

STATE OF THE SCIENCE

Rural Coastal Community Health Science, Policy and the Future



AGENDA

MARCH 19

5:00 - 7:00 p.m. | Poster Session & Welcome Reception

See next page for poster details

MARCH 20

8:30 - 9:00 a.m. | Welcome & Breakfast

9:00 - 9:10 a.m. | Message from SCCAHS

9:10 - 9:35 a.m. | Challenges and Opportunities in Rural Healthcare

Mark Holmes - Director & Professor

Cecil G. Sheps Center for Health Services Research, University of North Carolina

9:35 - 10:00 a.m. | Rural Healthcare Access for Agricultural Workers

John Diaz - Associate Professor

Agricultural Education and Communication, University of Florida

10:00 - 10:25 a.m. | Health Research in Rural Communities

Lauri Baker - Co-Founder & Associate Professor

Center for Rural Enterprise Engagement

Agricultural Education and Communication, University of Florida

10:25 - 10:50 a.m. | A Cord of Three Strands: Extension, Health, and Agriculture

David Buys - Associate Professor

Department of Food Science, Nutrition, and Health Promotion, Mississippi State University

10:50 - 11:15 a.m. | Reinventing the Rural Reality: Cultivating Health, Igniting Communities

Linda Gibson-Young - Outreach Coordinator & Professor, College of Nursing, Auburn University

Hollie Cost - Vice President for University Outreach & Public Service, Auburn University

11:15 a.m. - 12:00 p.m. | Facilitated Panel Discussion

Moderated by Angela Lindsey, SCCAHS Outreach

12:00 - 1:00 p.m. | Lunch

Lunch Buffett

1:00 - 2:00 p.m. | Policy Communication Panel Discussion

Katie Vanlandingham - Associate Vice President, Van Scoyoc Associates

Michael Dukes - UF/IFAS Extension Associate Dean and Director, Center for Land Use Efficiency

Ricky Telg - Director and Professor, UF/IFAS Center for Public Issues Education

Moderated by Lisa Lundy - Professor, Agricultural Education and Communication, University of Florida

2:00 - 3:30 p.m. | A Framework for Telling Your Story to Policymakers

Ricky Telg - Director and Professor, UF/IFAS Center for Public Issues Education

Lisa Lundy - Professor, Agricultural Education and Communication, University of Florida

3:30 - 4:00 p.m. | Closing Remarks & Awards

Tracy Irani - SCCAHS Outreach, University of Florida



POSTERS

Systematic Analysis for Design of Instructional Videos for Self-Management of Low Back Pain in Horticulture

Kim Dunleavy, Jason Beneciuk, Janeen Blythe, Kelly Gurka, Boyi Hu, and Heidi Randuovich

Agri-Culture: A Culturally Appropriate Educational Intervention for Mitigating Occupational Hazards in Crop Farmworkers.

Andres F. Manrique, Sal Milletich, Noe Bautista, Eric S. Coker, and Tara Sabo-Attwood

Agricultural Worker Housing and Health Risk: A Case Study of Polk County Migrant Labor Camps

Recquel James and Farah Arosemena-Murfee

Explore Urine Exosome-based Biomarkers for Chronic Kidney Disease of Unknown Etiology (CKDu): A Pilot Study of 34 Guatemala Sugarcane Farm Workers

Jie Zhou, Abdel Alli, Nancy Denslow, Jaime Butler-Dawson, and Christopher Vulpe

The Preventive Potential of Buddy Systems for Farmworker Heat Safety

Miranda Carver Martin and Paul Monaghan

Evaluating Urinary Protein Biomarkers in Assessing the Development of Chronic Kidney Disease of Unknown Etiology (CKDu) in a Rat Model System

Jie Zhou, Abdel Alli, Niharika Bala, Melissa Fraga, Kathryn Greenberg, Junli Zhang, Nancy Denslow, and Christopher Vulpe

Using Large Language Models to Automate Agricultural Injury Surveillance

Jacob Muller, Daniel Petti, Changying Li, Serap Gorucu, Matt Pilz, and Bryan Weichelt

Quantitative Artificial Intelligence (AI) Histopathological Analysis of Rat Kidneys following Oral exposure to Paraquat.

