
ARIZONA COOPERATIVE EXTENSION STATEWIDE NEEDS ASSESSMENT

CED MEETING 05/04/2022

COMMUNITY RESEARCH, EVALUATION, & DEVELOPMENT (CRED) TEAM

Note: Slides 10 & 12 annotated to represent discussion at meeting



THE UNIVERSITY
OF ARIZONA

Community Research, Evaluation & Development (CRED) Team

STATEWIDE NEEDS ASSESSMENT

Purpose:

To understand community needs and assets across the state as a basis for examining and prioritizing Extension activities to maximize our impact now and into the future



SNAP-Ed

County Maps

Community Profiles

Publications

Community Engagement Learning
Modules

EFNEP

Diabetes Prevention

County Maps

The UA SNAP-Ed contracted the Community Research, Evaluation & Development Team to develop maps for each county so that local staff and agents could better understand the needs and resources in their communities and use this knowledge to inform their program planning.

SNAP-ED MAP INSTRUCTIONS



Apache County



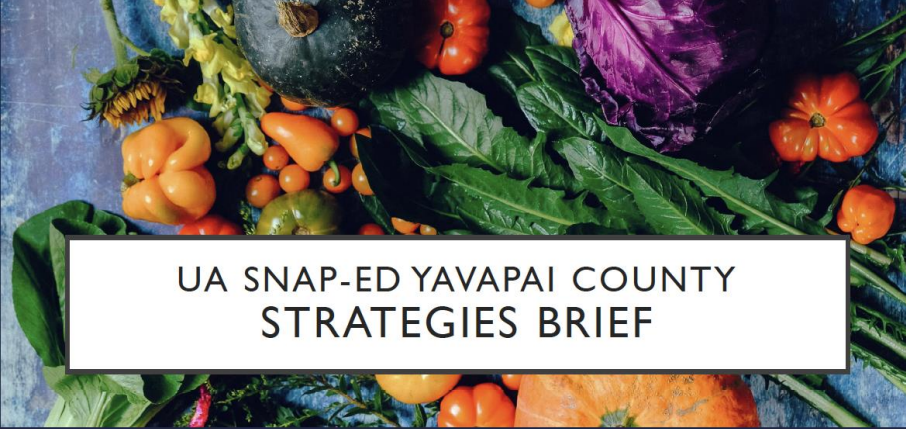
Cochise
County



Graham
County



Greenlee
County



UA SNAP-ED YAVAPAI COUNTY STRATEGIES BRIEF

FOOD SYSTEMS

Current Status & Highlights

The UA SNAP-Ed collaborates with the Yavapai Seasonal Harvest – a collaborative partnership to increase fruit and vegetable consumption, promote food literacy, and support local agriculture. The UA Extension leads Food Systems development in the county and the UA SNAP-Ed’s work supports this development.

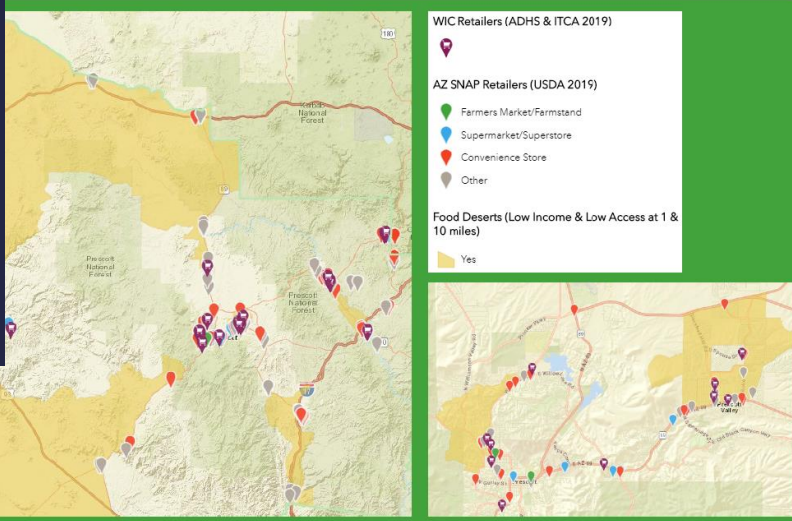
Community Garden work is popular but the evaluation of garden progression and sustainability needs to be improved.

