



PennState Extension

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Urban Extension Community-Academic Partnerships

Creating Partnerships Through Urban Extension

Overview

- **Community-Academic Partnership Model**
- **Penn State Urban Extension Partnerships**
- **Facilitating Urban Extension Partnerships**
 - Challenges
 - Next Steps



Meet the Team



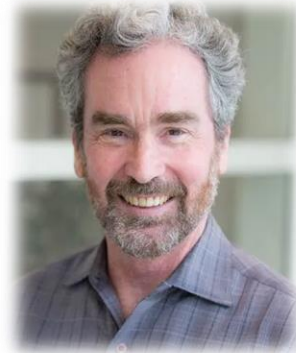
Kathryn Brasier, Ph.D.
Interim Assistant Director
of Programs for Energy,
Business, and Community

-
- Professor of Rural Sociology
 - Community Development and Public Engagement
 - Women in Agriculture



Robin Perry-Smith, MHA
Education Program
Specialist
HARRISBURG

-
- Community Outreach & Engagement
 - Health Equity & Well-Being
 - Leadership & Community Vitality



John Byrnes, Ph.D.
Extension Educator
PHILADELPHIA

-
- Food Safety and Nutrition
 - Engaged Scholarship



Bertram Johnson
Education Program
Specialist
PHILADELPHIA



Michael White, Ph.D.
Education Program
Specialist
PITTSBURGH

-
- Energy, Business, and Community Vitality

Community-Academic Partnerships



Community-Academic Partnerships

- 1) Partnerships agrees upon mission, values, goals, measurable outcomes and processes for accountability
- 2) Committed to mutual learning and sharing credit
- 3) Transformation of SCIENCE and KNOWLEDGE
- 4) Enhance community capacity by supporting equal community participation in research for which they directly benefit
- 5) Transformative experiences at MULTIPLE levels.



Case Study:

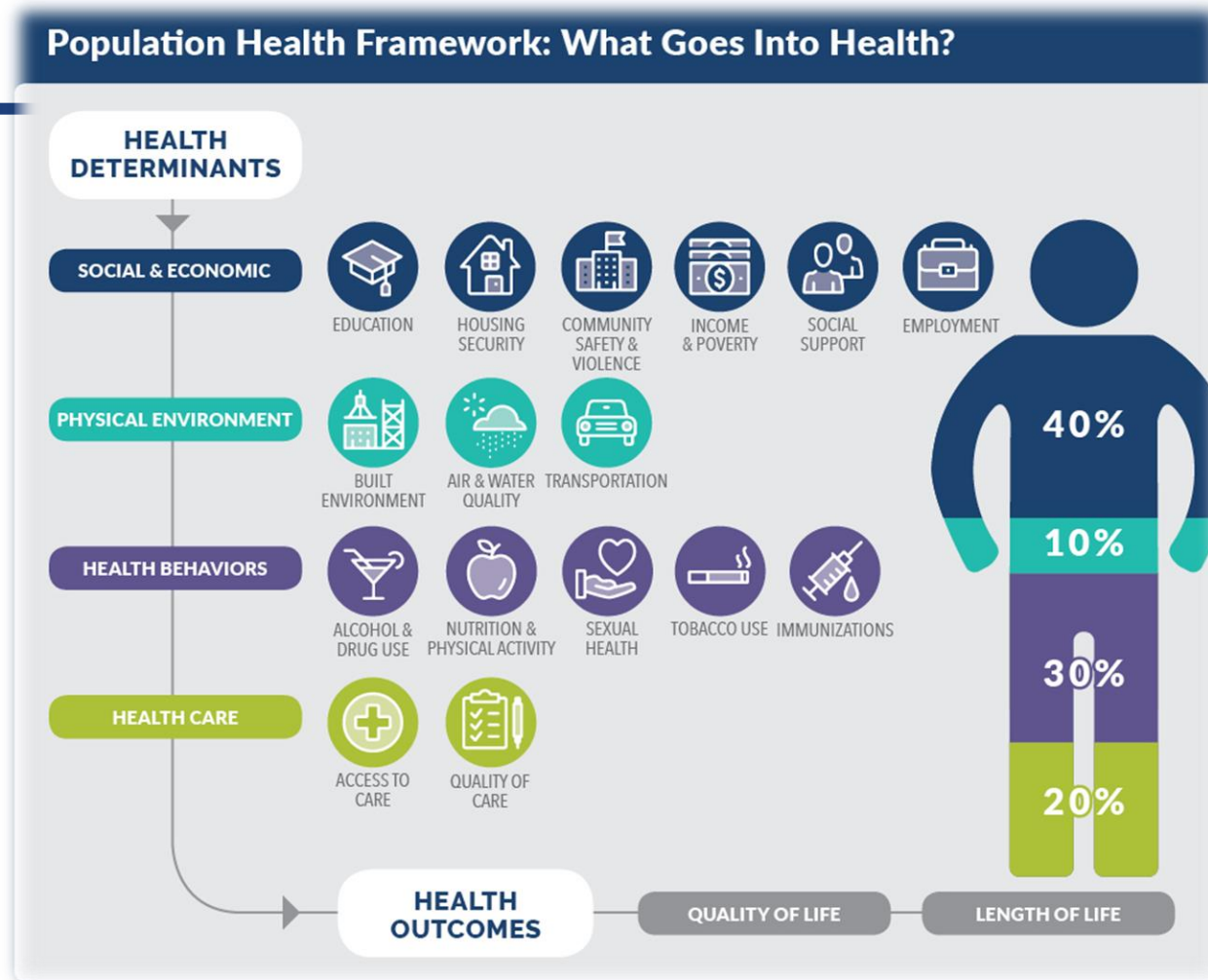
Working with African American Breast Cancer Survivors:

