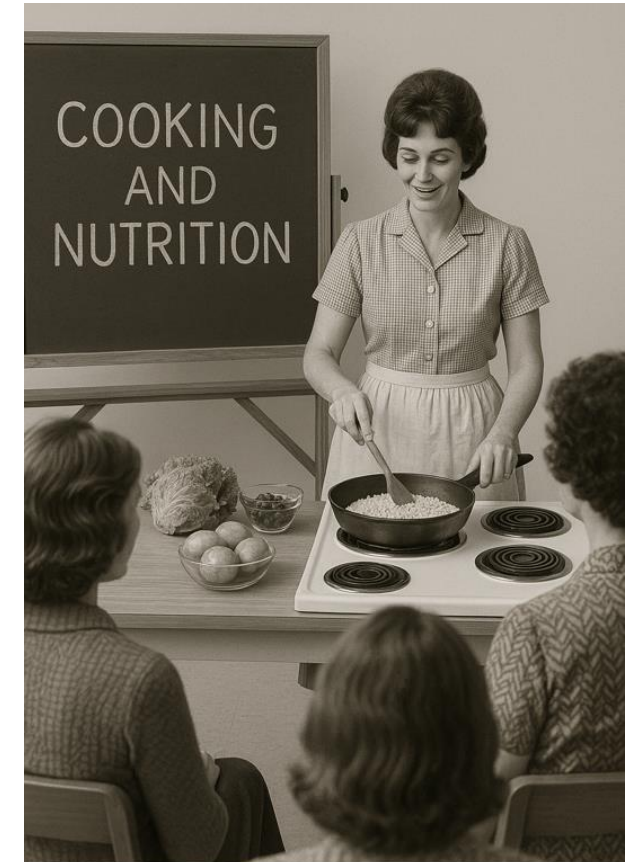
## 1950-1970

### Post War- Baby Boom

- Demonstration of Home Appliances
- Nutrition Education
- Civil Rights and Integration
- Improved Crop varieties
- Vaccines for livestock
- Mechanization of farm labor
- Baby Boom 4-H Enrollment
- “How to get” by to “improve quality of life”
- Community development
- Master volunteer programs



An extension agent demonstrating the use of home appliances





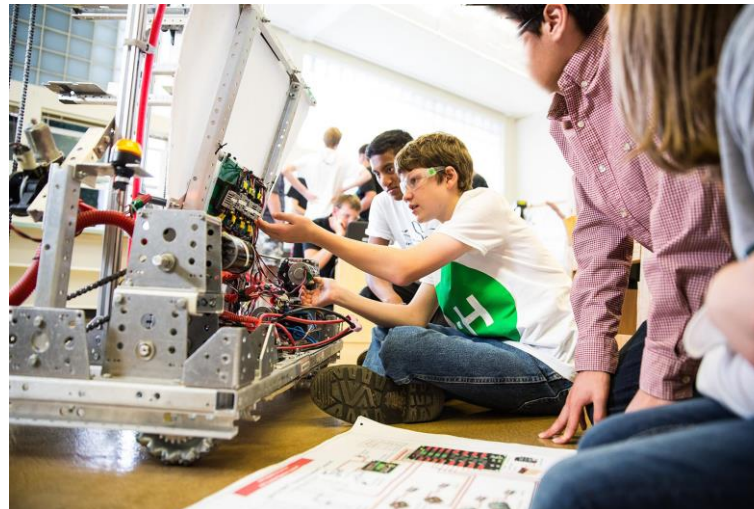
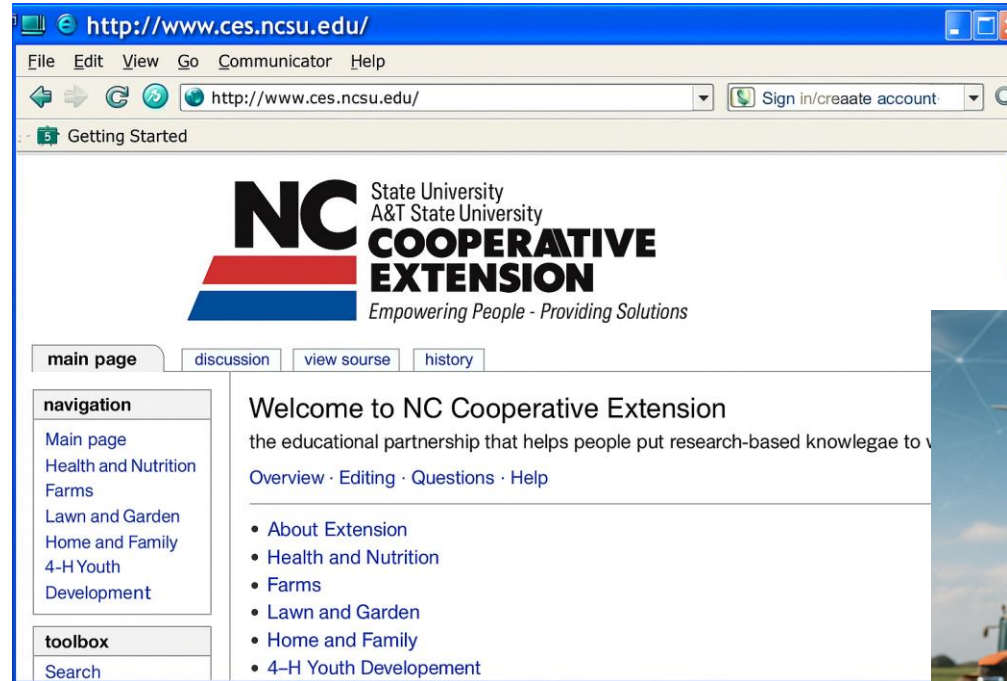
## 1970-1990

- Energy Crisis.. No Till Farming
- Leadership Trainings
- Health Topics
- Environmental Education
- Farm Crisis - Farm Financial Management
- Teaching Farms and Business how to use PCs
- Teleconference systems for teaching
- Cover crops

