

Expanding Access Mapping Workshops: A Community-based Tool for Building Partnerships with Underserved or Unserved Audiences



Teresa Curtis, MPH
Outreach Specialist
University of Wisconsin – Extension, Cooperative Extension
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Today we will:

Explore the process of the Expanding Access Mapping Workshop.

Outline the tools and support necessary for implementation.

Assess how the process may be adapted in your communities.

Co-authoring

grounds

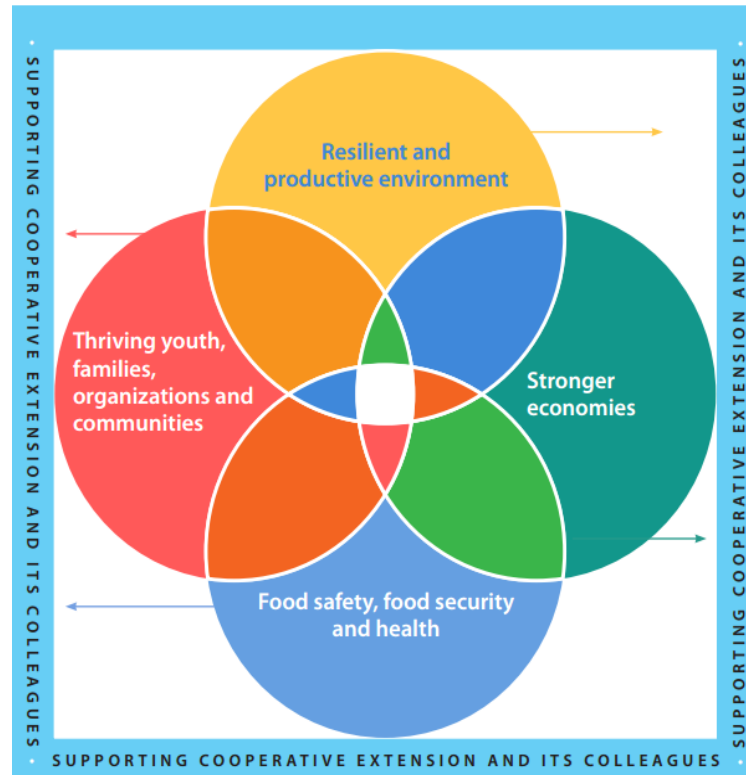
conversations

about outreach in

shared practices, values, and experience.



Wisconsin Cooperative Extension is dedicated to transforming lives, organizations, and communities.



We meet educational needs by creating linkages across cultural, economic, and environmental contexts.

“Being effective and inclusive is going to the right **PLACE** to find the right **PARTNERS** to serve the right **PEOPLE** using the right **RESOURCES** and the right **APPROACHES.**”

Betsy Kelley – Youth Specialist

The Story

Outreach Plan
“The How”



Programming
“The What”



Expanding Access Workshop uses a 5 step process to provide participants with concrete tools.

- **Demographic profiles** of poverty by race and ethnicity by county
- **Community Asset Composites** including knowledge, and personal contacts
- **Action plans** to expand access to underserved audiences.
- **Ongoing support** to connect county colleagues with resources and connections

Step 1. Identify tracts with poverty rates $\geq 20\%$ in rural areas and $\geq 40\%$ in urban areas.

