Presentations
“NYS Socio-Economic Trends: Taking a Broad Perspective”
Robin M. Blakely-Armitage, Senior Extension Associate
Community & Regional Development Institute, Department of Development Sociology
“NYS Policy and Initiative Trends and Directions: Albany Perspective”
Lee Telega, Senior Extension Associate, Cornell Government Relations
“Building Capacity to Prevent Childhood Obesity in New York”
Christina Stark, Senior Extension Associate, Division of Nutritional Sciences

Morning Discussions
Question 1: As you consider the three presentations, what themes or considerations do you see that could or should shape planning for future applied research and extension programs?

- Need for advice on how to promote consolidation in local govt. -not numbers, but advice on how to sell consolidation. How to have this conversation?
- Obesity & local government are linked together — an ecological approach requires working w/local government. leaders. How can we get them focused on this issue? Many are short - sighted & only focused on taxes & getting re-elected. How does this link to issue of consolidation of government?
- So much change is happening - what are the implications for mental health? How can we guide people through change - in eating behavior, in government, etc.? One key is building capacity among local leaders.
- Senior/Ageing demographic - Focus on this population and connection to other issues such as housing, food system issues and access to health care.
- Healthcare costs of childhood obesity.
- The issue of poverty and the relationship of the growth of very small farms. Is there a correlation between the growth of these very small farms and rural poor efforts to develop a new source of revenue?
- Research Question: Who are these folks, what are the demographic characteristics?

- NY's population growth slower, losing younger people upstate.
- Poverty going up.
- Partnerships/shared services - willingness to reorganize local foods, energy, Food Policy Council.
- Local food.
- Implications of grandparents raising kids.
- Perceptions of risk.
- Ecological approach to education.
- Aging of population.
- Problem is the subsidies (soybeans, corn, etc.)

- Migration patterns may be linked to Energy Policy (70's) - What are we going to do about it now that we are in another energy crisis?
- Things are not going to go back to the way they were = we need to get ahead of all of these issues = a lot of opportunity in programming etc. if we choose to look to future.
- Time to look at growing minority populations & plan for this and incorporate them into our programs & society.
- How do we keep our young people here?
• How to get people to move up & prepared for the future -especially in jobs - educate in green jobs. Train within.
• Connect across disciplines.
• 4-H & Science Engineering and Technology will be a big opportunity to do real preparation for the future of our youth.
• Opportunity for 4-H Youth Dev to interface with schools as funding for schools is cut.

• Look at broader, ecological approach is important, better than individual approach.
• Interconnectivity approach should be happening - for example is not happening w/STEM.
• Quality Improvement Models, Data Collection, - example Nutrition Works.
• Getting people out of their silos.
• How connect w/other groups - interconnectivity – example, PWTs are multidiscipline like the climate team. Good example - nutrition & childhood obesity, economic development, and/or family well-being.
• Ask question in proposal - "rater" - interdisciplinary question - multidiscipline/also need money to implement programs. Bring private sector and public sector together - to pay for programs. Hatch grants small and it would start program and then private would continue program.
• Iowain(?) Core Competency - should we use this?

• Employment generation is critical for upstate NY.
• Food policy - expanding NY's role in feeding NE US - how to keep it healthy.
  • food sectors are most labor intensive.
• Lack of interest among youth in working in ag sector, lack of focus in schools on opportunities in entire food sector
  • Traditional IDAs do not view farms as businesses.
• Expanding food sector/ag needs to be done in a way that's respectful of the environment.
• NY is most restrictive place in terms of regulations on farmers
  • how to not discourage people from farming here?
  • encourage environmental responsibility
  • labor restrictions in NYS are encouraging commodity crops instead of fruit & vegetables (counter to local food/feed NYC trends); also need a place to dispose of manure (due to hi P index).
• Scaling up regional food systems to compete with huge-scale importation? (connecting to mainstream market outlets; farmers' markets great but small % age of consumption & will always be small).
  • Examples: broccoli on east coast (Bjarleman) working with Wegman's & Walmart; connecting to institutional food systems.
• Obesity - tremendous impending cost.

• What will be the long term effects of NYS government consolidations?
• Implications of aggregation.
• Consolidation of government services - effect on communications.
• Aging population location.
• Getting people to change.
Question 2: For this part of the discussion, please consider the implications of the presentations and/or your own experiences and observations for one or more of the priority areas of nutrition and childhood obesity, economic development, and/or family well-being.

- All decisions need to be approached from an ecological model standpoint - thinking about how things are interconnected. How can we promote a community/ecological perspective in decision making related to obesity, local governance, etc.?
- If anyone wants to get in on the ground floor w/issue of local consolidation governance, consider working w/the Tompkins Co. Council of Governance (Paula Younger).
- Cornell people should consider presenting to the meetings of the Council of Counties.
- Need to track indicators of these things to measure progress over time.
- The Ecological Model overall has not yet taken hold in Extension.
- Should Cornell Cooperative Extension program delivery align more closely with new Ec. Dev. Council Regions?
- Where is the best place to focus energy & resources with increasing challenges and decreasing public resources?
- Public schools?
- Where are the levers to affect change?
- What evidence-based practices have an impact at the local level?
- Community participatory research is important.
- Fear of change is a barrier.
- How does applied research inform/educate state policy? Says one thing is a priority - but cuts $ to programs that support this. Show with research and evaluation/outcomes what works.
- Getting past - If we change - I will lose my job.
- How to provide opportunities to underserved audiences.
- With consolidation and shared services - there will be more people unemployed & in poverty. What are we doing to deal with this fact?
- Who are the employers in these conversations? They need to be at the conversations.
- Ag people need to be at the table for economic development issues.
- Holistic approach -v- treating the symptoms.
- Study & understand what makes people behave in a rational way.
- Template for education today needs to be looked at in regards to Class and not race. (ie gangs).
- Economic development - success Greek yogurt - should we be looking at other avenues ~ how do we revitalize/rev. NY economy?
- Some areas identified -using this model
- This would allow more integrated projects.
- Do it for a 3-year period.
- Rural developments - allows them to be link.
- Want them to be link.
- Promote key areas ~ score higher when part of system approach.
- Best proposal support all three areas.
- Rating on actual impact will have on real communities.
- Force that they have had impact - before they can submit again.
- More outcome indicators.
- Measureable outcomes.
How do policy, economic, lifestyle environments change to favor the desired outcomes?

- work with large institutions (greater impact, chance to work out the kinks); public education also, but impacts much smaller/more local.
- The above are global issues (e.g., biomass aggregation plant in Georgia shipping biomass to Germany).
- Need to engage in regional cooperation to have greater impact
  - how to do this in light of declining extension & research personnel & funds.
- How do we grow fruit & veg sector in light of regulatory & labor issues, disappearance of infrastructure (Motts, BirdsEye)
  - need more of entire infrastructure
  - processing, storing, etc., is 3x more costly here than in CA (economics of scale)
  - will cost of transportation ever advantage us?
  - when will the real cost of water be paid in CA?

- All 3 connect to each other.
- Economic development is the keystone
- Competitive advantage: water, 4 seasons, land, transportation, roads.
- Need more regional thinking.
- Serve as a bell weather of change.
- Structural feedback logs.
- CCE is a values based organization.