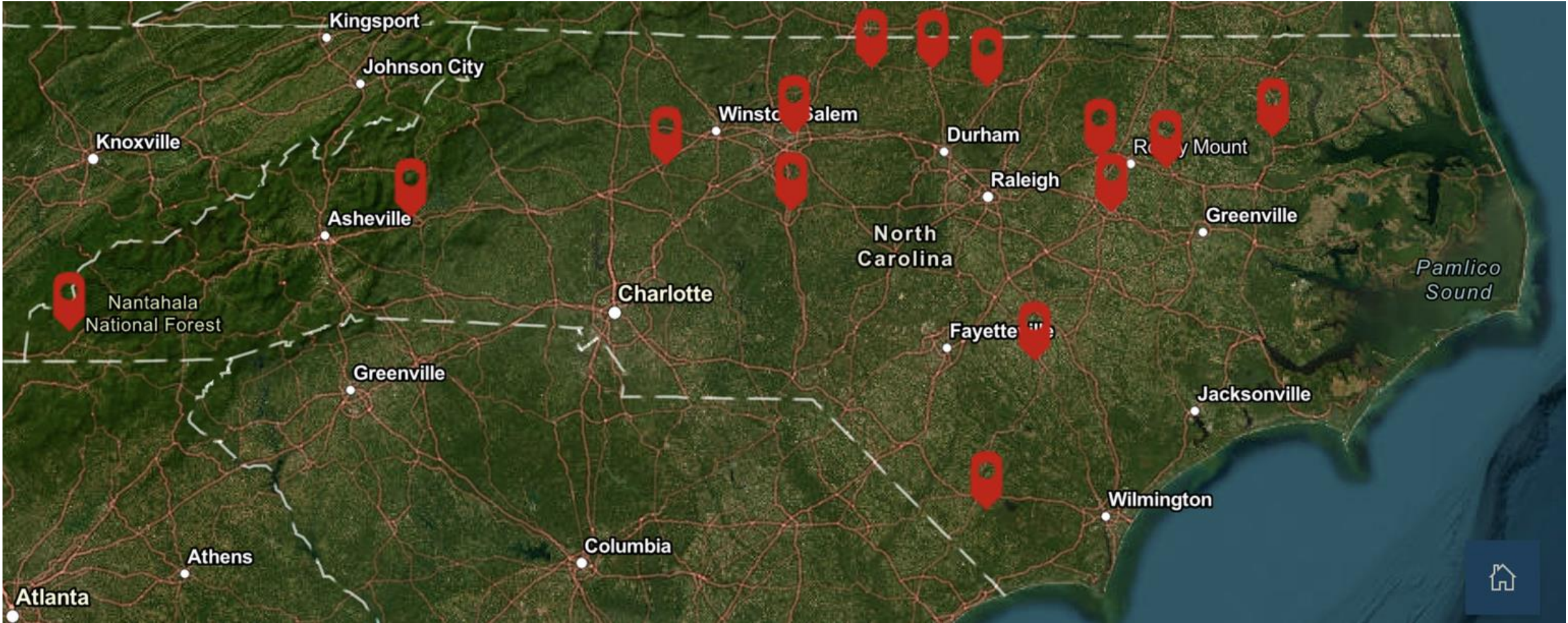


## 1990-2020

- NC State Extension launched nations first University Extension Website
- Precision Ag starts using GPS
- Data driven ag
- 4-H STEM Education
- Farm Diversification
- Chronic Disease Prevention
- 4-H Robotics
- 4-H Tech Changemakers







Cherokee	McDowell	Davie	Guilford	Randolph	Caswell	Person
Granville	Wilson	Nash	Edgecombe	Bertie	Sampson	Columbus

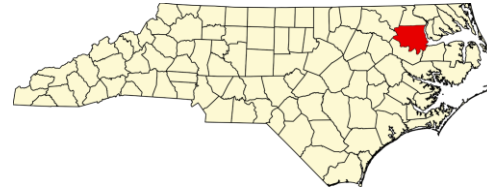


# Mobile Classroom



10 Mac Book Airs  
10 Wireless Mice  
10 Power adaptors and cables  
2 Power strips

2 Travel bags  
Mifi, router, POE splitter,  
Switch, AP, battery pack  
Projector, HDMI, Adaptor



# Empowering Bertie County

## Rebecca Jinnette

- Digital Literacy classes for youth, adults, and seniors
- 1:1 Digital Skills Tutoring Sessions & Tech Assistance (by appointment)
- Invited Presentations
- 4-H Youth S.T.E.A.M. Programming
- Bertie DigiCon Digital Equity & Literacy Conference
- Founded NENC Digital Skilling Coalition
- AI Training for Youth, Adults, Teachers, and Community Leaders
- Remote Workforce Development
- Digital Citizenship for Children
- Other Popular Classes: Google Workspace, Canva, Digital Marketing, eCommerce, Online Safety, Scam Prevention, Digital Detox, Digital Legacy Planning, & more!

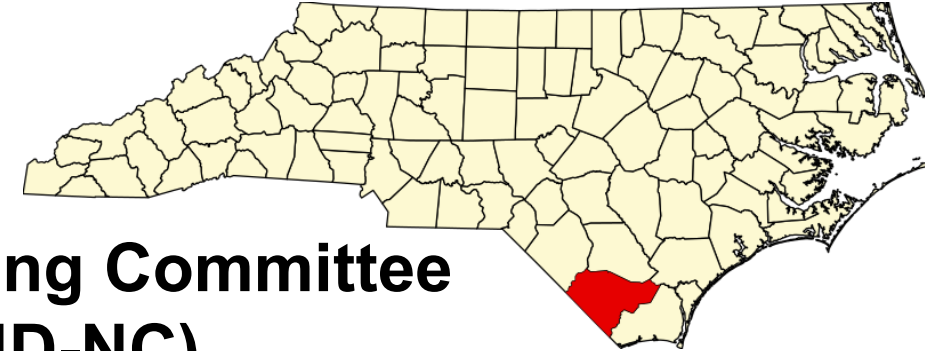
# Empowering Guilford County- Jeffrey Cates

- **Workforce Ready:** digital skills for employment
  - Partnership with NCWorks
  - Partnership with Guilford Sheriff's Office
- **Art & AI:** creative collaboration exploration
  - Partnerships with public libraries
  - Senior Centers
- **Digital Literacy** classes for
  - Partnership ARC, serving people with intellectual & developmental disabilities
  - Partnership with Greensboro Housing Authority



# Empowering Columbus County

## Howard Wallace



### Local government representation

- Cape Fear COG Digital Inclusion Plan Steering Committee
- Building a New Digital Economy in NC (BAND-NC)

### Community Need - Online safety education

- Columbus Co. Dept of Aging
- Columbus Co. Sheriff
- NC Senior Tar Heel Legislature

### NC Agriculture Disaster Assistance

- 154 Farmers Assisted
  - online application
  - electronic pdf
  - email creation



NC Cooperative Extension: Episode 59- Dr.  
Howard's Guide to Buying & Selling Safely...



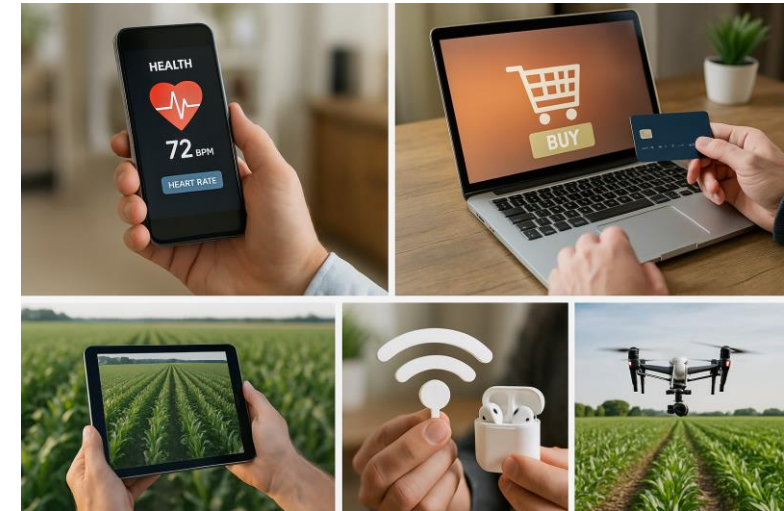
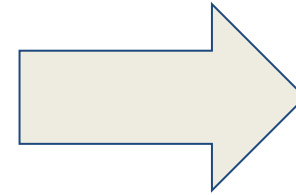
## Future Opportunities

- Cybersecurity at home and on the farm
- AI use in Everyday Life
- Smart Ag Training and Use
- Digital Entrepreneurship in Rural Communities
- Health Tech and Telehealth
- Data Literacy

Extension has a rich history of adapting to the times—from teaching canning in 1910 to internet use in the 1990s. Today, the missing element is structured, equitable **digital adaptation** programming for both rural and urban communities. The future of Extension lies in bridging the **digital divide**—helping Americans thrive amid technological change.



Extension agent demonstrating installation out door toilet



Thank you! [Read Impact Stories](#)



Community and Economic Development

# Digital Skills Educators

## Our Vision

In North Carolina, every individual on a farm, in a household,  
and in business will have the digital skills necessary to  
**EARN, LEARN, BE WELL, and LIVE WELL.**



SERVICIO  
DE EXTENSIÓN  
AGRÍCOLA™

UPR - RUM - CCA

*90 Años*

SR-PLN



RUM

**SR-PLN Meeting 2025**

**PRAES Holistic**

**Approach to Community Capacity Building**

**Robinson Rodríguez-Pérez, Ph.D.**

**Assistant Director**



# Puerto Rico's Context

- Puerto Rico is an archipelago situated in the Caribbean at 935 miles from the closest U.S. mainland coast.
- Port of food entry: Just one! Puerto de San Juan.
- Food Sovereignty: Puerto Rico imports 85% of all food it consumes (Filantropía PR, 2025).
- Population: 3.22 million habitants. 1,100 persons per square mile (26<sup>th</sup> worldwide).
- 33% of household experience food insecurity (Santiago-Torres et.al., 2019).
- 43% of the population in Puerto Rico live in poverty & 58% is dependent on U.S. government assistance for food (PR NAP State Plan for Operations FY 2024).
- Weak road, electric & water Infrastructure.



