

NM HEART PROGRAM

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- **H**health
- **E**xtension
- **A**mbassadors in
- **R**ural
- **T**owns

Problem Statement

- Rural counties have had the highest rates of premature death for many years, lagging far behind other counties.
- While urban counties continue to show improvement, overall rates of premature death are worsening in rural counties. (County Health Rankings, 2016)

Problem Statement

- Individuals and families living in rural NM
 - 26 of 33 counties – have fewer opportunities to engage in health-promoting programs due to limited community resources. (US Census Bureau, 2013)

NM HEART Program Goal

Increase the quality of life for all

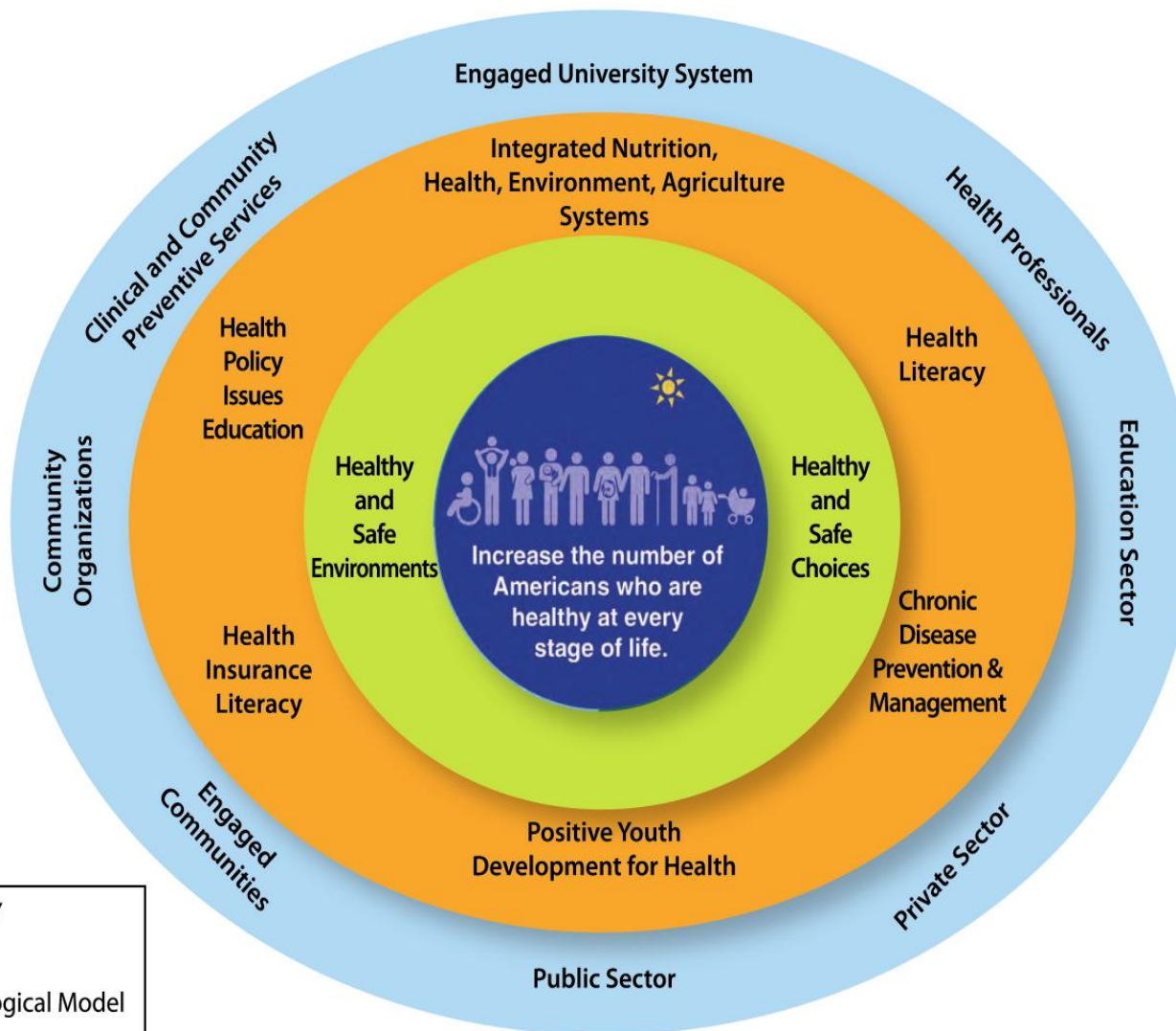
New Mexicans through a volunteer
program that enhances

Cooperative Extension's capacity to
deliver health-related educational
programming in rural areas.

Program Specific Aims

First of its kind in the state, **NM HEART** will extend the capacity of Family & Consumer Sciences county agents to provide strategies and evidence-based programs designed to promote a wellness approach to health.