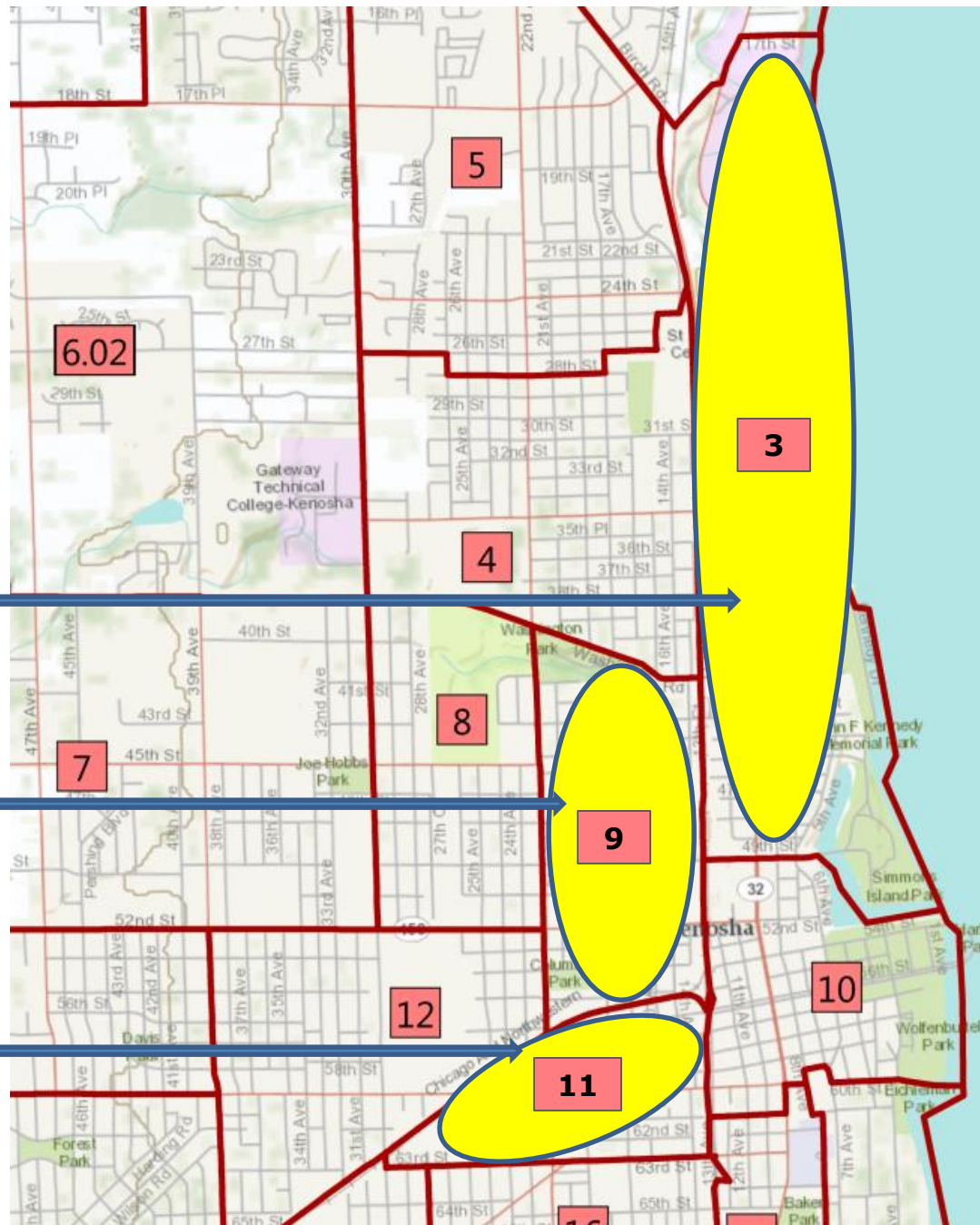
Census Tract	Poverty for Total Population			Poverty for Latinos			Poverty for Black or African Americans		
	Total	In Poverty	Poverty Rate	Total	In Poverty	Poverty Rate	Total	In Poverty	Poverty Rate
Census Tract 1	6,246	1,199	19.2%	1,125	285	25.3%	431	170	39.4%
Census Tract 3	3,409	675	19.8%	654	111	17.0%	180	148	82.2%
Census Tract 4	3,540	446	12.6%	227	71	31.3%	66	0	0.0%
Census Tract 5	5,608	708	12.6%	437	135	30.9%	204	11	5.4%
Census Tract 6.01	5,001	204	4.1%	388	0	0.0%	118	0	0.0%
Census Tract 6.02	7,369	783	10.6%	414	74	17.9%	604	72	11.9%
Census Tract 7	5,328	1,210	22.7%	1,396	487	34.9%	1,055	383	36.3%
Census Tract 8	2,903	628	21.6%	758	90	11.9%	618	156	25.2%
Census Tract 9	3,633	1,058	29.1%	1,134	229	20.2%	451	270	59.9%
Census Tract 10	2,295	515	22.4%	609	271	44.5%	272	55	20.2%
Census Tract 11	3,241	1,010	31.2%	958	76	7.9%	1,188	540	45.5%

Step 2. Highlight where people live.