Due to lack of farmer interest and logistical issues (e.g., brief growing season, non-food crops) Farm to Institution efforts are challenging. There are hopes for an eventual Yavapai County Food Hub.

Farmers market promotion of the Double Up AZ program is successful and there are opportunities for growth.

Future Considerations

The southwest (e.g., Congress and Yarnell and west) and northwest sections of the county (including Seligman and Ash Fork), the I-17 corridor north of Black Canyon City, and even tracts in Prescott and Prescott Valley, are classified as food deserts according to the US Department of Agriculture (USDA) definitions. Many communities lack a full-service grocer and/or Women, Infant and Children (WIC) vendor, including Mayer, Yarness, Congress, Black Canyon City, Cordes Lake, Rimrock, Paulden, Seligman, and Ash Fork. Healthy Food Retail work could help convenience and other small stores increase their stocking of produce and other healthful foods and/or become certified WIC vendors in these areas of low food access.



Background

The following brief is a product of an iterative process between the UA SNAP-Ed and the Community Research, Evaluation & Development Team in the Norton School. The purpose of this process is to provide the UA SNAP-Ed with interactive maps that can help prioritize community needs for FY21 program planning.

This brief:

- Summarizes discussions about current strategies and their successes and challenges.
- Shares insights gained by exploring an interactive mapping tool that visually displays county data.

The UA SNAP-Ed Yavapai County map is available at: bit.ly/Yavapai-SNAP-Ed-Map

The SNAP-Ed efforts in Yavapai County are divided with the Yavapai County Community Health Services (YCCHS). The YCCHS implements the Active Living and School Health focus areas county-wide. Collaboration with the YCCHS, beginning in the planning stages, could further streamline workplan writing efforts. Each Local Implementation Agency could cover all programmatic efforts within specific geographies so that they can build deep relationships to sustain the work. Other counties are exploring “hubs” where they dive deeply and more comprehensively into work with specific communities, rather than doing a low-capacity touches in many sites across the county; given the challenges of serving a large geographic area, this approach may be worth considering in Yavapai as well.

Yavapai County overlaps with lands of the Yavapai-Prescott and Yavapai-Apache Nations. When working on tribal lands, the UA SNAP-Ed staff need to work with tribal leaders to assure that they are adhering to tribal protocols for programming and internal data collection. Trent Teegerstrom, Associate Director for Tribal Extension Programs, can provide guidance on UA Extension policy for working with tribal nations. Due to the time that it takes to build community relationships and go through proper tribal protocols, strategies implemented on tribal lands may require significant time and effort, which should be built into workplan timelines.

ACTIVE LIVING & SCHOOL HEALTH

Current Status & Highlights

The YCCHS currently implements all Active Living and School Health Strategies in Yavapai County.

Future Considerations

The UA SNAP-Ed seeks to increase community-engagement, staff may want to connect their communities to some of the Active Living and School Health activities managed by the YCCHS. This is important for policy work to ensure that the UA SNAP-Ed communities are involved in planning decisions that affect access to physical activity resources and opportunities, as well as school-based community engagement.

