

Summary of Breakout Groups Based on 13 Program Focus Areas

During the first breakout session on day one, the strategic planning participants were dispersed into focus groups based on 13 program focus areas identified previously by the FCS campus staff. The focus areas represent the programming areas the current FCS programs categorically fit into.

The 13 focus areas include:

1. Health
2. Eating Healthy & Being physically active
3. Feeding your family on a budget
4. Keeping food safe
5. Parenting
6. Protecting your children from Second hand smoke
7. Managing your money
8. Access to food/ food safety
9. Breastfeeding your baby
10. Improved quality of life for seniors
11. Relationships
12. Becoming a homeowner
13. Managing your diabetes

Below you'll find the 10 responses that each breakout group developed in response to the four questions asked by the facilitator, Dr. Granville Sawyer. (Three focus areas did not have any volunteers- (1) Becoming a homeowner, (2) Keeping Food Safe, (3) Health).

The four questions include:

1. Discuss the survey response rankings to determine reasons for rankings based on group knowledge of community needs. The objective is to determine if there is additional information relevant to how rankings should be used and interpreted.
2. Discuss the impact of survey results on FCS, i.e., how important should the survey results be to FCS programmatic initiatives?
3. Compare survey rankings to FCS program frequency data to determine degree of congruence in general and specific to your focus area.
4. Discuss implications for current and future FCS programs.

Eating Healthy and Being Physically Active #2 Focus Group

1. Survey was on-line survey. We need county issue i.e. results in order to answer. Need to see 83 county plans
Some counties may be over represented/ underrepresented
Did people answering already know about MSUE?
Health is important, definitely a need.

2. See above. Survey is incomplete
3. Frequency: Group discussed our knowledge about how frequencies established. This is just what we currently do. Need rest of issue i.d. in for to answer.
4. Implications fro current and further FCS Programs
 - a. like to have all county plans to see where Eating Healthy & Being Physically Active Stands
 - b. Best practices needs to offer to counties for eating healthy and being physically active.
 - c. Diversify beyond low-income
 - d. Taught message: down screen time? Up fruit and vegetables? Etc. to be consistent
 - e. Strength is research-based
 - f. Low-income program in needs programs
 - g. Staff capacity (county/campus)
 - h. County Plans – may indicate needs MSUE may not be able to program, but could facilitate bringing others together could provide the program. MSUE could facilitate partners' meetings.
 - i. What role should e-Extension play – may be able to reach higher income audience on-line.

5. Problems with reliability/validity of survey.

Feeding Your Family on a Budget Focus Group

Gen. Comments

1. Number of responses are very low – probably not a valid #
2. Respondents already knew MSUE and Lad on issue
3. Doesn't include input from local discussion sessions

A. Items – reasons

13. Terrorism, media coverage, imported foods
8. People feel vulnerable
19. Media coverage; school awareness
10. People want to be healthy and safe
15. Dual – working families, single parent, desire for all kids to be safe
9. It's a "feel good" option – who would say no?
17. Baby boomers start turning 60 – an aging population/sandwich generation
12. Michigan is not a healthy state – insurance crisis
25. People want to have a voice in what happens in community and involve youth
16. Everyone is working parents want good quality care
20. Healthy care crisis
18. Many people in debt' not looking ahead

B. What impact should this have on FCS?

See: General comments and 4) Topics are very broad and few would disagree with them as stated.

C. Compare program frequency and issue survey

Issues: -8 of 12 issues deal directly or indirectly with health programs

- Most issues are reflected in current programming.
- Not all items selected (as FCS) are specific to FCS but may be indirect

Feeding your family on a budget > related to #12 and #18

D. Conclusions – Implications

- We need to see the results of the state issue i.d. process for a broader view of client needs, and see the demographics in the notebook to identify emerging trends.
- (for ex., aging population will need education in areas of our expertise.)

As we search for funding, we must be very sensitive to our local partners and county commissioner perceptions.