Census tract 3

Census tract 9

Census tract 11



Step 3. Locate established relationships.

Where are there gaps?



Where could you develop new relationships ?

Step 4. Think about assets and support systems.



Eat

Work &
Play

Connect
Spiritually

Stay
healthy

Step 5. Establish priorities. Set a pace. Make a plan.



- List 5 ***priority areas/ways*** to use the information
- Set a ***reasonable timeline*** for each priority
- Define the ***tools*** that will help accomplish each priority
- Describe the type of ***support/follow-up*** that will help the office move forward



Reconnect the Dots and Expand Access

Organization:

Date of workshop:

Consider any insights and new perspectives that may have developed during the "Reconnect the Dots and Expand Access" workshop. Please list five priority areas that will assist your office in reaching audiences not currently served by UW-Extension.



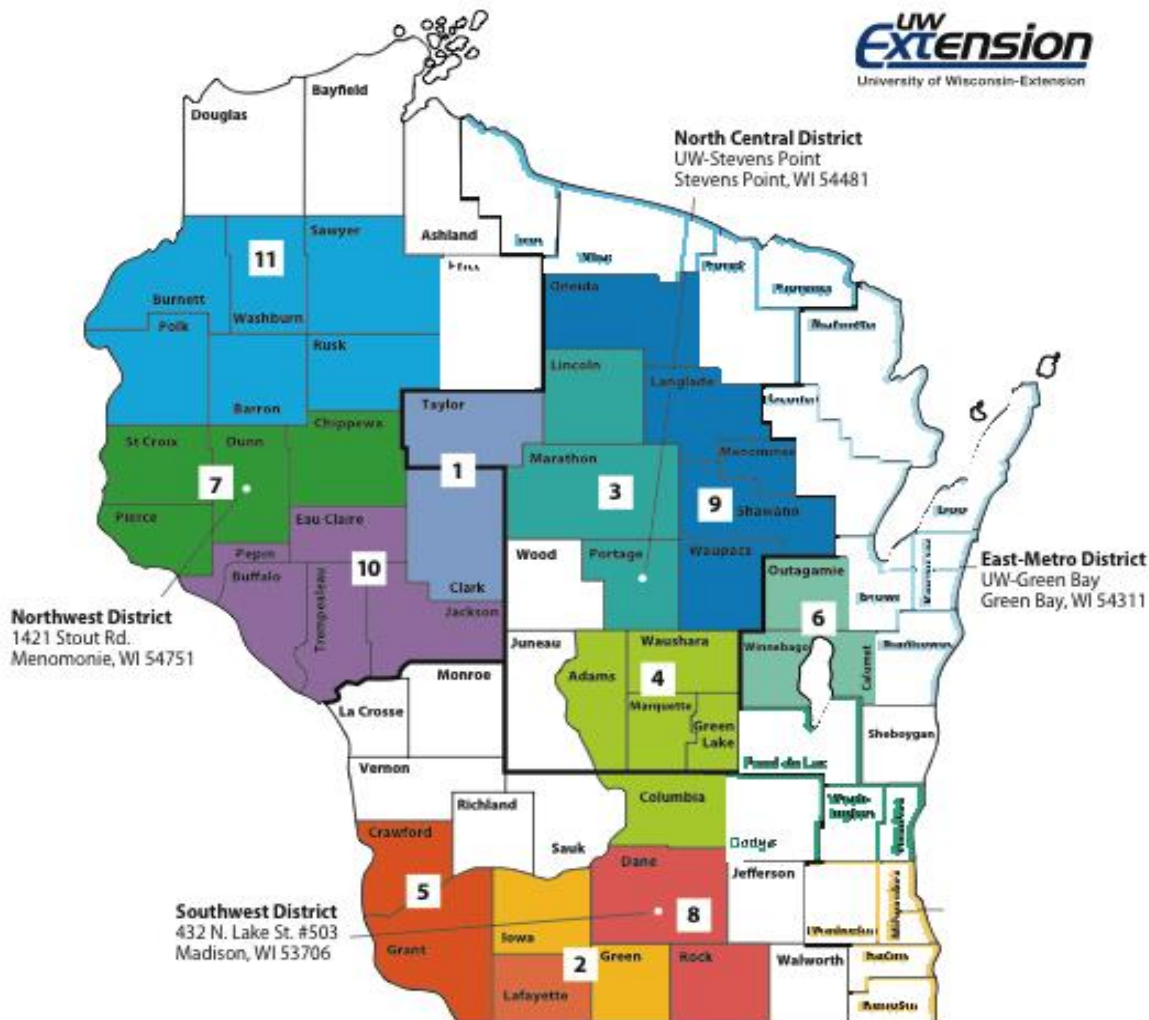
Priority Area	Start Date/End Date Set a reasonable timeline for each priority area	Necessary Tools/Skills Describe what will help your office accomplish each priority	Preferred Follow-up/Support Describe the type of support and follow-up that will move your office move forward
1.			
2.			
3.			
4.			
5.			