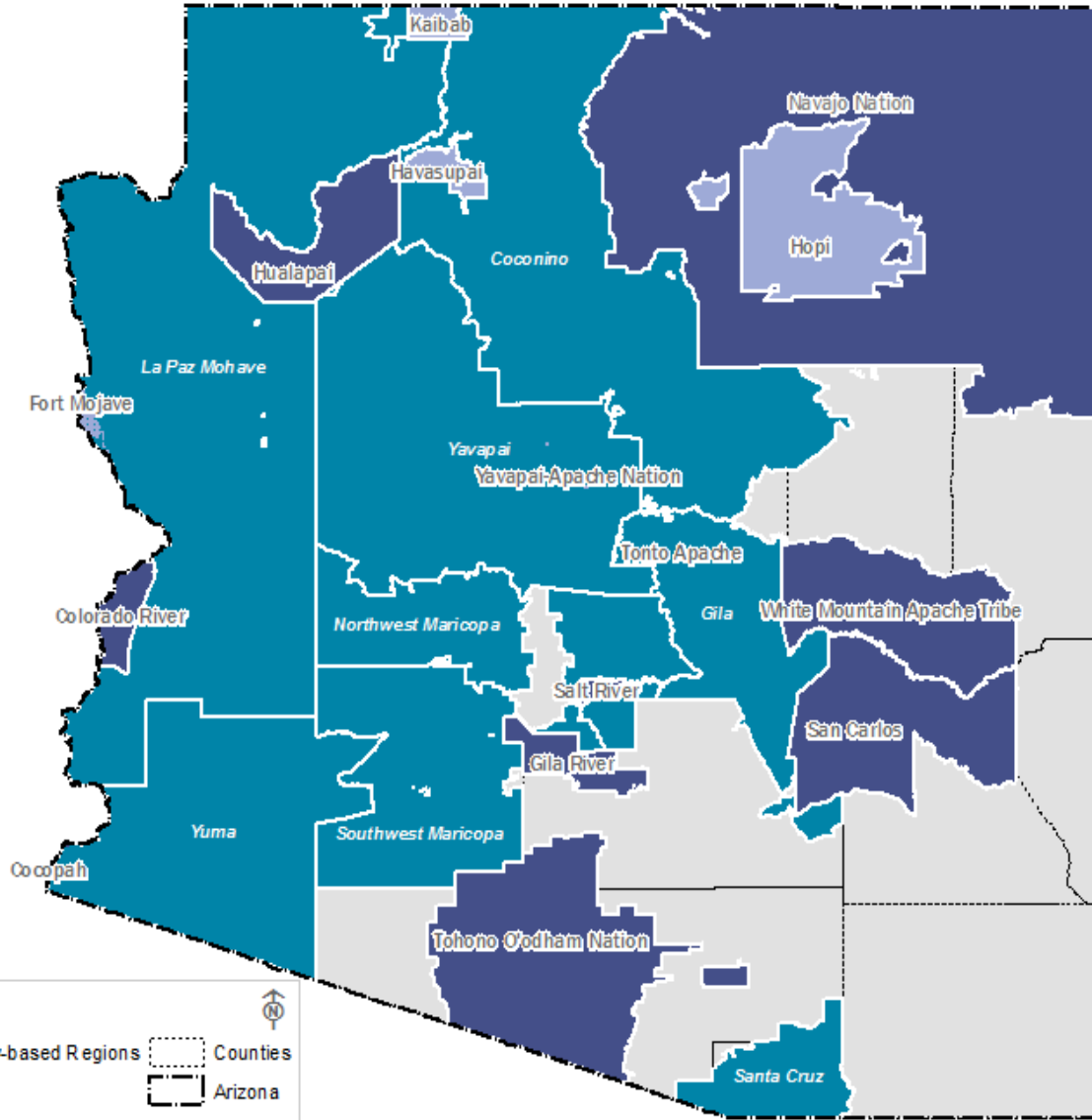
EARLY CHILDHOOD

Current Status & Highlights

Some of the highlights of the UA SNAP-Ed programming in Yavapai is their work in Head Start programs. The UA SNAP-Ed collaborates with the four counties from the Northern Arizona Council of Governments (NACOG) to train Head Start lunch aides and staff using the Color Me Healthy curriculum. The Health and Nutrition Manager for Head Start, who can require reporting and training throughout NACOG, championed this successful collaboration.

There continues to be a need for further nutrition training and collaboration with the state health department and First Things First.