Hurricane María in 2017.

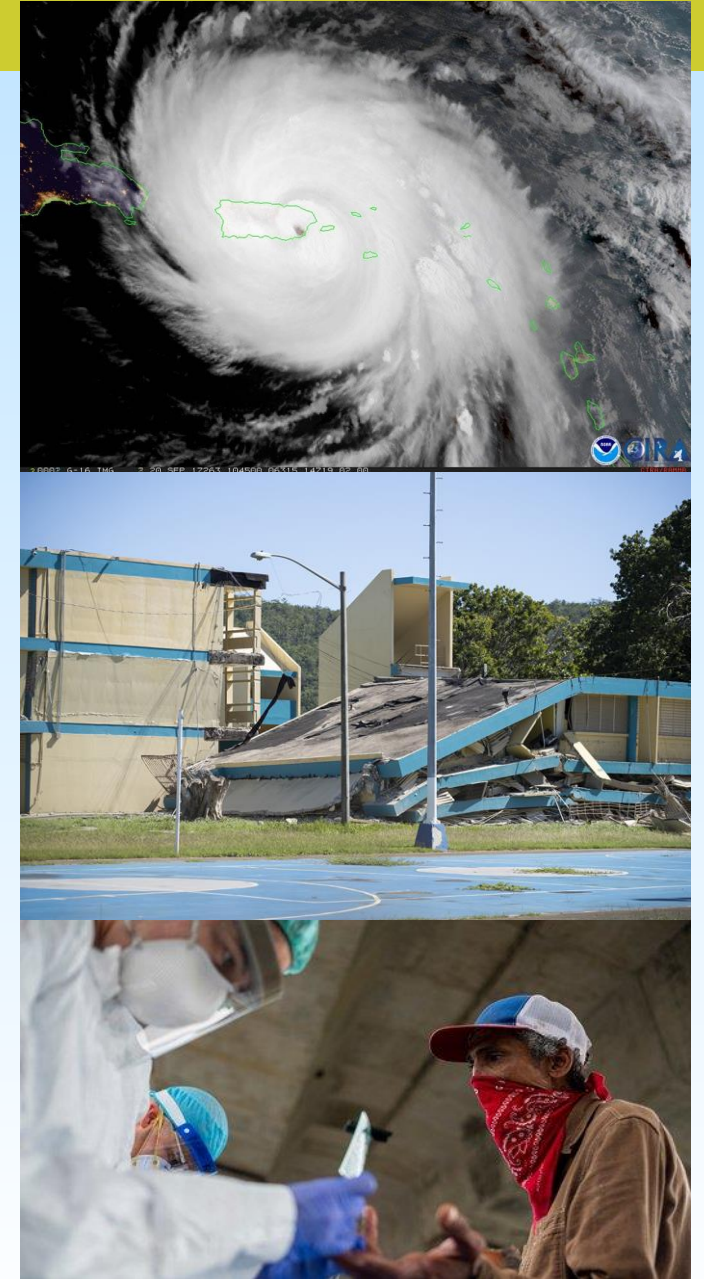
-80% loss of its agriculture production.

6.4 magnitude earthquake in 2020.

Most affected area the south, where most agricultural activity occurs.

Covid-19 pandemic

Total closure of Puerto Rico's borders.





# Going Back to the Basics: Building a Holistic and Resilient Agro-Food System

## PRAEX & PRAES contributions to world agriculture

- ✓ Sugar Cane
- ✓ Bananas
- ✓ Cotton
- ✓ Rice
- ✓ Sunflower
- ✓ Soybean
- ✓ Monoculture Agriculture

## PRAEX & PRAES Actual Contributions

- ✓ Roots (i.e., Yautía, Yam, Taro, and Cassava)
- ✓ Criollo and slick-haired Holstein cattle
- ✓ Tropical Climate High Quality Seeds
- ✓ Youth, Family and Community Integration to Agrifood System and Ecosystem Protection
- ✓ Small/Medium Farmers entrepreneurship
- ✓ Sustainable Tropical Agriculture

# Transition from Conventional to Sustainable Agriculture



## Tissue culture technology in plantains

- ✓ Increases yields
- ✓ Integrated pest control management
- ✓ Precision fertilization



## Climate Smart Techniques

- ✓ Improve productivity
- ✓ Reduce input cost
- ✓ Promotes environmental stewardship



## Enhancing productivity and environmental sustainability

- ✓ Crop varieties
- ✓ Weed management practices
- ✓ Agroecological farming

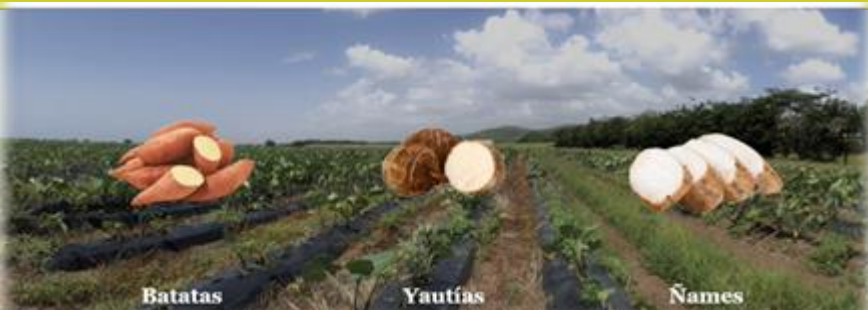






SERVICIO  
DE EXTENSIÓN  
AGRICOLA  
UPR - RUM - CCA

# Protection & improvement of disaster's resistant local varieties of crops



- ✓ Yautía
- ✓ Yams
- ✓ Taro
- ✓ Cassava

Highly resistant and constitutes a safe source of food after tropical storms and hurricanes

Consumer & Family Sciences initiatives promotes the consumption of starchy roots

Improvement of locally important crop varieties through the release of better cultivars



Educational material tailored to Children to foster deeper understanding





# Protection & improvement of local varieties of cattle

- Due to Puerto Rico's geographical characteristics, a significant portion of its agricultural production takes place in mountainous regions.
- In these areas, Criollo cattle are particularly important, serving as a safe and reliable source of draft power for plowing.



- Ranchers breeding in Puerto Rico has produced a slick-haired type Holsteins that exhibit superior thermoregulatory capacity, reproductive performance and skin traits.







SERVICIO  
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# Food Security and Sustainability Through Community Gardens



- The Honeybee Extension Program aims to strengthen bee populations through education.



- 4-H Bee Aware Project

- Community gardens integrates persons of all ages.



- Food conservation and preservation, an integral part of promoting food security and resources maximization.







FLORIDA A&M UNIVERSITY  
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EXTENSION**  
COLLEGE OF AGRICULTURE AND FOOD SCIENCES

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## **Urban Agriculture in West Palm Beach: Strengthening Community Through Food and Engagement**