Building Relationships with underserved populations

Working outside of low income or funding current grant sources.

5. Not necessarily agree – validity – working drives responses- some so general that answer is yes, of course

Parenting Focus Group

1. The group did not agree with the statistics provided that summarized responses from the MSUE Issues Identification Process in reference to Parenting Issues. Concerns regarding the data:

Reasons for the responses:

- Small response rate
- Unequal representation of responses (i.e. 1000 were from Washtenaw County alone).
- Were the underserved adequately represented in the responses; were constituents represented; or were partners and stakeholders our primary respondents?
- We cannot generalize responses across counties, we need regional data.

2 & 3: How the data impacts FCS and how we assessed the ranking:

It was agreed that parenting fits broadly into all areas identified by respondents with the highest concentration in the following responses: 9, 10, 13, 15, 16, 17, and 19. Parenting means different things to different people and has impact across the entire lifespan.

4. Implications:

- The “needs” identified and our target audiences do not always match. We must find the niche in our communities: i.e. through partnerships and collaborations.

- The group felt that MSUE programs and initiatives were currently addressing many of the concerns listed.
- We need to reduce barriers to funding and increase partnering within the organization.
- We need to continue to focus on Life Span Development (i.e. targeting the increasing senior population).
- We need county and region specific data from the Issues Identification Process.

6-21-06: Compiled by Jinnifer Gibbs
7-5-06: Revised by J.G.

Renamed from Protecting your children from Second hand smoke To Environmental Hazards Team

Felt this category fit under #9 and 10

1. Current reasons/causes:
 - So many contamination possibilities
 - Ashtma issues (public perception)
 - Increase in environmentally triggered diseases
 - Underserved populations tend to live in substandard environments (ie: housing, lead, play equip, meth, etc)
 - Media wash (brain development research and the effects of lead)
 - Public is better informed
 - ??? about environmental justice
 - Homeland security
 - Improper use of pesticides (looks vs safety)
 - Tied to land-use policies (loss of green space)
2. Impact for FCS
 - Excellent platform for cross programming (ag-4H-FCS-Hort-Nat Resources)
 - Opportunity for community partners
 - Fundable/flexibility (funding and cross trainings/programs)
 - Opportunity to respond to community needs
3. Compare Ranking
 - Potential for high priority due to: funding, cross-programming, partners, opportunity to respond to individual community needs
4. Conclusions for future programming issues
 - Not responding as well as we could
 - Establish consistency between counties (communication to campus)
 - Media Team could do topical bulletin/newsletters on subject
 - Cross county programming and promotion
 - Learn to listen to the public

Money Management Focus Group

1. Poor Economy
2. State is struggling
3. Rising Fuel Costs
4. Rising Interest Rates
5. Scams/ Loans
6. High Cost of Insurance and Medicine
7. Rising # of single parent families

2. % is low – however – money is a private issue and people often don't perceive they have a need for money management until dire straits.

3. Link financial management with other programs

Most of our programs meet specific target audiences (and are limited to...)

Could tie programs to a specific goal

4. High Priority

-growth area

-need general financial management in communities

- emphasize partnerships with 4-H Youth, Ag, Small Business Development, and Food Security

- would be nice to reach an audience before then @ desperation

Stuff capacity to conduct programming/funding.

- Wanted to see full survey responses and what other questions related to money management.

Access to Food/Food Safety

This item seems similar to item called 'keeping food safe' – there is overlap between what our group said & this group said.

Q1 Causes or reasons why responses are on community survey

Response- people tend to respond based on:

-what is being publicly discussed through the media such as bio-terrorism

-what they are experiencing personally ie. Economics, job loss

-issues are influenced by politics and/or interest groups

Q2 What impacts should needs assessment have on FCS & on program categories?

Response –

the Needs assessment should be an element of programming decision, but not the sole element, we need to draw on theory, research, other data such as the census & our own knowledge of our constituents.

-The Needs Assessment is a non-representative sample-it only represents a portion of all public; we cannot treat it as the opinion of all MI citizens.

