2020 Jeanne M. Priester Award Call for Nominations

Sponsored by the National Health Outreach Conference

Nominations due March 18, 2020

PURPOSE

The Jeanne M. Priester Award honors the memory and contributions of Ms. Priester to the Cooperative Extension System. During her tenure at the United States Department of Agriculture, Ms. Priester was a leader in advancing health education within the Cooperative Extension System. The purpose of the award is to recognize Extension programs that positively impact the health of people across the United States by providing leadership to expand Extension’s capacity to increase the number of Americans who are healthy at every stage of life. The Priester Award will recognize sound and innovative health and wellness programs at the county, state and national level.

AWARD TYPES

Program Awards (Categories 1-3)

1. Individual or Family — programs designed to meet an identified need at the individual and/or family level. Programs involving an Extension-community partnership are eligible for this award.
2. Community — programs designed to meet an identified need at the community level. Again, programs involving an Extension-community partnership are eligible for this award.
3. Innovative — programs that feature new methods and/or go beyond traditional programming to address an identified need in the community.

Leadership Award (Category 4)

4. Leadership — an individual who has provided exemplary, impactful leadership to his or her state and/or the nation in the area of health and wellness.

Culture of Health (Category 5)

Culture of Health — an Extension-community partnership that is taking a transformative approach to improving community health, fostering a culture of health through community-based strategies, and/or co-creating with communities to ensure relevance and reduce barriers for positive change.
I. APPLICATION PROCESS

Program Awards (Categories 1-3)

1. Prepare the program award narrative for the nominated program, as outlined below. 
2. Print and complete the nomination form. Obtain the signature of your Extension director, or an associate or assistant director. 
3. Upload the completed nomination form and program award narrative by March 18, 2020. Please create one PDF document to upload online.

Leadership Award (Category 4)

1. Prepare the leadership award narrative for the nominee, as outlined below. 
2. Complete the nomination form. Obtain the signature of the nominee’s Extension director, associate or assistant director. 
3. Upload the completed nomination form, leadership award narrative, resume or curriculum vitae of the nominee, and at least two letters of support that speak to the nominee's compliance with nomination criteria and outstanding contributions as a leader in Extension by March 18, 2020. Please create one PDF document to upload online.

Culture of Health Award (Category 5)

1. Prepare the Culture of Health Award narrative for the nominated partnership, as outlined below. 
2. Complete the nomination form. Obtain the signature of the Extension director, or an associate or assistant director. 
3. Upload the completed nomination form and Culture of Health Award narrative and any supporting documents up to 10 pages by March 18, 2020. Please create one PDF document to upload online.

II. NOMINATIONS AND ELIGIBILITY

Note: All program or partnership nominees must have at least one team member with an Extension appointment. Each leadership award nominee must be employed with the Cooperative Extension System within his or her state. See the following for additional eligibility requirements.

A. PROGRAM NARRATIVE INFORMATION (CATEGORIES 1-3)

Program Award Nomination Eligibility Requirements (Categories 1-3)

1. To be eligible for a program award, programs must be ongoing (not one-time or temporary). 
2. Nomination requires submission of a program award narrative and nomination form. 
3. Community programs or partnerships must have been implemented within the past five to seven years. 
4. Innovative program nominations must have been implemented within the past four years.
Program Award Criteria

Submittals for program awards will be reviewed based on the following criteria:

1. The program is a planned, ongoing educational program with consistent interventions and a series of activities that focus on a specific critical or emerging culture of health issue. (30 points)
2. The program targets at-risk, vulnerable, and/or marginalized audiences. (10 points)
3. The program effectively uses partnerships at local and state levels. (10 points)
4. The program demonstrates an evaluation process to measure outcomes and impact. (25 points)
5. There is evidence of a peer-reviewed curriculum, products, or resources developed as part of the program. (10 points)
6. The program is replicable. (10 points)
7. The program integrates social media, technology, or online platforms as a part of program planning, implementation, and/or evaluation. (5 points)

Program Award Narrative Guidelines

1. Limit a Program Award narrative to 1,000 words, or about two pages of double-spaced text. Provide a program description that includes:
   a. The need for the program.
   b. Program objectives.
   c. A description of the primary target audience.
   d. A description of program delivery methods.
2. Describe the program or partnerships. Briefly describe the extent to which the program is accepted at the multi-state, state, and local levels. Include a list of collaborating partners who played a significant role in the program and describe their involvement.
3. Describe program evaluation and impact. Describe the evaluation process (type of evaluation performed, measurable outcomes, changes made to program as the result of evaluation, etc.), as well as evidence that transformative learning occurred linked to program objectives.
4. List products developed. These may include peer-reviewed curriculum, CDs, videos, print publications, journal articles, web-based resources, etc., developed for the program. Note whether products are used by other states or organizations outside the submitter’s usual territory. Provide a URL for web-based materials.
5. Describe replicability. Describe any Extension services, agencies or organizations replicating the program, or address the potential for replication. Include program adaptations for other diverse communities or target populations.
6. Describe use of social media or technology.