**Presented by: Tavia Gordon - Urban Agriculture Agent  
FAMU Cooperative Extension**



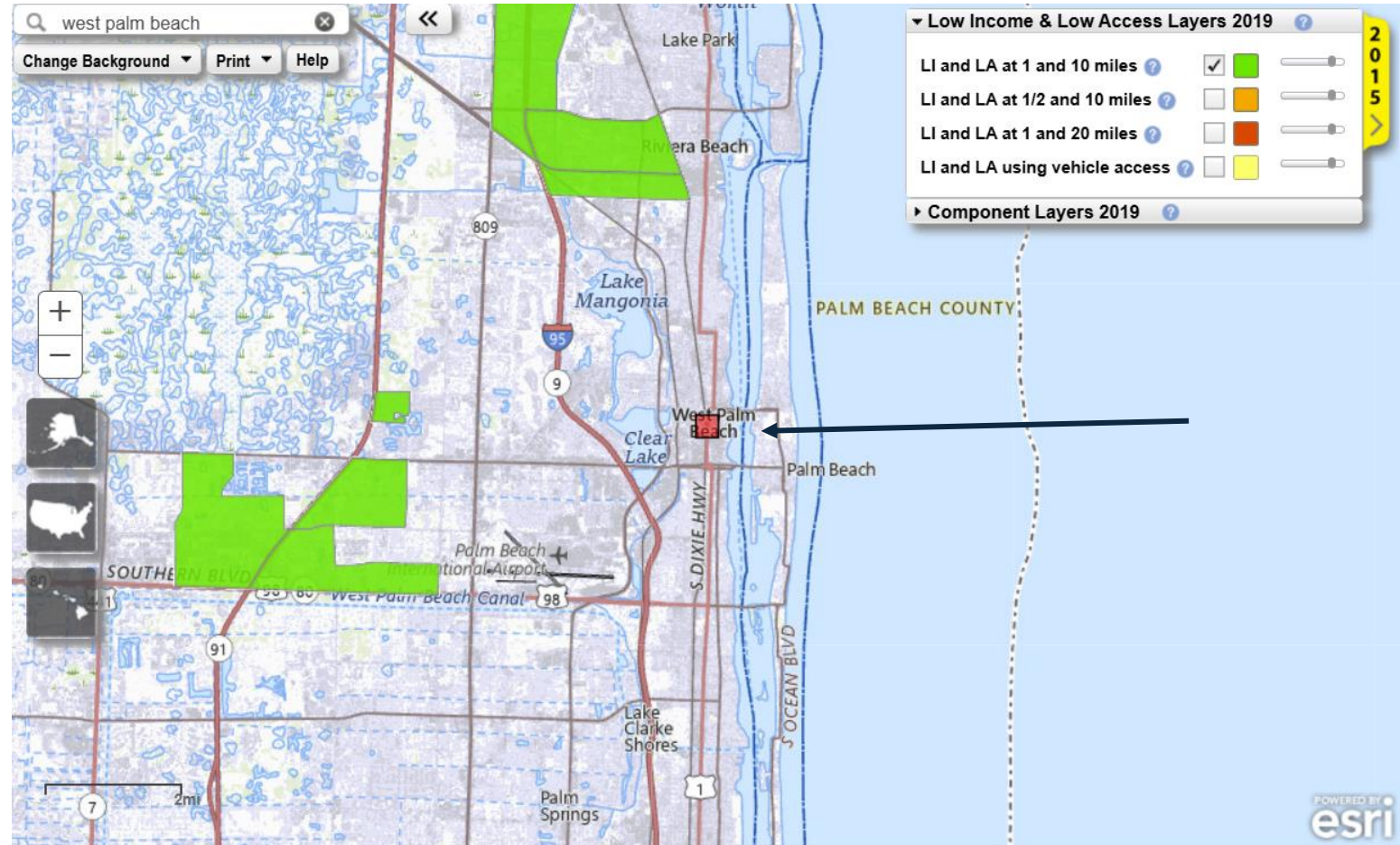


# Urban Agriculture?

- Food Desert
- L1-Low Income
- LA-Low Access



## Food Access Research Atlas



Source: Food Access Research Atlas - Go to the Atlas | Economic Research Service





# Why Urban Agriculture?

- Food deserts in Pleasant City and Coleman Park
- 1,700 lbs. of yard waste/year per household in PBC, over 200,000 tons collected annually (SWA)
- Urban agriculture addresses access, education, and equity







# Program Overview

- Community Gardens (Pleasant City, Coleman Park)
- Educational Outreach (gardening, composting, seed saving)
- Youth Engagement & school partnerships
- Place-based, community-driven approach





# Impact in Action



- Pleasant City garden: seniors & families growing food
- Pleasant City & Coleman Park: school-based education
- Raised beds, composting, and volunteer programs
- Empowerment through hands-on learning







## Strategies That Work

### What makes this work effective and replicable?

- Build trust first – relationships before programming
- Culturally relevant content and community voice
- Small-scale, high-impact projects
- Strong partnerships extend capacity





# Youth & Volunteer Engagement

## Youth are central to our vision

- Youth lead and learn through gardening
- Life skills, leadership, and environmental literacy
- Volunteers become community garden ambassadors
- Intergenerational learning in action





# Resilience Through Community

- Amid climate challenges, inflation, and food insecurity, our gardens offer more than just food
- Gardens support food security and climate resilience
- Spaces for healing, learning, and connection
- Extension responds to local needs quickly and effectively





# Strengthening Extension

A group of approximately ten diverse young adults, mostly in their late teens or early twenties, are standing in a garden or park setting. They are all smiling and looking towards the camera. Some are wearing red lanyards. The background features lush greenery, including palm trees and various shrubs, under a clear blue sky. In the foreground, there are wooden planters with small pink flowers. Three white text boxes with green borders are overlaid on the lower half of the image, each containing a key point about 'Strengthening Extension'.

**Locally rooted,  
responsive  
programming builds  
trust**

**Demonstrates  
relevance of  
Cooperative  
Extension in urban  
areas**

**Co-creating  
community-driven  
solutions**



# Takeaways



Urban agriculture is a tool for equity, education, and empowerment.

1

Community engagement must be intentional, inclusive, and responsive.

2

Extension has the power to drive change when it centers community voices.

# THANK YOU!



**Tavia Gordon**

**Urban Ag Extension Agent**

**Email: [Tavia.Gordon@famu.edu](mailto:Tavia.Gordon@famu.edu)**

**Phone: 561-804-4979**



FLORIDA A&M UNIVERSITY  
**COOPERATIVE  
EXTENSION**  
COLLEGE OF AGRICULTURE AND FOOD SCIENCES



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EXTENSION

# The Georgia Health Landscape

Data Dashboards to Support Community Engagement and Research

Courtney Brown, Ph.D., RDN, LD  
Community Health Engagement Coordinator  
[courtms@uga.edu](mailto:courtms@uga.edu)



# The Georgia Clinical and Translational Science Alliance provides infrastructure in order to:



- Help make important health research possible
- Ensure that research “gets outside the lab”
- Improve health in Georgia

# Why is a partnership between GA CTSA and UGA Extension important?

- UGA Extension can help ensure that research efforts accurately reflect Georgians
- UGA Extension can help researchers do a better job of including community input in research and ensure that the results of that research reaches the people of Georgia
- Through GA CTSA, we can:
  - Connect communities with experts
  - Connect communities with research opportunities
  - Develop partnerships to help solve complex health problems that we cannot move the needle on alone

## Georgia Health Landscape



**Aim 1:** Support researchers in engaging communities from concept to implementation to dissemination



**Aim 2:** Increase the capacity of community-academic partnerships to engage in research that addresses community needs and leverages assets



**Aim 3:** Leverage CTSA institution strengths and community connections to foster innovative, community-engaged research



# Three Dashboards

DASHBOARD #1

## HEALTH CONDITIONS

*Purpose:* Identify current state of health needs by county or other geography based on health data and community voice

*Users:* Anyone looking to identify research, health, or community-defined needs

DASHBOARD #2

## HEALTH TRENDS

*Purpose:* Examine the trend of a given health need across counties or the trends of various health needs within an existing county

*Users:* Anyone seeking to explore how health needs are changing across the state

DASHBOARD #3

## CONNECTIONS

*Purpose:* Support matches between people with ideas and communities with needs without overburdening a given community