Legend

- Tribes within County-based Regions
- Tribal Regions
- County-based Regions
- Counties
- Arizona

0 15 30 60 90 120 Miles



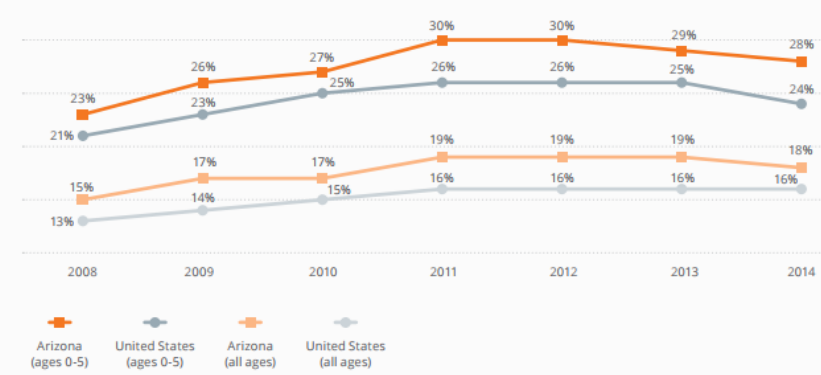
**2021
BUILDING
BRIGHT
FUTURES**

Arizona's Early Childhood Opportunities Report

Learn about the status of Arizona's young children in this biennial needs and assets report which includes data directly related to children, their health, learning and well-being.

[Read the report](#) ➔

More young children live in poverty in Arizona than in the U.S. as a whole.



US Census Bureau (2014). 2008-2014 American Community Survey Single Year Estimates, Table B17001. *Note: These are single-year estimates, which may differ from the five-year estimates presented elsewhere. Single-year estimates of county-level data are not sufficiently reliable.