Cooperative Extension's National Framework for Health & Wellness



Based on The National Prevention Strategy Action Plan, U.S. Department of Health & Human Services

Cooperative Extension Service Structure:

33 Counties

20 Family &
Consumer Sciences
Agents including
Tribal Extension

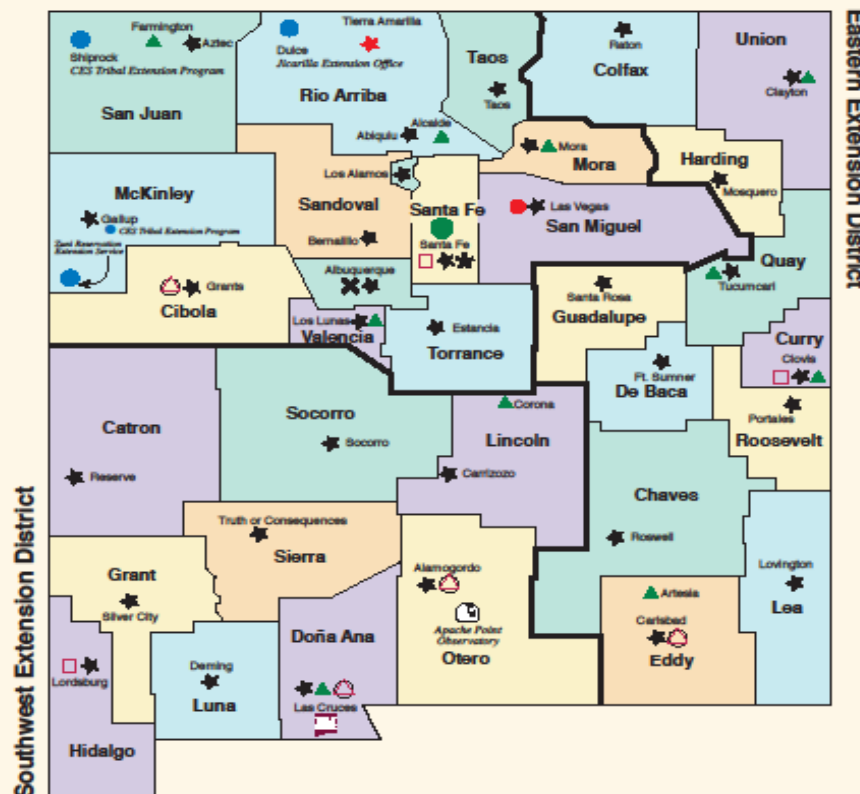
Dependent upon a
volunteer system

New Mexico State University



Major Partners: State of New Mexico, USDA,
New Mexico Association of Counties

Northern Extension District



Facility Locations

- | | |
|--|--|
| ★ County Cooperative Extension Service Offices | ✱ Admissions Office |
| ★ Satellite County Offices | ● Santa Fe Ranch Demonstration Site |
| ● Tribal Cooperative Extension Service Offices | □ NMSU Main Campus |
| ▲ Agricultural Sciences and Research Centers | 📡 Apache Point Observatory |
| □ Cooperative Extension Service District Offices | ● Memorial Middle School Agricultural Extension and Education Center |
| ★ University Government Affairs | |
| 🏠 NMSU Community Colleges | |

Program Description

- Incorporates the national Master Family & Consumer Sciences (FCS) Volunteer Program
 - Training and involvement focuses specifically on core areas of Extension FCS
 - Develops a program model that can be replicated in other states/regions
 - Builds capacity through recruiting/training and the utilization of volunteers

(www.masterfcsvolunteerprogram.info)

Program Innovation

- **NM HEART** Volunteers
 - Develop leadership skills
 - Increase availability of health programs in their communities
 - Help strengthen local partnerships
 - Assist in planning projects/programs to address local health needs
 - Build communities that seek wellness solutions

Program Approach

- County FCS Agents are trained in the Master Volunteer Program (MVP)
- Interested community members go through a selection process and are trained in the MVP
- Volunteers provide 40 hours of community service to earn Ambassador certification

Program Areas

- Utilizes existing efforts
 - Statewide: Chronic Disease Self-Management Education Programs
 - *Manage Your Chronic Disease Programs (MyCD)*
 - *MyCD Diabetes Self-Management Program (DSMP)*
 - *My CD Cancer: Thriving and Surviving (CTS)*
 - National evidence-based programs:
 - Smoking Cessation (smokefree.gov)
 - Mental Health First Aid
 - Others

Program Areas

- Future programs determined through
 - County Health Rankings (www.countyhealthrankings.org)
 - County Needs Assessments
 - NM Department of Health Reports
 - National Trends

Program Budget

- Total Budget Requested: \$153,061 (inc. F&A 33.2%)
 - Key Personnel: \$85,670
 - PI, Co-PI/Program Trainer, Evaluation Specialist, Graduate Assistant
 - Equipment: \$20,610
 - Dedicated laptops/technology training requirements
 - Duplication of materials/evaluation tools
 - Volunteer reinforcements (name tags, t-shirts)
 - Training Travel/Expenses: \$7,381
 - (5) Agents to Las Cruces

Program Sustainability

- Evaluations
 - Measure impact
 - Demonstrate program value
- Multi-year funding sought
 - Provide growth
 - Expand statewide outreach
- Developed curriculum available statewide
- Established NMSU CES Signature Program

Thank You!

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