*Users:* Researchers, innovators, and others looking to study or test ideas

# Georgia Health Landscape



HEALTH CONDITIONS



HEALTH TRENDS



CONNECTIONS



RESOURCES

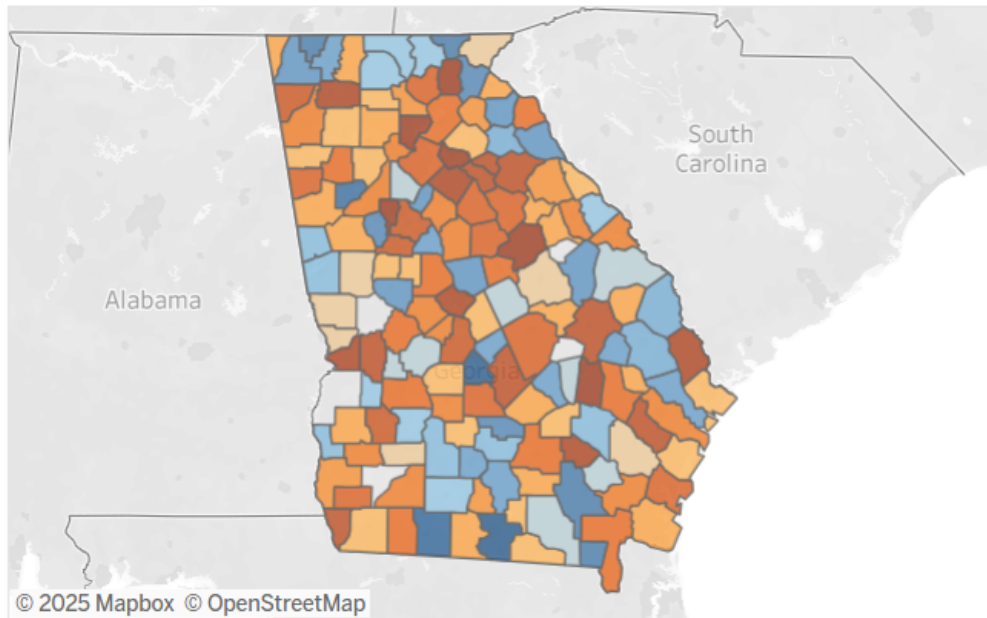


COUNTY PROFILE

## Geography of a Given Condition

(Select a health condition and the data on which you want to rank the counties)

### Community Voice County View - Diabetes



Low Need High Need

Choose a Health Condition		Map View and Table Sort Order	
Diabetes		Community Voice	
		Epidemiological	
		Community Voice	
County	Prevalence	Epidemiological Index to State	Community Voice Importance Rank
Treutlen	15.1	133	
Barrow	10.7	94	1
Clayton	16.0	141	1
Forsyth	8.1	71	1
Hancock	17.4	153	1
Toombs	13.1	115	1
White	9.5	84	1
Bacon	12.9	114	2
Bibb	14.0	123	2
Chattahooch..	14.1	124	2
Effingham	10.0	88	2

Unique to the GA Health Landscape: Community voice data

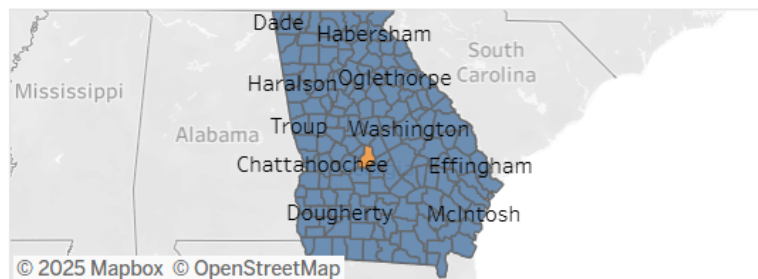
[View County Profile](#)

## Conditions of a Given Geography

(Select a county from the list above, or the dropdown below, to see the selected health condition in the context of other conditions in the county)

Choose a County to Explore

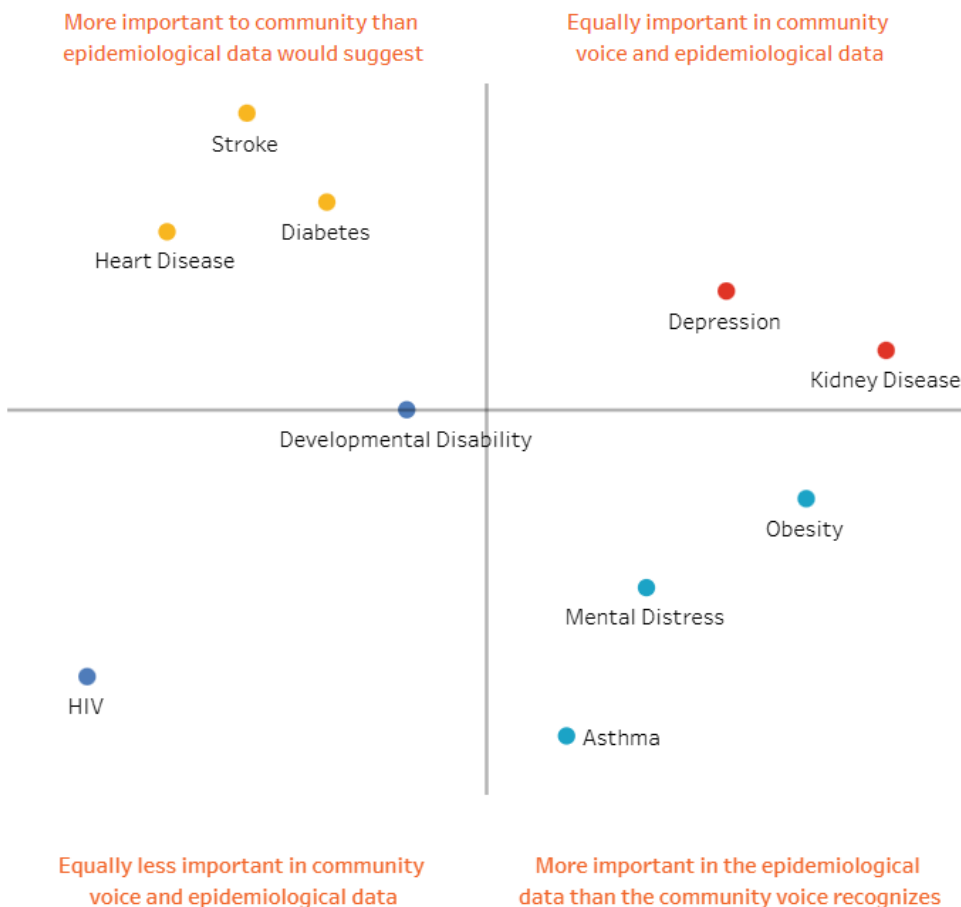
Houston



County	Health Condition	Prevalence	Epidemiological Index to State	Community Voice Importance Rank
Houston	Kidney Disease	0	202	9
	Obesity	38	110	14
	Depression	21	109	7
	Mental Distress	16	107	17
	Asthma	10	105	22
	Adult Smoking	16	100	
	Developmental Dis..	29	96	11
	Diabetes	11	95	4
	Stroke	3	94	1
	Heart Disease	6	70	5
	HIV	0	50	20

## Importance Comparison of Health Conditions in Houston County

(Compare Community Voice priorities with priorities suggested by the Epidemiological data)



The GA Health Landscape emphasizes that the community's *interest* may differ from what the traditional public health data shows in terms of *need*.