Example of How Research Outcomes Can Initiate from the Community and the Importance of Partnership Development

Harrisburg Community Cancer Network Programs

Dr. Eugene Lengerich, V.M.D., MS
Director, Professor of Public Health Sciences:
Penn State Cancer Institute Community Sciences and Health Outcomes

Creating Community-Academic Partnership through Urban Extension



National Urban Extension

Leader's Program

Focus Areas

- ❑ Strengthen Communities
- ❑ Protect the Environment
- ❑ Improve our Health
- ❑ Enrich Youth
- ❑ Feed the Future

Penn State Extension URBAN EXTENSION PARTNERSHIPS





Penn State Urban Extension

- ❑ **Our Work....Serve** as a point of contact, resource coordinator, educator, and facilitator for communities in Pennsylvania.
 - ❑ **Enhance awareness** of Extension programs in Harrisburg, Philadelphia, Pittsburgh Pennsylvania
 - ❑ **Foster** community impact, build capacity, and support innovation in local food systems
 - ❑ **Enrich community vitality**, entrepreneurship, and leadership through various community stewardship youth and adult education programs.



Philadelphia: Well-Connected Communities





Philadelphia Urban Extension Partnerships

Well Connected Communities

- ❑ Supported by Robert Wood Johnson Foundation (RWJF)
- ❑ Includes 45 communities across 17 states - 15 metro, 31 rural, 5 tribal
- ❑ Committed to creating healthier, more sustainable places to live, work, and play.
- ❑ **3 Communities in PA –**
 - 1) Aliquippa (Beaver County),
 - 2) Norris Square (Philadelphia County)
 - 3) Lebanon City (Lebanon County)

Norris Square Philadelphia

- ❑ Norris Square, Philadelphia is dynamic, yet under-served, Latino community (60%) in Lower North Philadelphia.
- ❑ Many of these community members are American citizens who are former residents of Puerto Rico
- ❑ As we encourage local youth to engage with 4-H, we continue to work together with partners on planning and developing of gardens and markets





Pittsburgh: SPARKS 4-H



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Penn Hills, New Kensington, PA

□ SPARKS 4-H MODEL

- Deepen and Deploy
- Partnerships and Capacity
- Best Practices for Replication
- Align Research and Learning Opportunities





SPARKS 4-H PROGRAM

Dr. Joshua Rice (Assistant Director, 4-H Development Programs)|Matthew Crutchman (Educator, 4-H) and Dr. Michael White (Energy, Business & Community Vitality)



Harrisburg: Leadership & Community Vitality

PSE Urban Extensión Programs



Wildheart Ministries of South Allison Hill





EMPOWER AT THE BRIDGE FOUNDATION

SUMMER BRIDGE CAMP

AGES 12-16

June 14th - August 16th | 10am to 12pm

Our Summer Camp provides stimulating hands-on activities that will enhance learning during the session. A **FREE** lunch is offered for each child!

Every Wednesday

The "Summer BRIDGE Camp" enables youth to apply basic principles of mathematics, science, English and health through a "learn by doing" experience.

At The Bridge Eco-Village

During this program students will learn about the anatomy of seeds, how to plan a garden, how build a garden box, pest management, proper watering techniques and how to cook what you grow.



SIGN UP

WWW.SUMMERBRIDGECAMP.ORG



Harrisburg Urban Extension Program

“This is the way we should be building infrastructure for our cities, not just in Harrisburg or Pennsylvania... but the world.”

Garry Gilliam Jr., Founder | CEO

Photo Source: Garry Gilliam, Jr.





City of Philadelphia: Embryology



Philadelphia Urban Extension

William H Hunter Elementary School



Challenges of Building Partnerships



Penn State Extension Challenges

Insufficient presence of PSE in Urban Spaces

Hesitancy by educators and faculty working in urban spaces

Adapting programs for urban audiences

Collaborating with political, cultural and organizational systems

Connecting with potential partners

Next Steps?