B. LEADERSHIP NARRATIVE INFORMATION (Category 4)

Leadership award nominations may cover efforts in the past seven years related to leadership in health and wellness resulting in positive change and/or outcomes for the Land Grant University System and/or the public. This award recognizes an individual who has provided exemplary, impactful leadership to his or her state and/or the nation in the area of health and wellness.
Leadership Award Criteria (Category 4)

Submittals for leadership awards will be reviewed based on the following criteria:

1. The nominee has provided exemplary leadership efforts resulting in positive change and/or outcomes for the Land Grant University System and/or the community. (30 points)
2. The nominee has provided impactful leadership to issue-based professional networks related to health and wellness, health literacy, community health, prevention, health disparities, and/or health policy issues, particularly within the Land Grant University System and the Cooperative Extension System. (25 points)
3. The nominee has provided leadership to promote diversity, inclusion, and equity among partners, stakeholders, and clientele. (25 points)
4. The nominee has provided leadership in policy, systems, or environmental change within a university, state, region, or other relevant setting that contributes to building a culture of health. (20 points)

Leadership Award Narrative Guidelines

1. Limit a Leadership Award narrative to 1,000 words, or about two pages of double-spaced text. The narrative should include the following sections:
   a. Building Capacity of Extension Leadership. Describe the extent to which the nominee has engaged in efforts that have strengthened the capacity of the Cooperative Extension System to support and promote community health and wellness through such means as training, mentorship, sharing knowledge, and facilitating partnerships.
   b. Professional Network Leadership. Describe the nominee's leadership engagement with professional health and wellness networks that have directly contributed to positive outcomes and impact, particularly within the Land Grant University System and the Cooperative Extension System.
   c. Diversity and Inclusion. Describe the nominee's demonstrated commitment to cultivating diversity, inclusion, and equity among partners, stakeholders and clientele with respect to engagement, planning, and increasing access to Cooperative Extension System programs and resources and other publicly available resources and services.
   d. Policy, Systems, and Environmental Change. Describe the extent to which the nominee's efforts in health and wellness have led to ongoing, sustainable, long-term, community-level changes in policies, systems, and/or the environments in which we live, work, and play.

C. CULTURE OF HEALTH NARRATIVE INFORMATION (Category 5)

Culture of Health Award nominations should highlight efforts in the past seven years of an Extension community partnership that takes a transformative approach to improving community health, fostering a culture of health through community-based strategies, and/or co-creating initiatives with communities to ensure relevance and reduce barriers for positive change.
Culture of Health Award Criteria (Category 5)

Submittals for the Culture of Health Award (for Extension-community partnerships) will be reviewed based on the following criteria:

1. Demonstration of changes that reflect an understanding that health is defined in broad terms and encompasses such factors as individual behaviors, clinical care, social and economic factors, and the physical environment. (20 points)
2. Achievement of changes through shared decision-making and/or co-creating initiatives with communities to ensure relevance and reduce barriers for positive change in single organizations and/or the wider community. (20 points)
3. Demonstration of collaborative work within and across different sectors of a single organization and/or the wider community to achieve positive changes. (20 points)
4. Data to demonstrate positive outcomes stemming from the partnership’s work. (15 points)
5. Articulation of a vision for steps that should be taken next to continue improving the culture of health within a single organization or the wider community. (10 points)

Culture of Health Award Narrative Guidelines

1. Limit Culture of Health Award narrative to 1,000 words or the equivalent of about two double spaced pages. You may also submit a maximum of 10 supplemental documents, such as publications or brochures that illustrate the work being done by the nominated Extension community partnership. The narrative should include the following sections:
   b. Impetus for Change. Describe the impetus for change (situations and conditions driving the change) and list factors enabling or impeding efforts to achieve a culture of health.
   c. Process. Describe how members of the Extension-community partnership worked together to create change and achieve positive outcomes and impact.
   d. Multi-level Change. Describe how policies, systems, and environments were altered to promote a culture of health.
   e. Impact. Describe the outcomes and overall impact of the partnership’s work. Be sure to include data.
   f. Future Directions. Discuss lessons learned by the nominated Extension-community partnership and the next steps to continue moving toward a greater culture of health.

III. REVIEW AND SELECTION PROCESS

1. The National Health Outreach Conference Awards Committee will coordinate nomination review and award selection.
2. The reviewers may choose to forgo awards in any category if submitted proposals do not meet award criteria.
3. Nominations in all categories will be reviewed based on whether required information is provided.
IV. PRESENTATION OF AWARDS

One plaque will be presented to the winning individual or team in each category. Each member of a winning team also will receive a certificate. Awards will be presented at the 2020 National Health Outreach Conference to be held May 13 – 15, 2020 in Kansas City, MO. Award winners will be notified by March 31, 2020. We encourage all award winners to attend the conference, but if you cannot — please designate a representative to accept on your behalf.

If you have questions, please contact Donna Mehrle at mehrled@missouri.edu.