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# Georgia Health Landscape



HEALTH CONDITIONS

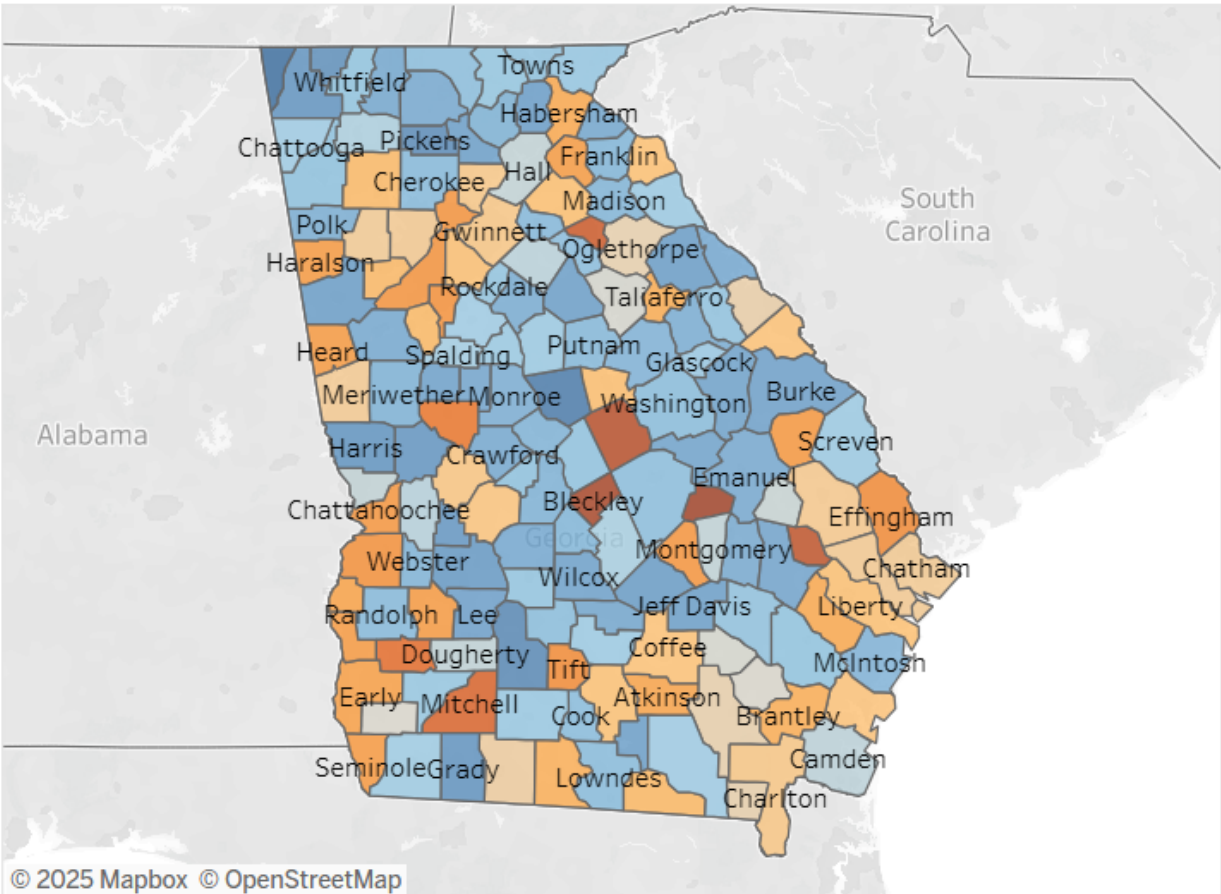
HEALTH TRENDS

CONNECTIONS

RESOURCES

COUNTY PROFILE

## Trends of a Given Condition from 2021-2024 (Select a health condition to see the trajectory by county)



Select Health Condition

Diabetes

County	2021 Prevalence	2024 Prevalence	Trajectory
Treutlen	7.0	15.1	29.2%
Bleckley	5.8	12.1	27.8%
Wilkinson	7.3	14.2	24.8%
Evans	7.7	14.5	23.5%
Clarke	7.4	13.1	21.0%
Mitchell	9.5	15.9	18.7%
Calhoun	10.9	17.2	16.4%
Upson	8.8	13.1	14.2%
Tift	9.9	13.6	11.2%
Effingham	7.3	10.0	11.1%
Stewart	12.8	17.1	10.1%
Clayton	12.0	16.0	10.1%
...	...	...	...

Trajectory

-24.9% 29.2%

# Georgia Health Landscape



HEALTH CONDITIONS



HEALTH TRENDS



CONNECTIONS



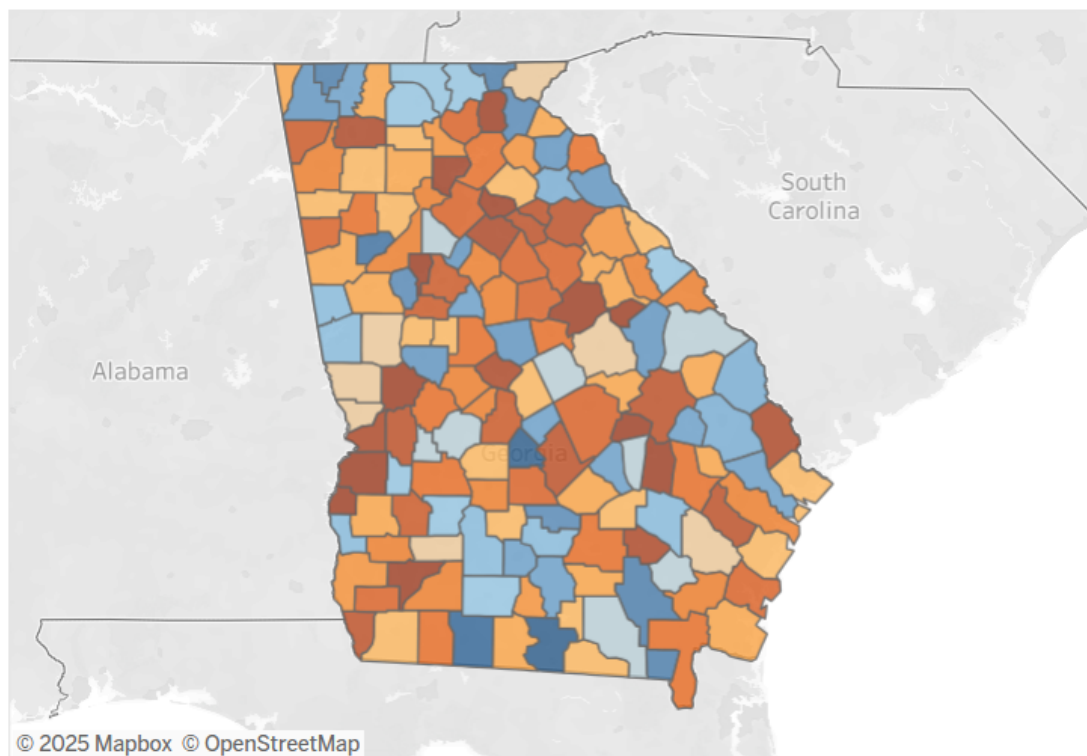
RESOURCES



COUNTY PROFILE

## Recommended Counties for Your Research/Program

(Select the health condition most closely related to your work and exclude any counties that lack important UGA resources for what you want to achieve)



What health condition are you addressing?

Diabetes



Which source is most important to your research or program?

Community Voice

UGA Resources/Programs

FACS Agent

(All)

WCC

(All)

CDC HOP

(All)

Archway

(All)

EFNEP

Unique to the GA Health Landscape: Extension capacity data.

This helps us “place” projects and programs, reducing overburdening certain counties or overlooking others.



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Choose a county to explore

Calhoun

View County Profile

## Recommended Counties -Diabetes

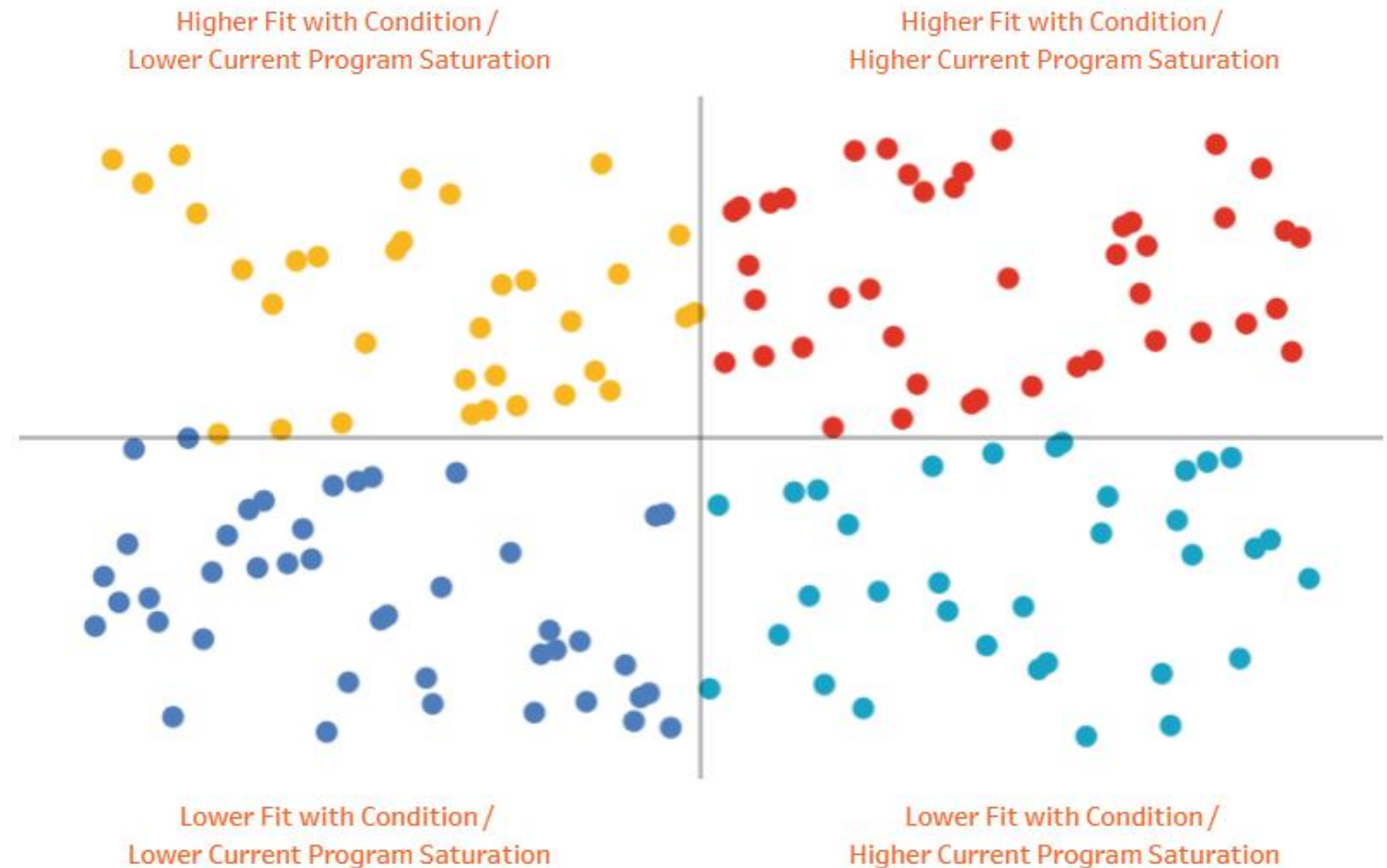
(Ranked by Community Voice data)