**How are we Building
and Rebuilding
Relationships**



Penn State Urban Extension: Opportunities and Future Steps



Develop partnerships; showing value; connecting locally in urban areas



Identify priority needs/opportunities that Extension can impact



Invest in leadership and educators in PA's urban areas



Build statewide Urban Extension team that cuts across program areas (Hort, 4-H, FFH, Ag/NR, etc.)



Create visibility through targeted marketing materials



Develop learning opportunities (core competencies) for urban extension work



Develop/adapt programs such as: urban agriculture/food systems; land access; working with diverse cultures; urban community development; urban horticulture; food access; youth development; nonprofit development; leadership



Thank you!



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Questions?



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Research Methods

Traditional Research Approach	Community Engaged Research	
	Research with the COMMUNITY	v. Community-based Participatory Research Approach
Researcher defines problem	Research in community or with community	Community identifies problem or works with researcher to identify problem
Research in or on community	Community as partner	Community as FULL partner
People as Subjects	People as participants	People as participants and collaborators
Community Organizations may assist	Community organizations help recruit participants, serve on advisory board	Community organizations also as partners with researchers
Researchers gain skills and knowledge	Researchers have some awareness of helping community gain knowledge	Researchers and community work together to help community build capacity
Researchers control process, resources, data interpretation	Researchers control process, community may make minor decisions	Researchers and community share decision-making control
Researchers own data, control use, dissemination	Researchers own data and decide how it will be used and disseminated	Data is shared, researchers and community decide on use and dissemination

Creating Community-Academic Partnerships Through Urban Extension

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advise and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
EXAMPLE TOOLS	<ul style="list-style-type: none"> • Fact sheets • Websites • Open houses 	<ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings 	<ul style="list-style-type: none"> • Workshops • Deliberate polling 	<ul style="list-style-type: none"> • Citizen Advisory committees • Consensus building • Participatory • Decision-making 	<ul style="list-style-type: none"> • Citizen juries • Ballots • Delegated • Decisions

Lessons Learned - Consistency

Building Relationships

• **COMMUNICATION - COMMUNICATION - COMMUNICATION**

- Plain Language - Keep it Concise
- Connect with Audience
- Maintain community **Visibility** & **Listen** to stakeholders and community

Collaborative Partnerships

- Acknowledge personal and institutional histories
- Understand the historical context of the research
- Acknowledge the expertise of **ALL** partners
- Be upfront about expectations and intentions

“MATCH WORDS WITH ACTIONS”

Education & Training

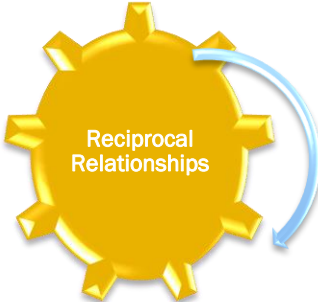
- Increases capacity of community members to partner in research OR become **INVOLVED**
- Offers **engagement throughout the community project**
- Provides a platform to share information about current community-engaged activities

Trust is built
with
consistency.
Lincoln Chafee

getitall.com



Building Trust through Community Engagement in Urban Spaces



- Adopt strategies based on population and venue
- Attend community events
- Participate in community activities



• Reciprocal Relationships

Researcher

Community

Stakeholders

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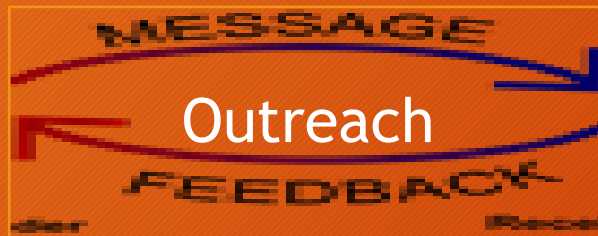


- Publications
 - Journal Articles
 - Stakeholder Reports
 - Community Reports
- Diversify Strategies
 - Outreach Events
 - Press Releases
 - Newsletters
 - Videos
 - Thank you Letters
 - Media Coverage

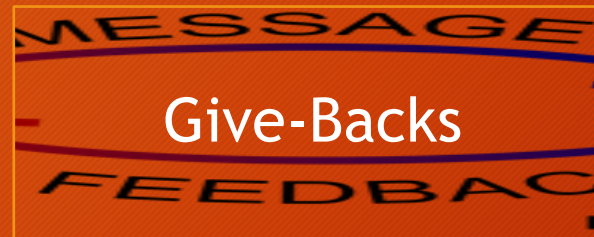


Pillar 8: Consistency

Building Trust through
Community Engagement in Urban Spaces



- Adopt strategies based on population and venue
- Attend community events
- Participate in community activities



- Reciprocal Relationships

Researcher



Community



Stakeholders



- Publications
 - Journal Articles
 - Stakeholder Reports
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 - Outreach Events
 - Press Releases
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 - Videos
 - Thank you Letters
 - Media Coverage