Daniel Verdugo, John F Roberts, Valentina Stevenson, Jie Zhou, and Christopher Vulpe

Relevant Risk: Unraveling the Recipe for Risk Information Seeking and Processing in Foodborne Illness

Cheng-Xian Yang, Lauri M. Baker, Ricky Telg, James "J.C." Bunch, and Jonathan Adam Watson

Bite Back: Navigating Social and Behavioral Frontiers in Tick-Bite Disease Prevention

Cheng-Xian Yang and Lauri M. Baker

Enhance Your Graduate Curriculum with Free Science Communication Modules

Sadie Hundemer, Shenara Ramadan, Lauri Baker, Troy McKay, Ashley McLeod-Morin, Hikaru Peterson, Garrett Steede, and Rebecca Swenson

Development of Virtual Reality Simulation for Animal Handling

Ruijie Wang, Dan Hofstetter, and Serap Gorucu

Exploring Perception of Socioeconomic Status (SES) among Haitian Farmworker Youths: A Qualitative Examination of Determinants and Implications

Beatrice Fenelon Pierre, Tracy Irani, Jennifer Doty, Kate Fogarty, Sebastien Galindo, and LaToya O'Neal



WELCOME

On behalf of the Southeastern Coastal Center for Agricultural Health and Safety, we welcome you to beautiful Gainesville, Florida, for the 6th Annual State of the Science meeting! This year's meeting focuses on the important topic of healthcare policy and the unique healthcare challenges in rural communities. We have put together an esteemed slate of speakers from all over our region, representing various disciplines, including public health, social science, nursing, and Extension, to provide a well-rounded perspective of the topic. Effective policy communication is vital in advancing rural healthcare policy, so this year we are also offering a panel and training that will discuss policy communication. We hope attendees find this addition to the meeting valuable in their own efforts as they work to communicate about science to policy and other decision-makers.



We hope this event leads to responsive and innovative solutions to the unique challenges in agricultural health and safety, as well as valuable collaborations in your work.

Sincerely,

Glenn Morris

SCCAHS Director

Many changes in healthcare policy, particularly impacting our rural communities, have occurred over the past year. Nearly all of the challenges we heard about from our advisory board came back to rural healthcare policy so our team worked hard to put together an outlet to address those questions. We are excited to welcome experts from all over the SCCAHS region, including Mississippi, Alabama, Florida, and North Carolina, to bring diverse perspectives on the challenges and innovative solutions in rural healthcare. I am also excited for you all to hear from my colleagues, Drs. Telg and Lundy, as they facilitate a training on policy communication. Whether you are a scientist or a leader in your community, you have an important role in informing policy and I hope you can apply lessons from this training to your own pursuits.



I hope you all have a fantastic and fruitful meeting and that you will continue to join us at this meeting in future years!

Sincerely,

Tracy Irani

SCCAHS Outreach Director



SPEAKERS



MARK HOLMES

Challenges and Opportunities in Rural Healthcare

Mark Holmes, PhD, is a professor in the Department of Health Policy and Management in the University of North Carolina Gillings School of Global Public Health and Director of the Cecil G. Sheps Center for Health Services Research, where he is also the Director of the North Carolina Rural Health Research and Policy Analysis Center. His interests include hospital finance, rural health, workforce, and health policy.



JOHN DIAZ

Rural Healthcare Access for Agricultural Workers

John Diaz, PhD, is an associate professor in the Department of Agricultural Education and Communication at the University of Florida where he focuses his research on understanding the factors that influence behavior change, practice adoption, and measures of equity and inclusion among various stakeholder groups in extension activities related to local food systems, nutrition and wellness, natural resource management, conservation and community capacity building. Diaz's extension program supports the mission of the University of Florida by developing strategies for developing resilient communities and measuring impacts of Extension programs. He focuses on enhancing the community development and evaluation competencies of extension and outreach professionals across a breadth of program areas. Diaz also provides key leadership for University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS) in his role as the president of the Coalition of Florida Extension Educators for Latino Communities (CAFE Latino).



