

# Cornell Cooperative Extension

# Using a Public Health Lens in Cornell Cooperative Extension



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# Presentation Overview

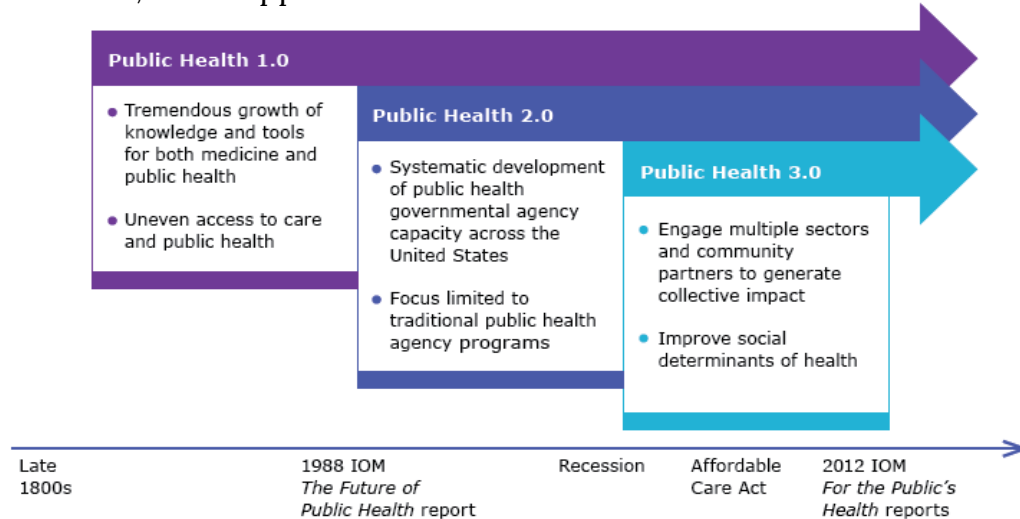
- Public Health Background
  - Public Health 3.0
  - Social Determinants of Health
- Cooperative Extension's National Framework for Health Equity and Well-Being
  - Extension Committee on Organization and Policy (ECOP)
  - Extension Collaborative on Immunization Teaching and Engagement (EXCITE)
- Cornell Cooperative Extension Efforts
  - Partnership with Master of Public Health (MPH) Program
  - Rural Health and Safety Education Grant
  - Robert Wood Johnson Foundation (RWJF) Funding
  - Cornell Center for Health Equity (CCHEq)
  - Shared Language
- Breakout Groups
  - How can CCE's expanded role in public health create opportunities for parent educators in our system? What support from campus would be helpful in realizing these opportunities?
- Close

# Public Health Background

Public health is “the science and art of preventing disease, prolonging life, and promoting health through the organized efforts and informed choices of society, organizations, public and private communities, and individuals.” — CEA Winslow

# Public Health Background (cont)

*Public Health 3.0* refers to a new era of enhanced and broadened public health practice that goes beyond traditional public department functions and programs. Cross-sectoral collaboration is inherent to the Public Health 3.0 vision, and the Chief Health Strategist role requires high-achieving health organizations with the skills and capabilities to drive such collective action. Pioneering US communities are already testing this approach to public health, with support from several national efforts.



# Public Health Background (cont)

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider linguistic and cultural competency
Debt	Parks	Vocational training		Discrimination	Quality of care
Medical bills	Playgrounds	Higher education		Stress	
Support	Walkability				
	Zip code / geography				

**Health Outcomes**  
 Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations

# National Health Equity and Well-Being Framework

- In 2020, The Extension Committee on Organization and Policy (ECOP) appointed a new “Health Innovation Task Force” to review and revise the 2014 National Framework for Health and Wellness.
- This led to the creation of the National Health Equity and Well-Being Framework
- The newly released framework includes three core themes:
  - Health Equity
  - Social Determinants of Health
  - Coalitions and Community Asset
- National 4-H Public Health 3.0, and what we’re doing and why we’re doing breakout groups (this month it’s cross-association partnerships, next month on cross-sector partnerships)

# Extension and Public Health: National Level

- In 2019, Dr. Roger Rennekamp was appointed the Extension Health Director. He soon formed a national Health and Well-being working group, with each Land Grant University (LGU) identifying an institutional contact for the group.
- Partnering with the Robert Wood Johnson Foundation (RWJF) for a multi-year partnership to expand the nationwide Extension systems' role in community and public health.
- Leading to partnerships at the federal level and across LGU's



# Extension and Public Health: National Level (cont)

One of these partnerships is the Extension Collaborative on Immunization Teaching and Engagement (EXCITE)

- Two-year, \$9.9 million dollar partnership between the Center for Disease Control and Prevention (CDC) and the Extension Foundation (via USDA).
- Providing vaccination education to rural and underserved populations
- Includes Rapid Community Assessment (RCA) and pilot projects.
- CCE was funded for both Activity One and Activity Two.

# Cornell Cooperative Extension Efforts

- CCE Administration has begun partnering with the Cornell Master of Public Health (MPH) program
- Dr. Gen Meredith, Associate Director of the MPH program shares vision of utilizing CCE to enhance community and public health work in New York State.
- Partnership has led to multiple funding streams in the last 12 months.

# Cornell Cooperative Extension Efforts (cont)

- Rural Health and Safety Education (RHSE) Grant
  - Two-year, \$350,000 grant, Adam Hughes and Dr. Gen Meredith Co-PI's.
  - Utilizing the public health corps. curriculum developed by MPH program to build local public health capacity both within CCE and their local partners (Health Departments, other organizations).
  - Partnering with CCE Steuben, Sullivan and St. Lawrence.
- Robert Wood Johnson Foundation (RWJF) funding through ECOP to use same public health curriculum as a mechanism for extension educators to obtain Certification in Public Health (CPH).

# Cornell Center for Health Equity (CCHEq)

- Currently, CCE has representation on the Cornell Center for Health Equity Core for Community Engagement and Advocacy.
- In its fourth year as a center.
- Looking forward to further partnership and collaboration with CCE, Ithaca campus and Weill Cornell Medicine.
- Join here: [Membership Application | Cornell Center for Health Equity](#)

# Shared Language

As CCE continues to build partnerships at the federal, state and local level, a statewide working group is collaboratively building a shared language everyone across the system can use when in the community talking about the value CCE bring to community and public health.

- Can provide prevention education with our high-level educators and diversity of resources. (CHE, MPH program, CALS, etc.)
- Catalyzer of collective action and convener of coalitions.
- Comprehensive statewide community level footprint with over a century of established relationships.
- Trusted source for research-based solutions to enhance the lives of people and communities.

# Breakout Groups

- In many ways, parenting education opened the door for much of approaching our education through a public health lens.
- Considering that, we will use the remaining time today in breakout room discussing the following question:
  - How can CCE's expanded role in public health create opportunities for parent educators in our system?
- We will come back and reflect on the discussions.

# Breakout Groups

What value does Extension bring being a partner with community and public health work?

-Share examples of past **external** partnerships in community and public health work.

-What made them successful and how did CCE bring value?

# Report Back, Wrap-up and Close