County	Prevalence	Epidemiological Index to State	Community Voice Importance Rank
Baker	16	139	
Glascok	11	98	
Quitman	14	127	
Stewart	17	151	
Talbot	15	134	
Treutlen	15	133	
Barrow	11	94	1
Clayton	16	141	1
Forsyth	8	71	1
Hancock	17	153	1
Toombs	13	115	1
White	10	84	1
Bacon	13	114	2
Bibb	14	123	2
Chattahoochee	14	124	2
Effingham	10	88	2
Gordon	12	105	2
Walton	11	94	2

## Fit-Saturation Matrix - Diabetes

Ranked by Community Voice data

(Highlight specific dots to see the highlighted data in table above)





# Next Steps

- Continue to revise dashboards
  - Address any holes in the data, additional data needs, etc
- Bolster data sources
  - Move from spreadsheets to APIs
  - Identify and source additional data
- Continue to define and reach audiences
- Additional applications
  - Community Engaged Research
  - CTSA Community Academic Partner Database
  - Extension Needs Assessment



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**EXTENSION**

## **Georgia Health Landscape Team:**

Allisen Penn, Ed.D

Alison Berg, Ph.D.

Bradley Phillips, Pharm.D.,  
BCPS, FCCP

Dee Warmath, Ph.D.

Tracy Christiansen

## **Contact:**

Courtney Brown, Ph.D.,

RDN, LD

Community Health  
Engagement Coordinator  
[courtms@uga.edu](mailto:courtms@uga.edu)



# COOPERATIVE EXTENSION

*College of Agriculture, Forestry and Life Sciences*

## CONNECTING COMMUNITIES: Using CRM Integration to Drive Extension Outcomes

T. Ashley Burns, Ph.D. – State 4-H Program Team Director  
Terasa M. Lott – Midlands District Extension Director  
Becca Hedden, MPA – Reporting and Staff Development Coordinator  
Christi M. Leard, Ph.D. – Extension Program Manager  
Matthew G. Burns, Ph.D. – Associate Extension Director





# The Challenge

- Data lived in too many places
- No aggregated reporting pathway
- Difficulty in responding to urgent requests
- Manual and inconsistent program files and Civil Rights compliance



# Integrated CRM Solution

- Unified data source
- Standardized templates
- Streamlined data collection
- Automated processes
- Real-time reporting



# Salesforce Implementation & Results

**2023**

**Pilot Program**

The Livestock and Forages Team was the first to pilot the CRM tool, helping to troubleshoot and improve the system.

**Jan-Jun 2024**

**System Wide Integration**

In January of 2024, all program teams integrated into Salesforce, with programs and one-on-one interactions being captured in one place.

**Jul 2024 - Jun 2025**

**First Full Data Cycle**

Our first full reporting year was largely a success. Allows Extension to gather and assess data quickly and assist with documentation of employee performance management.



# Lessons Learned & Best Practices

- Change Ambassador Program
- Salesforce Advisory Committee
- Comprehensive Communication Strategy
- Support Office Hours



# Impact & Visualization



**183**  
**Agents**



**14,334**  
**Programs, Workshops,  
one-on-one interactions**



**454,000**  
**Participants**

# Takeaways & Call to Action

- Connecting data/outcomes
- Reporting community impact
- Start with clear goals
- Invest in people
  - Communication
  - Value Proposition
  - Training

## Desired Outcomes

- Connection with others
- Knowledge/Skill development
- Adoption of practices
- Behavior change

## System Implementation

- Value proposition
- Training/Iteration
- Feedback loops

## Long-term Impact

- Academic or vocational success
- Civic engagement
- Employability & economic stability
- Happiness & well-being

## Community Engagement

- Communication
- Culture change
- Consistency



**Presentation Team:**  
**Clemson Cooperative Extension**

# Contact Us



**Ashley Burns**  
State 4-H Program  
Director  
taberp@clemson.edu



**Terasa Lott**  
District Extension  
Director  
terasa@clemson.edu



**Becca Hedden**  
Reporting & Staff Dev.  
Coordinator  
rthomp7@clemson.edu



**Christi Leard**  
Extension Program  
Manager  
ccampb3@clemson.edu



**Matt Burns**  
Associate Extension  
Director  
burns5@clemson.edu

**If you would like additional details or have questions,  
Please feel free to reach out!**



Dashboard

## Extension Director

Summary of All Activity

Last refreshed 1 day ago. Refresh this dashboard to see the latest data.

As of Aug 4, 2025 3:13 PM · Viewing as Matthew Burns

Refresh

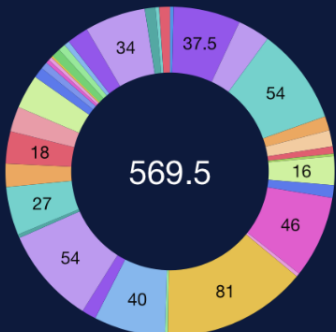
Subscribe



### Agent Program Events



Sum of Total Hours of Instruction



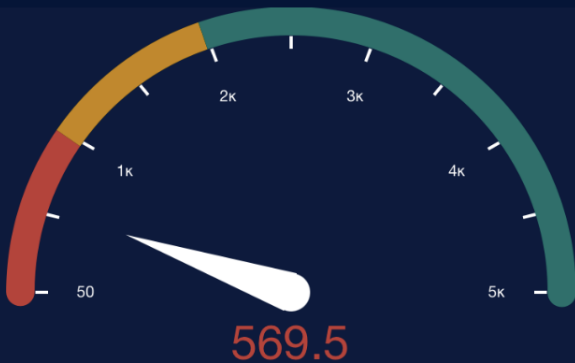
View Report (Agent Program Events)

Program Event: Owner Name

- Abigail Phillips
- Adam Kantrovich
- Alana West
- Alyssa Jones
- Amber Starnes
- Amie Mabe
- Amy Dabbs
- Andrew Jeffers
- Bhupinder Jatana
- Brad Fowler
- Briana Naumuk