LAURI M. BAKER

Health Research in Rural Communities

Lauri Baker, PhD, is an associate professor in the Department of Agricultural Education and Communication at the University of Florida. Baker previously worked as an agricultural communication faculty at Kansas State University. While at Kansas, she earned tenure and co-created the Center for Rural Enterprise Engagement (CREE), a faculty-driven interdisciplinary research center that serves as a generator and source of knowledge about new-media marketing in an effort to enable rural and agriculture-based businesses to flourish in ever-changing environments. She continues her work with CREE and integrates that work with her research appointment in the UF/IFAS Center for Public Issues Education. Throughout her experiences, Baker has developed a research line that is inclusive of communication preferences and impacts on local economies, new-media technologies, strategic communication and audience analysis, Extension communication, and climate change and disaster communication, among others.



SPEAKERS



DAVID BUYS

A Chord of Three Strands: Extension, Health, and Agriculture

David R. Buys, PhD, MSPH, CPH, FGSA, is the State Health Specialist for Mississippi State University Extension and an Associate Professor in the Department of Food Science, Nutrition, and Health Promotion at MSU. Buys leads research-based public health education in Mississippi's 82 Counties with over \$16 million in federal agency funding. He has authored 57 peer-reviewed articles. Buys completed formal training in medical sociology, health services research, and epidemiology at Mississippi College, Auburn University, and the University of Alabama at Birmingham. He is Certified in Public Health by the National Board of Public Health Examiners and a Fellow of the Gerontological Society of America and the Royal Society of Public Health.



LINDA GIBSON-YOUNG

Reinventing the Rural Reality: Cultivating Health, Igniting Communities

Linda Gibson-Young, PhD, MBA, ANCC, possesses over 25 years of experience as a dual-certified nurse educator and family nurse practitioner. Her outreach extends to communities, families, and children in rural Alabama, where she addresses health-related topics focused on children, youth, and families. Gibson-Young collaborates with undergraduate and graduate students, actively participating in partnerships to address health disparities and health equity. Today, she is here to share insights and lessons learned from her work with an innovative team in this field.



HOLLIE COST

Reinventing the Rural Reality: Cultivating Health, Igniting Communities

Hollie Cost, PhD, is the Assistant Vice President for University Outreach & Public Service at Auburn University. She leads Auburn University's Rural Health Initiative, with an interprofessional team increasing healthcare access across rural Alabama through an innovative model integrating community engagement, telehealth services, and health and wellness education. Cost's civic priorities include inclusivity, sustainability, health and wellness and educational equity. She served as a professor of special education at the University of Montevallo from 2000-2020 and as the mayor of the City of Montevallo from 2012-2020. Cost is a graduate of Leadership Alabama, serves on the board of directors for National Issues Forum Institute, National Coalition for Dialogue and Deliberation and David Mathews Center for Civic Life and is a partner in Keys to the City Community Coaching firm. She has a Ph. D. and master's degree in special education from Auburn University. She was recently recognized by This is Alabama as one of 25 Women who Shape the State.



SPEAKERS



RICKY TELG

A Framework for Telling Your Story to Policymakers

Ricky Telg, PhD, is a professor in the Department of Agricultural Education and Communication and the director of the Center for Public Issues Education. He previously worked as a television reporter, newspaper reporter and editor, and video producer for Texas A&M University's Department of Agricultural Communications. He also taught journalism and broadcast production at Texas A&M. Telg is an active member of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences. His research interests include agricultural communication and policy communication. Telg worked with Lisa Lundy to develop a policy communication course.



LISA LUNDY

A Framework for Telling Your Story to Policymakers

Lisa Lundy, PhD, is a professor of agricultural communication in the Department of Agricultural Education and Communication. Lundy serves as the undergraduate coordinator for the department, as well as an affiliate faculty member of the Southeastern Coastal Center for Agricultural Health and Safety. Lundy is an accredited public relations (APR) professional and has worked in higher education and nonprofit public relations. From 2004 to 2015, she taught public relations at LSU'sanship School of Mass Communication. She served theanship School as associate dean for sponsored research and programs from July 2010 through June 2012. Lundy was an SEC Academic Leadership Fellow in 2011-2012, participating in a year-long professional development program that seeks to identify, prepare and advance academic leaders for roles within SEC institutions and beyond. Her current research focuses on the role of visuals, photography and social media in agricultural and natural resource communication.