74% of counties and **~200 Colleagues**
have participated in an
Expanding Access
Mapping Workshop
since April 2013.

**But, does it
really work?**





Northwest District
1421 Stout Rd.
Menomonie, WI 54751

North Central District
UW-Stevens Point
Stevens Point, WI 54481

East-Metro District
UW-Green Bay
Green Bay, WI 54311

Southwest District
432 N. Lake St. #503
Madison, WI 53706

- | | |
|--|---|
| 1. Clark & Taylor Counties, April 29, 2013 | 6. Calumet, Outagamie, and Winnebago Counties, Jan. 29, 2014 |
| 2. Green, Iowa, & Lafayette Counties, May 30, 2013 | 7. Chippewa, Dunn, Pierce, and St. Croix Counties, Jan. 31, 2014 |
| 3. Lincoln, Marathon, and Portage Counties, June 19, 2013 | 8. Dane and Rock counties, Feb. 24, 2014 |
| 4. Adams, Columbia, Green Lake, Marquette, and Waushara Counties, Sept. 30, 2013 | 9. Menominee Nation/County, Langlade, Oneida, Shawano, and Waupaca Counties, May 28, 2014 |
| 5. Crawford, Grant, and Lafayette Counties, Dec. 6, 2013 | 10. Buffalo, Eau Claire, Jackson, Pepin, and Trempealeau Counties, Sept. 3, 2014 |
| | 11. Barron, Burnett, Polk, Rusk, Sawyer, and Washburn Counties, Oct. 8, 2014 |

Colleagues reported tangible benefits in a long term evaluation.



78%

Reported that it helped ***focus efforts*** and encourage participants to ***move forward strategically***.

52%

reached out to at least ***1 new community member or partner***; **20%** reached out to at least ***3 new partners***.

78%

improved their understanding of their community, enabling the creation of ***more targeted in-reaching***.

58%

Made it their own: analyzed, interpreted, and combined additional demographic data with local knowledge to determine potential gaps and opportunities for relationship building.

Thomas Edison, when asked why he had a team of twenty-one assistants: If I could solve all the problems myself, I would.

The Expanding Access Mapping Workshops are a collaborative effort.

A sincere appreciation to the following for their support:

- Invested Colleagues: Everywhere
- Demographers: Applied Population Lab
- Evaluation: Program Development & Evaluation
- Institutional Support: The Dean and Director; Family Living





3 Parting Questions.

1. Issues of equity, ethnic and economic diversity are critical to the mission of my organization and my work.
2. My organization may be able to apply or adapt this process.
3. My organization has access to resources that will help us develop a similar approach.

3 Columns.

Yes, Maybe, No.

Please explain why on your post it and put it in the correct column.

3 People.

Break into groups of three. Share something that resonated.



Thank You !

Teresa Curtis, MPH

University of Wisconsin – Extension, Cooperative Extension

Family Living Program

Wisconsin Nutrition Education Specialist for

Diverse and Emerging Audiences

608.262.3427

teresa.curtis@ces.uwex.edu