

THE MATCH Project

Mobilizing Against Threats to Community Health

The MATCH Project is a joint initiative of the Arnold School of Public Health and the Institute for Partnerships to Eliminate Health Disparities at the University of South Carolina. The mission of the MATCH Project is to protect the public's health now and in the future by preparing for new and emerging infectious diseases and to ensure that communities—particularly underserved and disenfranchised communities—are able to effectively mobilize against threats to community health. The MATCH Project's purpose is to engage partners in community-based projects to improve local preparedness. To ensure a broad geographic reach as well as appropriate community-level immersion, USC is engaging the network of 1890 Land-grant Institutions—specifically their Extension Programs—as partners in fostering community engagement. The involvement of the Extension Programs will serve to ensure a community focus and will promote meaningful partnerships for addressing the convergence of animal and human health.

“No one can accurately predict when a pandemic might occur, but it is essential that preparedness for such an occurrence be a diligent and on-going pursuit.”

-Donna Richter
Principal Investigator
The MATCH Project

Updated Timeline

January - June 2008

- Community Project Awards

May 2008

- Capstone Event Planning Committee with 1890 Members

July 2008

- Capstone Event in Atlanta

Beyond the Capstone

- Explore Community Project Continuation and Sustainability

Recently Accomplished Events

Spring 2007

- Site Visits to 1890 Cooperative Extension Programs

May 2007

- Curriculum Development Workgroup with 1890 Members

October 2007

- MATCH Training Event in Atlanta

December 2007

- MATCH Community Project Application and Review

SPRING 2008 Update

MATCH October Training Event

The MATCH Project developed the October Training Event using a comprehensive process that engaged representatives of the 1890 Extension Programs in ongoing curriculum planning and implementation. This collaboration included site visits to many 1890 Cooperative Extensions, Curriculum Development Workgroup meetings and consultation on a multi-tiered needs and assets assessments. The curriculum developed from this intensive collaboration was informed by the W.K. Kellogg Foundation's resource materials on logic models.



The resulting October Training Event was held in Atlanta with 28 representatives from fifteen 1890 Cooperative Extension Programs. This four-day event featured nationally-recognized leaders in the fields of new and emerging infectious diseases, zoonosis, health disparities and community preparedness, including Dr. Lonnie King (Director, National Center for Zoonotic, Vector-borne and Enteric Disease), Dr. Walter Williams (Director, CDC Office of Minority Health and Health Disparities) and Dr. Georges Benjamin (Executive Director, American Public Health Association).

The program consisted of a mix of didactic and interactive sessions. The didactic sessions covered a variety of topics including the science of new and emerging infectious diseases, health disparities, collaboration building, program planning and evaluation, risk communication, message development and qualitative research techniques.

In the interactive sessions, participants were engaged in skills-building exercises focused on developing health messages for community pandemic preparedness. Participants were able to incorporate experiences from their own communities into the interactive activities, which included breakout sessions and practice-based exercises. These sessions provided participants with opportunities to share best practices and to network with each other and with experts.



Community Project Awards

The MATCH Project is currently supporting 1890 Institution participants in the development and implementation of community preparedness projects through awards totaling \$160, 000. The review panel for the awards included members of the Kellogg collaborative partners as well as local experts. Fourteen community projects were funded at four levels with corresponding levels of activity, including assessment, communication and community collaboration components. In addition, four engagement awards were made to the remaining institutions.

Level 1 Projects

Projects at this level are primarily focused on organizational assessment and internal communication. Cooperative Extension Programs at the following 1890 institutions received Level 1 funding:

- *Alabama A & M University, Alcorn State University, Tuskegee University, Tennessee State University, Virginia State University*

Level 2 Projects

The projects with Level 2 funding have focused on organizational assessment, communication, and the convening and conducting of community assessments. Funded 1890 institutions include:

- *North Carolina A & T University, South Carolina State University, University of Arkansas-Pine Bluff, University of Maryland-Eastern Shore, West Virginia State University*

Level 3 Projects

Funding at Level 3 is designed to promote organizational-community partnerships and initiation of communication efforts. The 1890 institution funded at this level is:

- *Florida A & M University*

Level 4 Projects

These projects represent an extensive level of community engagement, communication and collaboration, and include:

- *Kentucky State University, Langston University, Southern University and A & M*

Engaged Institutions (supporting initial needs and assets assessments)

- *Delaware State University, Fort Valley State University, Lincoln University, Prairie View A & M University*

July Capstone Event

The MATCH Project's Capstone Event will be held in Atlanta from July 28-31, 2008 and will showcase the successes of the 1890 Cooperative Extension Program's Community Preparedness Projects. Representatives from the 1890 Cooperative Extension Programs and MATCH Project personnel are collaborating on the planning of this event.

For further information on each of the community projects and on the July Capstone Event, please visit the MATCH Project website:

www.sph.sc.edu/match/resources.asp