PANELISTS



KATIE VANLANDINGHAM

Policy Communication Panel Discussion

An expert on federal funding and healthcare policy, Katie Vanlandingham offers guidance to clients in the areas of appropriations, healthcare, education, and defense. Vanlandingham has 19 years of Capitol Hill experience - both as a Congressional staffer and a government affairs consultant. She has extensive experience working with non-profit organizations and has a notable track record in helping clients secure federal funding and achieve their federal objectives. Vanlandingham also has successfully planned and executed numerous annual Washington advocacy trips for non-profit clients, including one that has led to the creation of a national coalition and consistent increased Federal research funding.



MICHAEL DUKES

Policy Communication Panel Discussion

Michael Dukes, PhD, is a professor of irrigation and water conservation, and specializes in efficient use of water in irrigated systems. His research and extension programs focus on irrigation and drainage engineering, water quantity and quality issues, crop consumptive use / evapotranspiration, and Best Management Practices to reduce non-point source pollution. Dukes is also the Director of the Center for Land Use Efficiency. He leads a multidisciplinary group of faculty whose mission is to conduct interdisciplinary research and provide science-based education on urban landscape practices to protect and conserve Florida's natural resources.



COMMUNICATION POINTS

Main Communication Point

Your Communication Sub-Points

1

2

3

Possible Question

1

2

3

Your Response

1

2

3



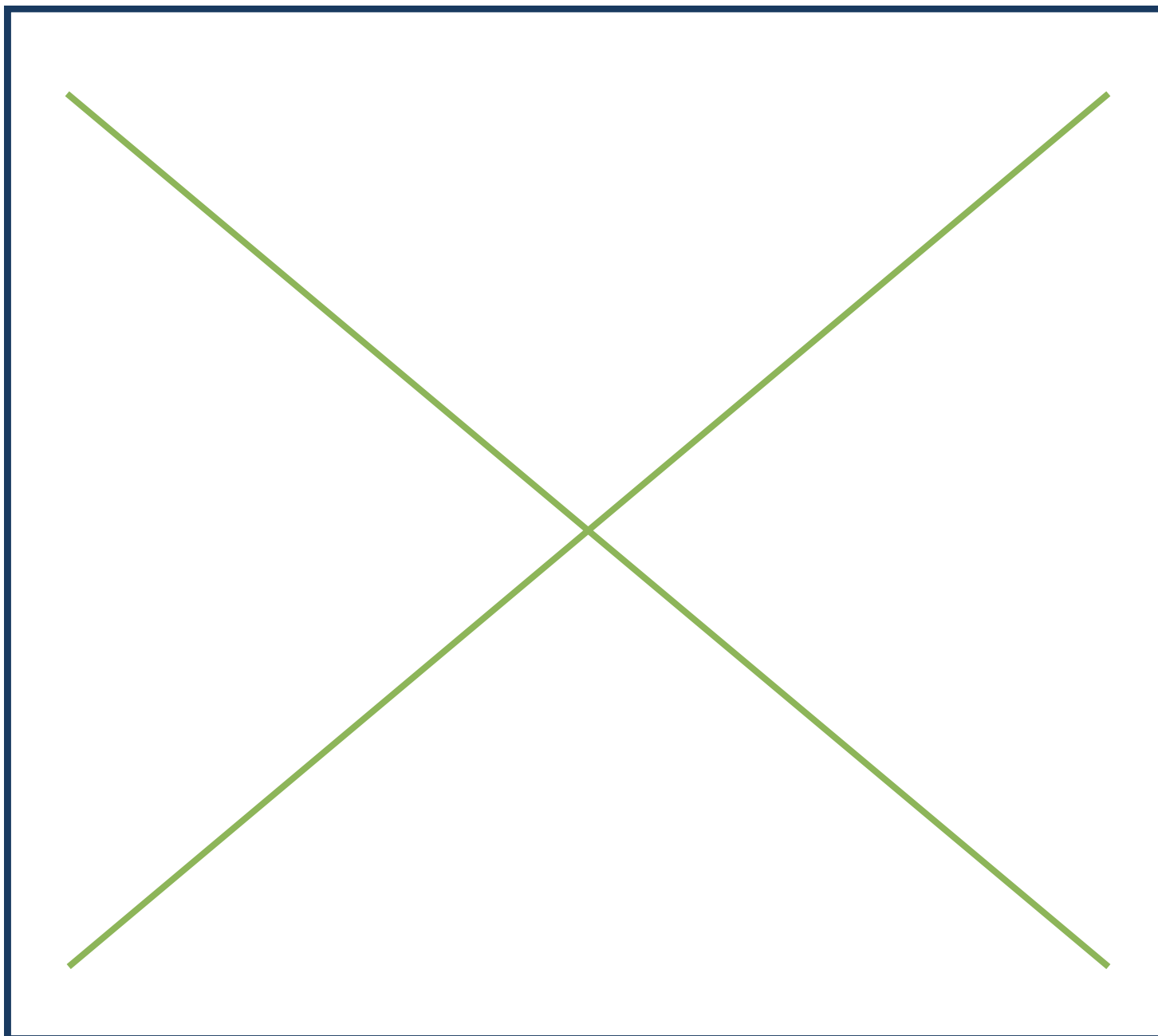
Download all of the digital worksheets by scanning the QR code.



