



**Southwest Center**  
FOR AGRICULTURAL HEALTH, INJURY PREVENTION, AND EDUCATION

# Strategic Plan

**2016-2021**

**Center Director: Jeffrey L. Levin, MD, MSPH**

# SWOT Analysis

## Strengths

Leadership  
Collaboration/ networking  
Regional representation  
Strong PIs  
Engaged EAC & IAC  
Expertise in occupational health  
Diverse worker populations addressed  
Considerable outreach with limited \$\$  
Broad range of research: basic to applied

## Opportunities

Continued/increased collaborations  
Pilot studies that lead to future funding  
Alternative funding sources  
Using technology to promote Center  
Outreach program expansion  
Model evaluation program  
Select topic areas: logging/forestry, lung disease, vulnerable populations, behavioral health, migrant/immigrant issues, and children's programs



Positive



Internal

External

## Weaknesses

Lack of focus in any particular area  
Limited funding sources  
Large region; unequal representation  
Limited demonstrable impact  
Heavy workload for small admin team  
Limited connection to producers/workers  
Limited outreach efforts

## Threats

Funding  
Leadership preparing for retirement  
Subjective funding review processes  
Undervalue of occupational health nationally  
Lack of national reputation  
Lack of junior investigators  
Limited surveillance



Negative

# Strategic Goals

## **Strategic Goal 1: Identify and characterize the burden of ongoing and emerging issues within regional AFF 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.

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

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

## **Strategic Goal 2: Integrate the Center's AFF 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 improve occupational safety and health among AFF workers.

Intermediate Goal 2.3: Support feasibility studies that lead to comprehensive projects.

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

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

Intermediate Goal 3.2: Collaborate with producers and stakeholders to enhance the relevance and utility of recommendations, tools, products and intervention/prevention activities.

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

## **Strategic Goal 4: Sustain and grow AFF 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.

Intermediate Goal 4.4: Mentor future investigators/educators/professionals/leaders in AFF safety and health.