The state is diverse in many ways

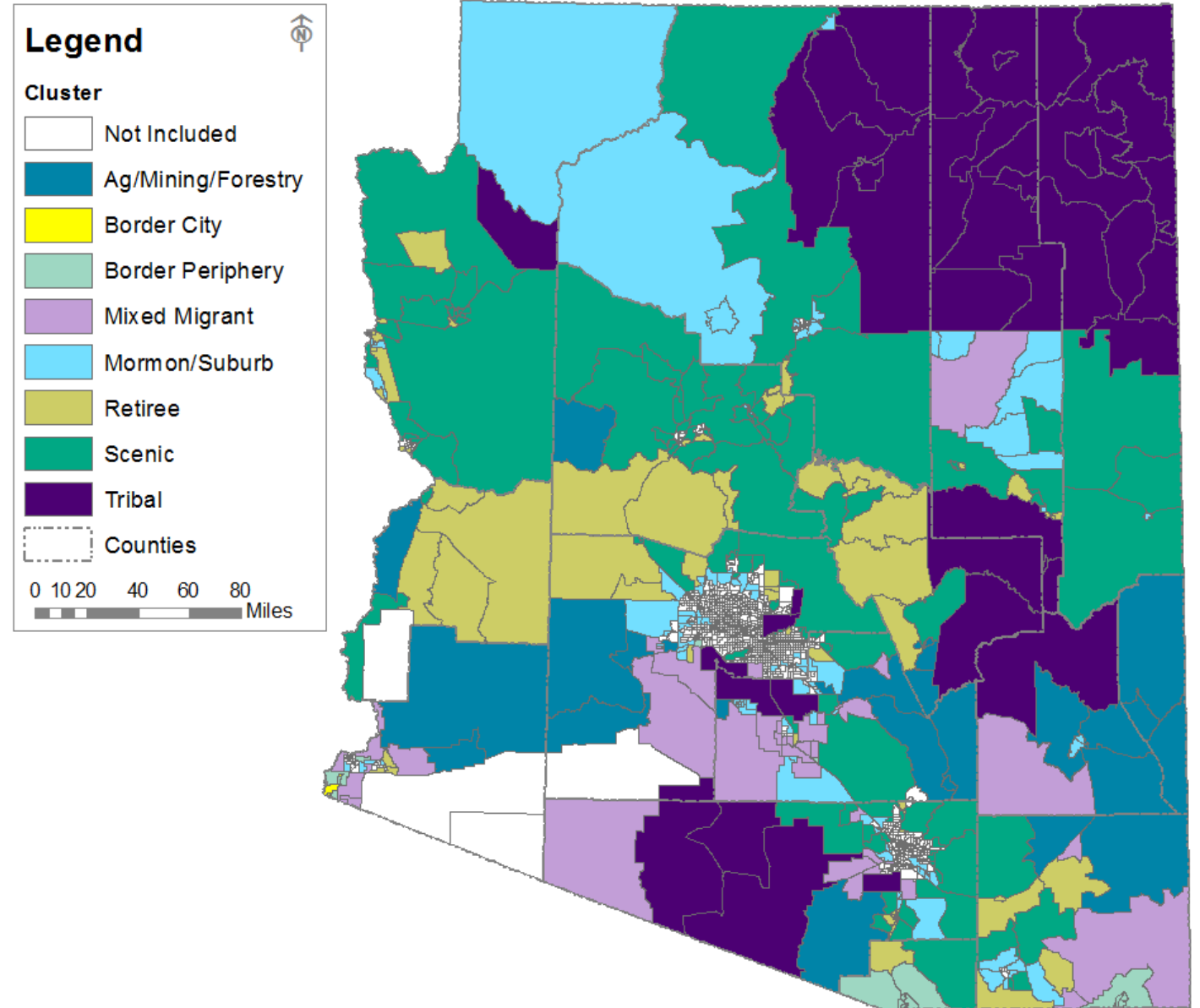
Arizona Rural Typology

SOCIO-GEOGRAPHIC FACTORS

Population Density, Housing Health, Slow Life History, Median Age, Work Engagement, Economic Sector, Social Equality, Migration, Linguistic Isolation, General Resource Access

HUMAN CAPITAL

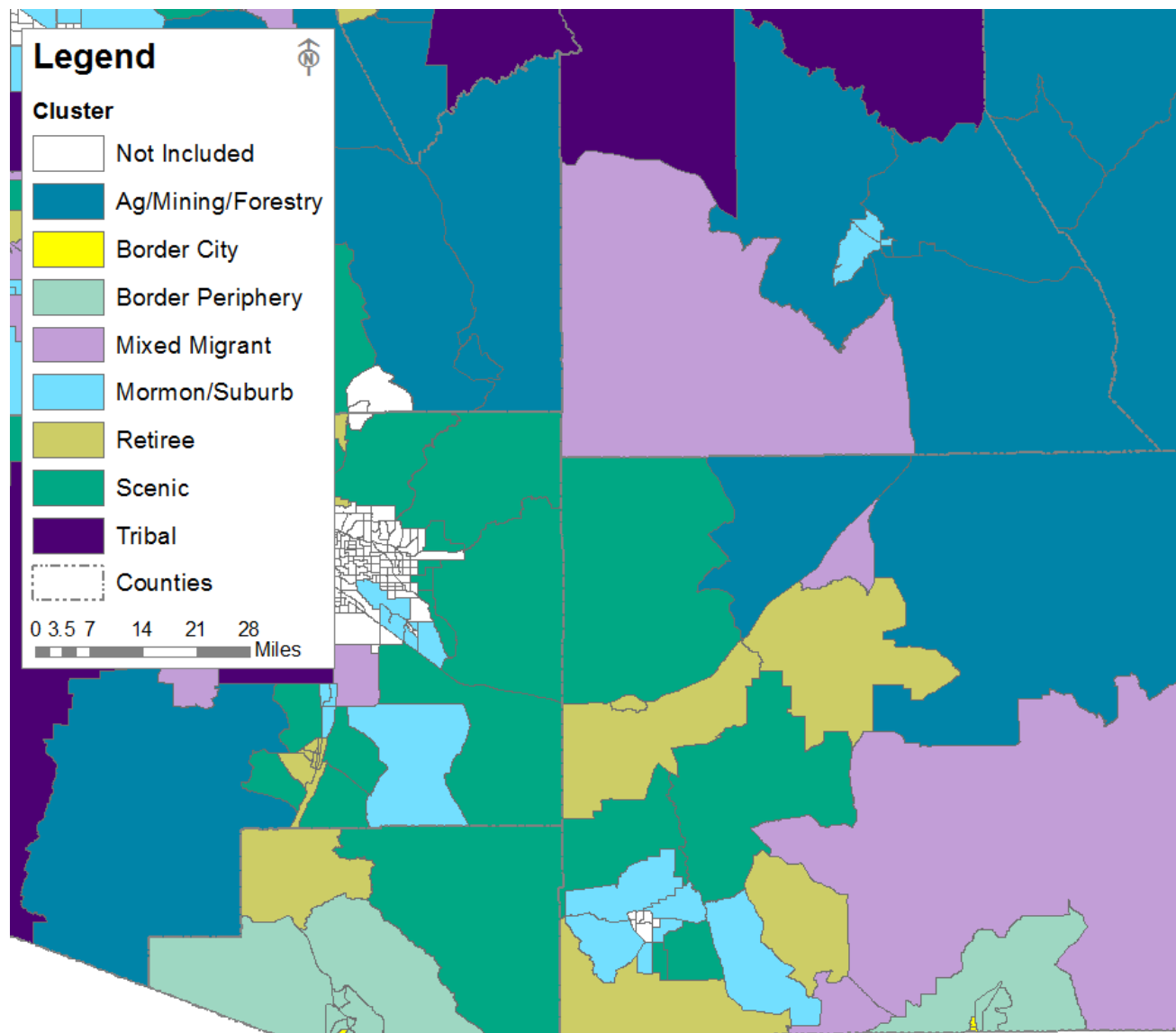
Individual Capital (Income, Education), Housing Capital (Home value, Home ownership, Vehicle and phone access, Sufficient space)