As of Aug 4, 2025 3:13 PM

### Agent Program Event (Hours of Instruction)



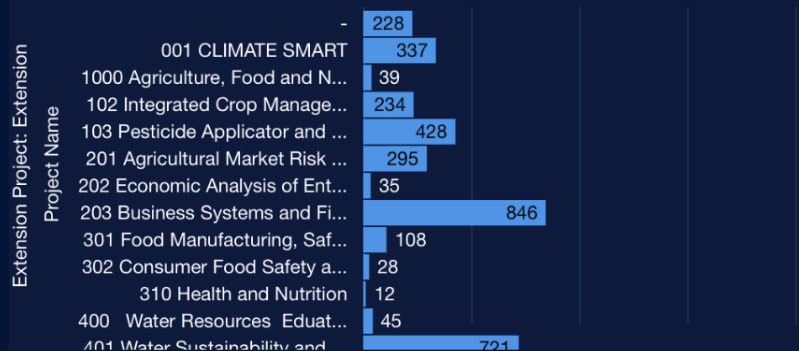
View Report (Agent Program Events)

As of Aug 4, 2025 3:13 PM

### Program Event - Attendees



Sum of Total Tickets Sold



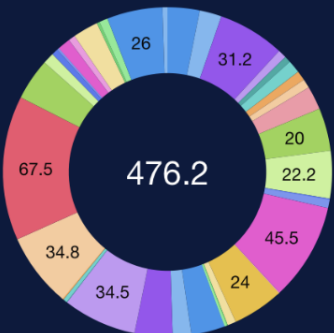
View Report (Program Event - Attendees)

As of Aug 4, 2025 3:13 PM

### Agent Interactions



Sum of Contact Hours for Interaction



View Report (Agent Interactions)

Interaction: Owner Name

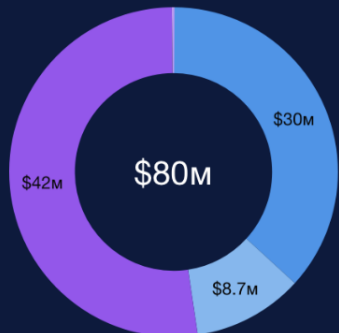
- Alfred Crouch
- Amber Starnes
- Andrew Jeffers
- Anna Sara Hill
- Beatriss Calhoun
- Benjamin Boyles
- Brad Fowler
- Brian Beer
- Briana Naumuk
- Brittney King
- Bryan Smith

As of Aug 4, 2025 3:13 PM

### DASH: Estimated Impact By CUMIS Project



Sum of Estimated Economic Impact (\$)



View Report (DASH: Estimated Impact By C...

As of Aug 4, 2025 3:13 PM

Estimated Impact Type

- Earned
- Other
- Retained
- Saved

### Eventbrite - Event Countdown (30 Days)



Event Name ↑	Start	Status
2025 - 2026 4-H Club Officers Training	8/30/2025 10:00 AM	live
2025-2026 South Carolina 4-H Ambassadors	8/9/2025 10:00 AM	live
2025 - 2026 State 4-H Teen Council - Monthly Zoom Meetings	8/8/2025 5:00 PM	draft
2025 BASICS OF BEEKEEPING HYBRID COURSE	8/26/2025 6:00 PM	live
2025 Clemson Extension Master Gardener Volunteer Conference	8/6/2025 8:30 AM	draft
2025 Midlands 4-H Poultry NPIP/Showmanship Clinic	8/12/2025 1:00 PM	live

View Report (Eventbrite - Event Countdown ...

As of Aug 4, 2025 3:13 PM



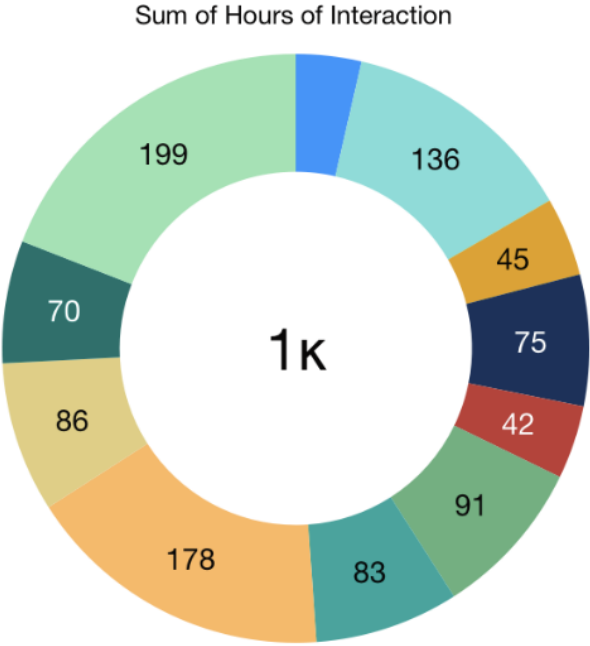


Total Records  
278

Total Hours of Interaction  
1,040.50

Total Reach  
575,606

Total Gender Total  
102,864.00



Extension Entry: Owner Name

- Ashley Burns
- Eric Eliassen
- Dawn Stuckey
- Jessica Simpson
- Lucy Charping
- Elizabeth Snipes
- Felicia Cunningham
- Laura Hair
- Hillary Winburn
- Martina Wicker
- Other

<input type="checkbox"/> Extension Entry: Owner Name ↑ ▾	<input type="checkbox"/> Extension Project ▾	<input type="checkbox"/> Activity Narrative ▾	<input type="checkbox"/> Extension Entry: Extension ID ▾
<input type="checkbox"/> Ashley Burns (5)	561 Volunteer Development	Assuming 0.5 seconds per post plus measured time spent watching videos and reels, viewers spent over 25 hours exposed to 161 posts, reels, and videos of 4-H related content on Facebook reaching 99,769 people between September 1, 2024, & April 27,	CUMIS-810
	561 Volunteer Development	Assuming 0.5 seconds per view, 133 posts were viewed for a total of 9.5 hours reaching 23,873 people.	CUMIS-811





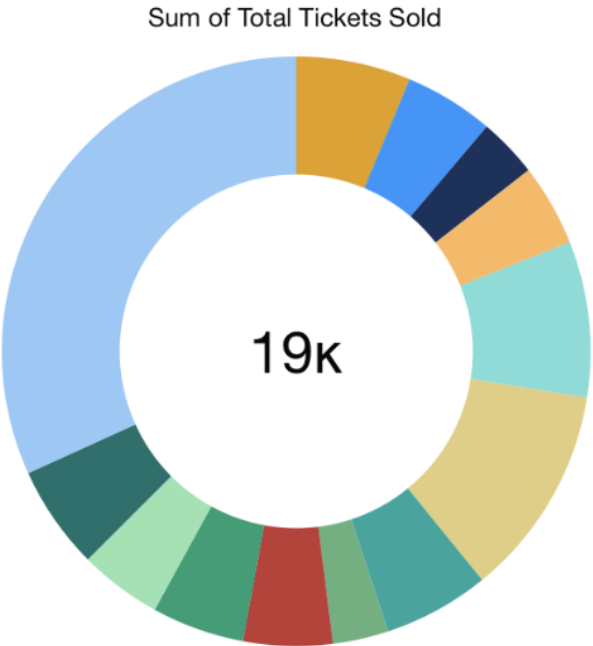
This report has more results than we can show (up to 2,000 rows). Summary information is calculated from full report results.

Total Records  
2,670

Total Custodial Care  
514

Total Total Hours of Instruction  
4,288

Total Total Tickets Sold  
18,715



Program Event: Owner Name

- Ashley Burns
- Dawn Stuckey
- Jessica Simpson
- Laura Haddon
- Kristin Kunde
- Alana West
- Lauren Black-Venegas
- Freddricka Pressley
- Laura Hair
- Rushawnda Olden
- Martina Wicker
- Mallory Pitts
- Other

<input type="checkbox"/> Program Event: Owner Name ↑ ▾	<input type="checkbox"/> Program Event: Program Event Name ↑ ▾	<input type="checkbox"/> Extension Project: Extension Project Name ↑ ▾	<input type="checkbox"/> Custodial Care ▾	Eventbrite Start Date
<input type="checkbox"/> Abigail Phillips (18)	Chester County 4-H - Exploring 4-H Homeschool Cl...	523 Community and Volunteer Service-based Activities	<input type="checkbox"/>	3/19/2025
		523 Community and Volunteer Service-based Activities	<input type="checkbox"/>	4/16/2025
		523 Community and Volunteer Service-based Activities	<input type="checkbox"/>	5/21/2025