- We need to know who is represented by the sample before using the N
- We need to look at the county level responses
- Data should be disaggregated by age, race/ethnicity, class, urban/rural in order to inform programming decisions
- We should take a view of issues from other perspectives ie. look at food safety from an ag perspective, or a community, development perspective.

Q3 there is a good match between FCS categories & NA issues # 13, 8, 19 & 12 are directly related to access to food & food safety. However, if access to & safety. However, if access to & safety of food is the #1 issue, FCS does not have enough staff to cover this issue.

Q4 Conclusions

- our group felt uncomfortable about the reliability & validity of the data, More generally we need a mechanism to assess the quality of data we use to make programming decisions
 - we need to program to county needs
 - there is a dissonance between our funding sources and the issues identified through the needs assessment.
- There is not a good match between the two. Unless there is a funding source it is difficult to do pre programming in areas that do not have funds
- we need to tap into funds that allow us to program to audiences who we do not currently program to. This includes middle income for example in areas of entrepreneurial and economic development or and to schools that are not low-income for example in school nutrition programs especially around obesity
 - We need to have good internal communication between FCS state leader (campus program leaders, & regional Directors, CED's & EE's when we complete this process of strategic planning so that they are aware & agree with what FCS we all are to do to accomplish our vision for all MI residents.

Breastfeeding

5. Agree with survey results ??

1. On-line response Issues Id response
 (above)Stakeholder vs do not know programs
 ? percent of demo rural/urban
 timing of avian flu/mad cow impart, safe food supply

? percent of agriculture producer's responses
 looming deadline for wellness school policy
 was breastfeeding a question vs generic question?

2. All mentioned/supported breastfeeding \all initiatives related to one or more

3. (above) ranking in Issues & (below)rating in Breastfeeding

County facts ie: higher # of children under six do not have BFI program

4. (above) Review county stats & current programming with all partners;
 determine MSUE program priorities & our proper program role. – programming, research,
 facilitator...- program for all potential Audiences –

Relationships

I. Budget woes

1. Causes for responses why?
1. County data included & not represented in web survey – data skewed
2. Challenge of marketing programs
3. Change of attitude to improve relationships/stigma
4. Every county is different
5. People that responded weren't clientele/professionals/collaborators
6. All responses/programs/issues relate to relationships

II. Impact on FCS

- 1) data skewed – not clientele identified issues
- 2) data needs to be combined w/county data
- 3) in rural counties extension is the educator & in some counties only resource to meet needs of communities
- 4) It is a good start – good for issues id & marketing.

III. Current & Future Programs- (compare Ranking)

- 1) Marriage relationship education
- 2) Federal grant funding
- 3) Bush initiative Fatherhood, Pre & Post adoptive & Fostercare-Divorce programming
- 4) Step Families should/needs to be higher! Parenting Breast feeding initiative

IV. What's missing – Conclusions for future programming issues

- waterquality
- Com & economic development
- visioning
- team work
- parenting >Communication skills
- mediation
- conflict management
- leadership development

Subgroup – Managing Your Diabetes

1. What do we know?

Question #13 – Because of homeland security, this is a highly publicized geopolitical issue in the media results in disconnect between producers & consumers

#8 Some disconnect between producers & consumers results in lack of knowledge

about food supply esp. Organic foods, pesticides, genetically modified foods.