Walsh, M., Tanoue, K., & Daws, J. (2015) Unpacking rurality: Evaluating the impact of rural community characteristics and the built environment on SNAP participation. Technical report, RIDGE Center for Targeted Studies. DOI: [10.13140/RG.2.2.32105.19041](https://doi.org/10.13140/RG.2.2.32105.19041)

There is high variability in community characteristics within counties and within “rural” areas.

In Cochise County, we see seven different clusters, reflecting the diversity of the populations in the county.



OVERVIEW OF NEEDS ASSESSMENT PROCESS



Anticipated products:

- Statewide report
- County-level brief reports
- Materials for facilitated community engagement

...to inform...

Statewide strategic planning
(Intersection of issues across program areas)

CREATING THE STAKEHOLDER SURVEY

- ID recent statewide needs assessments (SNA) in other Western states
- Input from WERA1010 (Multistate Research Coordinating Committee and Information Exchange Group, Improving Data Quality from Sample Surveys to Foster Agricultural, Community, and Development in Rural America)

- Item bank: 2015 Arizona Stakeholder Survey, other AZ SNAs, Utah State University SNA, Colorado State University SNA, University of Nevada SNA
- Coding of local/regional secondary reports

- Organized into Arizona frameworks
- Input from advisory group (representing CEDs, agents, specialists, other units)
- Core survey items + optional items to create unique, county-based (other unit?*) surveys

Note: Based on 5-4-22, discussions, will discuss with advisory group the need for other tailored surveys that might be sent out via other units, such as Water Resource Center, Ag Experiment Stations, and Specialists

INTEND TO USE PURPOSEFUL SAMPLING

Convenience sampling

Snowball sampling

Qualtrics panels

Purposeful sampling
(using geodemographic
segmentation)

Probability sampling

- Looking for a snapshot of the different communities that exist across the counties and the state
- Supplements other information
- 200-400 per county

WE'RE ALL IN THIS TOGETHER

- Collaboration of Extension faculty and staff and CRED
- CRED will facilitate and finalize tool development, electronic data collection, qualitative data collection, primary and secondary data analysis, product development
- What we need from you:
 - Recognize and support Advisory Group members (encourage them to take part)
 - We will be requesting other known valuable reports/data from the past 5 or so years (statewide, county-based, regional) by the end of May
 - Help identify key stakeholders at the state level and from your county
 - Help identify and facilitate opportunities for on-the-ground data collection

Note: Based on 5-4-22, discussions, I want to be explicit that the request for identifying secondary data and key stakeholders, and for facilitating opportunities for on-the-ground data collection will go to Water Resource Center, Ag Experiment Stations, and Specialists, as well as well as county faculty and staff

Thank you!

- Questions?
- Comments?

Michele Walsh, mwalsh@arizona.edu

Community Research, Evaluation, and Development Team

<https://norton.arizona.edu/cred>