



Southwest Center
FOR AGRICULTURAL HEALTH, INJURY PREVENTION, AND EDUCATION

Strategic Plan

2020-2026

Center Director: Vanessa Casanova, PhD

SWOT Analysis

Strengths

- Leadership; continuity of leaders
- Leaders well-embedded in all aspects of the Center
- Collaboration/ networking
- Engaged with other Ag Centers and NIOSH
- Regional representation
- Strong PIs
- Dedicated & engaged advisory board
- Expertise in occupational health
- Diverse worker populations addressed
- Considerable outreach with limited \$\$
- Broad range of research: basic to applied
- Center personnel participation in task forces, advisory boards
- Cover Ag, Forestry and Fishing
- Collaboration with regional ERC

Opportunities

- Continued/increased collaborations with organizations, agencies, etc.
- Identify new research & outreach partners in all states
- Fund pilot studies that lead to future funding
- Identify alternative funding sources
- Use technology to promote Center
- Connecting outreach to research
- Model evaluation program
- Engage new researchers and students through institutional merger & new med school
- Publish beyond peer-reviewed journals
- Use interns for r2p
- Increase participation in reg. and national conferences & meetings
- Offer safety workshops at extension/ag teacher

Positive

Internal

External

Weaknesses

- Lack of focus in any area
- Limited funding sources
- Large region; unequal representation across states (Texas centric)
- Limited demonstrable impact
- Heavy workload for small admin team
- Limited connection to producers/workers
- Limited outreach efforts
- Limited connection between outreach and research

Threats

- Funding: centers under-funded, lack of funding for investigator-initiated research
- Sustainability
- Disruptions (COVID)
- Leadership transition
- Subjective funding review processes
- People are separated from agriculture
- Lack of national reputation
- Lack of junior investigators
- Limited researchers in some states in the region
- Limited surveillance

Negative

Strategic Goals

Strategic Goal 1: Identify and characterize the burden of ongoing and emerging issues within regional AgFF occupational safety and health

Intermediate Goal 1.1: Conduct surveillance to identify and characterize work safety and health issues for farmers, ranchers, commercial fishermen and logging/forestry workers in the region, including underrepresented groups.

Intermediate Goal 1.2: Serve as an information resource for scientists, educators, healthcare providers and AgFF producers.

Intermediate Goal 1.3: Prioritize emerging issues in AgFF safety and health.

Strategic Goal 2: Integrate the Center's AgFF research and outreach to address regional occupational safety and health needs

Intermediate Goal 2.1: Support research integration across projects and outreach activities.

Intermediate Goal 2.2: Support evidence-based prevention activities to promote and protect occupational safety and health among diverse groups of AgFF workers.

Intermediate Goal 2.3: Support feasibility studies that lead to further research and/or outreach.

Strategic Goal 3: Demonstrate a positive impact on AgFF occupational safety and health in the region

Intermediate Goal 3.1: Transfer findings from research and feasibility studies into practice.

Intermediate 3.2: Collaborate with producers and stakeholders to tailor the design, content, format and dissemination of recommendations, solutions, tools, resources, and intervention/prevention activities for target audiences.

Intermediate Goal 3.3: Build the capacity of Center staff, PIs, advisors, and partners from diverse backgrounds to address traditional and emerging issues.

Strategic Goal 4: Sustain and grow AgFF occupational safety and health research and outreach in the region

Intermediate Goal 4.1: Expand and diversify partnerships to enhance the reach of the Center.

Intermediate Goal 4.2: Diversify and strengthen the Center's funding.

Intermediate Goal 4.3: Communicate SW Ag Center research and outreach outcomes, outputs and impacts to diverse audiences.

Intermediate Goal 4.4: Mentor future investigators/educators/professionals/leaders of different ages, genders, education levels, cultural backgrounds, and disciplines in AgFF occupational safety and health.