Where does food come from? disconnection with agriculture, the earth need food labeling for allergens

#19 School food services buy more food products (preprocessed foods, vending

companies, fast foods) than making own from basic foods

Also (below) Physical Ed, (above) Computers, emphasis MEAP Testing

(academics) rather than overall education

- #10 Importance of Physical Activity & where to get locally
Safe Routes to School, green space
 - #15 Due to troubled youth, dissolving traditional families
↓ home ec/life skills in schools, ↑ juvenile & drop out rates
Technology use rather than face-to-face contacts
Time demands of both parents working
Too many extracurriculars for individuals rather than family focused activities
 - #9 Health issues similar to #15 above
 - #17 Aging population has limited income, ↓ health & cognitive abilities; Caregiver issues
 - #12 We all eat but many do not know what foods are right to eat & how much.
Cultural upbringing influences. This is a visible problem.
Understand what to change.
 - #25 Involvement affects change process, influences opinions
Reflects on disconnect with decision makers
 - #16 Working parents for economic reasons, care for kids
 - #20 Visible – everyone knows someone who is obese or fighting weight themselves
 - #18 Michigan's economy, rate of inflation
“dream” vs. actual standard of living
includes credit card debt
 - #2 Impact on FCS
We know /have programs for specific questions #20, 16, 15, 17, 18
Some questions too broad (#13, 8, 10) & could have various reasons for responses
Need caution about reading too much into results.
 - #3 Compare lists
7 of 12 survey questions have some implications for diabetes management
7 of 13 of FCS program Categories
- Subgroups – Managing your Diabetes*
4. Implications
- A. Current diabetes Management programs in selected counties w/selected(low income) audience in the future, need broader, bigger program for general population(all ages & incomes) across disciplines & agencies
 - Cross programming potential – natural fit with trained nutrition staff in every county, plus Youth Dev't and community deot. Train local Collaborators
 - Make part of all things already doing if have materials staff to incorporate
 - B. Be more assertive with building larger collaboration
 - Link w/ agencies & MSU annually
 - Facilitator role for MSUE?
 - C. Research dissemination – Translate academic language to lay person understandable
 - D. Connect w/ hospital diabetes education coordinators better support for clinical

efforts, not duplication of services

stress emotional, preventative, behavior change approved

MSUE need – how to Market health Programs

E. Facilitator for support group of peers

Improved Quality of Life for Seniors

This was a non-random sample of limited value for decision making unless in context with other forms of data collection. Over 1,000 of the 4,172 responses were from one county.

2. 12.9% of the Michigan population now is age 65 or over. By 2030, 19.5% will be. That translates into 850,000 more seniors and many opportunities and challenges for communities. Michigan is currently one of less than ten states with more than a million seniors. Due to the size of the senior population, the out-migration rate for seniors, and the number of young people moving away Michigan counties are experiencing a faster aging rate than other states.
3. Opportunities for MSU Extension:
 - a. Continue building relationships through the Michigan Vital Aging Think Tank and the elder friendly list serv
 - b. Join Wisconsin in a joint Vital Aging project in the UP to train family caregivers
 - c. Continue working with DCH and OSA on creating Elder Friendly Communities
 - d. Continue working with DCH and OSA on PATH – chronic disease self management program
 - e. Continue to grow the Advance Care Planning and Legally Securing Your Financial Future program
 - f. Seek out ways to continue working on home based needs assessment for Medicaid patients, possibly in connection with the new Single Point of Access project
 - g. Continue to support Senior Project FRESH – national model
 - h. Continue developing the relationship with the Michigan Coalition for Better Bones to promote osteoporosis reduction
 - i. Continue working with DCH and OSA on the Healthy Aging project
 - j. Continue to present Who Gets Grandma's Yellow Pie Plate
 - k. Develop family caregiver training – possibly in conjunction with UWExtension.
 - l. Develop Kinship Care program/Grandparents raising Grandchildren
 - m. Develop training on older adult lifestage development
 - n. Promote universal design in home building and develop programs on home modifications that make a home more elder friendly
 - o. Develop training on elders as volunteers/ engaging elders as a community resource
 - p. Develop entrepreneurship training for seniors – Silver Industries
 - q. Develop nutrition education and physical activity programs in safe environments for seniors
 - r. Partner with 211 to provide information and referral opportunities for seniors
 - s. Provide Leadership Development Training for seniors including support for mentoring in a variety of situations (youth, business owners, etc.)
 - t. Incorporate intergenerational concepts and elements that support aging in place for all programs.