CREATING COMPELLING MESSAGES FOR POLICYMAKERS

1. Determine who your audience is.
2. Determine what your audience cares about.
3. Create specific messages for each audience you are trying to reach.

Use a **MESSAGE BOX** to assist you in creating these specific messages. Each part of the MESSAGE Box has a specific type of message. You can move from quadrant to quadrant, depending on the audience and what the audience cares about.



CREATING COMPELLING MESSAGES FOR POLICYMAKERS

Values Message

Connect with your audience by “tapping into” a specific value your audience has.

- Reminder of common ground.
- Something that the audience agrees to.

Example value: Anti-smoking campaign aimed at children. “We want what is best for children.”

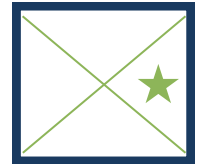


Barrier Message

Addressing misconceptions about an issue. Many times, this is based on incomplete or inaccurate information.

- Avoid repeating the audience’s misconception. Provide new and fact-based information to overcome the barrier.
- Remind the audience of the value and reputation of your organization.

Example barrier: A parent’s smoking has no impact on their children. “Second-hand smoke causes 150,000 cases of bronchitis and pneumonia in children annually.”



Ask Message

One message should focus on getting the audience to act.

- Make the “ask” doable.
- Make the “ask” reachable.

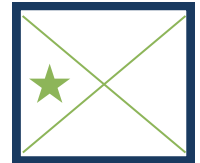
Example ask: Instead of getting smokers to quit, ask them to do it elsewhere. “If you smoke, go outside.”



Vision Message

Echoes the Value Message. This is what the audience gets (based on the audience’s values).

Example vision: We all want healthy children. “Taking smoking outside can protect your children’s health.”



Adapted from Bebo, P. & McCaffrey, J. (2018). Beyond the aisle: Crafting compelling advocacy messages for use throughout the year. 2018 Public Issues Leadership Development Conference. Washington, DC. <https://www.jcep.org/archives/presentations/pild-presentations/2018-pild>

Based on Spitfire Strategies (2016). Messaging tip sheet: Create compelling messages.

<http://static1.squarespace.com/static/574607a245bf217f5ca2d0a3/t/57e20371579fb3910f44c780/1474429810390/Messaging+Tip+Sheet+++Create+compelling+messages.pdf>.

For more information about message boxes, please visit:

COMPASS Science Communication, Inc. (2020). The message box. <https://www.compasscomm.org/leadership-development/the-message-box/>



