Extending Extension: The Urban Oasis Partnership
UF/IFAS and Florida Hospital

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Partnerships

- Forming meaningful partnerships is central to the Extension mission
- Leverage funding
- Increase project visibility
- Increase efficacy of Extension programs and projects
- Make Extension more visible and essential in general
Reaching the Partners

Examples:

• Passive outreach
  • Demo gardens
  • “Word of Mouth”
• Active outreach
  • Advertising
  • Needs assessments
Florida Hospital – UF/IFAS

- Florida Hospital, Fish Memorial
- Orange City, Fl
- Current campus built 1994
- 80% of emergency room visits due to problems associated with obesity and diabetes
Florida Hospital – UF/IFAS

Florida Hospital

• Looking for ways to improve health outcomes of “frequent flyers”
• Reduce emergency room visits
• Have an active wellness program but looking to increase participation
• Approached the 4-H Agent
Florida Hospital – UF/IFAS

- 4-H Agent had them call the Urban Horticulture Agent
- Horticulture Agent invited them to tour the demonstration landscape at the UF/IFAS Extension, Volusia County
- “We want it all!”
The Site

- Formerly a construction staging area
- Adjacent to the new Wellness Center at FHFM
- An otherwise useless and oddly-shaped piece of property
- Surveyed by staff and faculty from the Florida Friendly Landscape statewide office in summer of 2016.
The Site
The Plan
The Result

- ECHO Grant - $242,000
- Vitas Corporation - $10,000
- Florida Hospital Foundation - $75,000
- Home Depot - $100,000 (Corporate?)
- Home Depot - $5000 (Local)
- More to come
The Future

- Master Gardener educational efforts
- Art shows
- Family Nutrition Program participation
- Family and Consumer Sciences
- Home Depot classes
- Weddings
- Other demonstrations of LID and FFL principles
Conclusion

• Finding and developing partnerships throughout the community can help extend and enhance the Extension mission
  • Extend educational mission
  • Enhance programmatic outcomes
  • Increase economic impacts
  • Enhance the image of Extension as a driving force for education throughout the community and in the eyes of decision makers.