

UNIVERSITY OF THE
DISTRICT OF COLUMBIA

COLLEGE OF AGRICULTURE, URBAN SUSTAINABILITY
AND ENVIRONMENTAL SCIENCES

Healthy Cities - Healthy People

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recreation

cooling

stress reduction

formation of soil organic matter

biodiversity

healthy food

pest control

food production

social cohesion

physical activity

water storage

good soil structure and fertility

nature education

self-purifying capacity



What is urban agriculture?

Growing plants and the raising of animals (in DC fish and bees)

within and around cities. **Urban agriculture**, distinguishes from rural agriculture, *integrated into the urban economic and ecological system*: embedded in -and interacting with- the urban ecosystem.

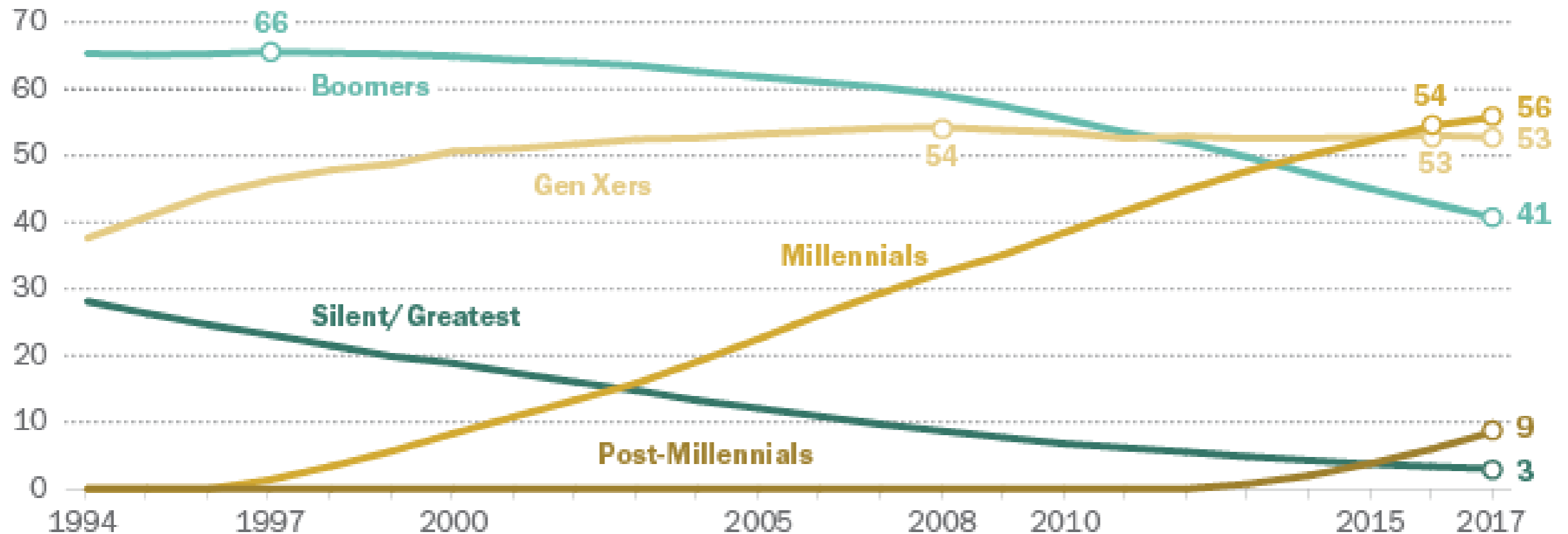
Why Urban Agriculture

- Rapid Urbanization
- Developing countries will see a massive shift of urban dwellers
- Urban poverty
- Economic pressures
- Insufficient formal employment
- Exacerbation of food insecurity

Labor Market

Millennials became the largest generation in the labor force in 2016

U.S. labor force, in millions



Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown.

Source: Pew Research Center analysis of monthly 1994-2017 Current Population Survey (IPUMS).

PEW RESEARCH CENTER

Communication Benefits

- Social Learning
 - Urban Ag and Environmental Learning
 - Community Participation/Education
 - Farmer Education
 - Community Building

•Urban agriculture and ecological citizenship in Philadelphia

•Katharine Travalinea and Christian Hunoldb*

Communication Challenges

- Citizen Science Approach
- Participants have a voice
 - Unable and Unwilling to speak up
 - View themselves as not credible or not subject matter experts

Cultural Theory

- Attempts to explain/and or predict human behavior and their perception of risk.
- Underlying principles
 - Conflict resolution
 - Public participation in decision-making
 - Two-way messaging

Incorporating Social Media

- Social Media has transformed human communication to allow
 - Participatory
 - Openness
 - Conversational
 - Community
 - Connectedness

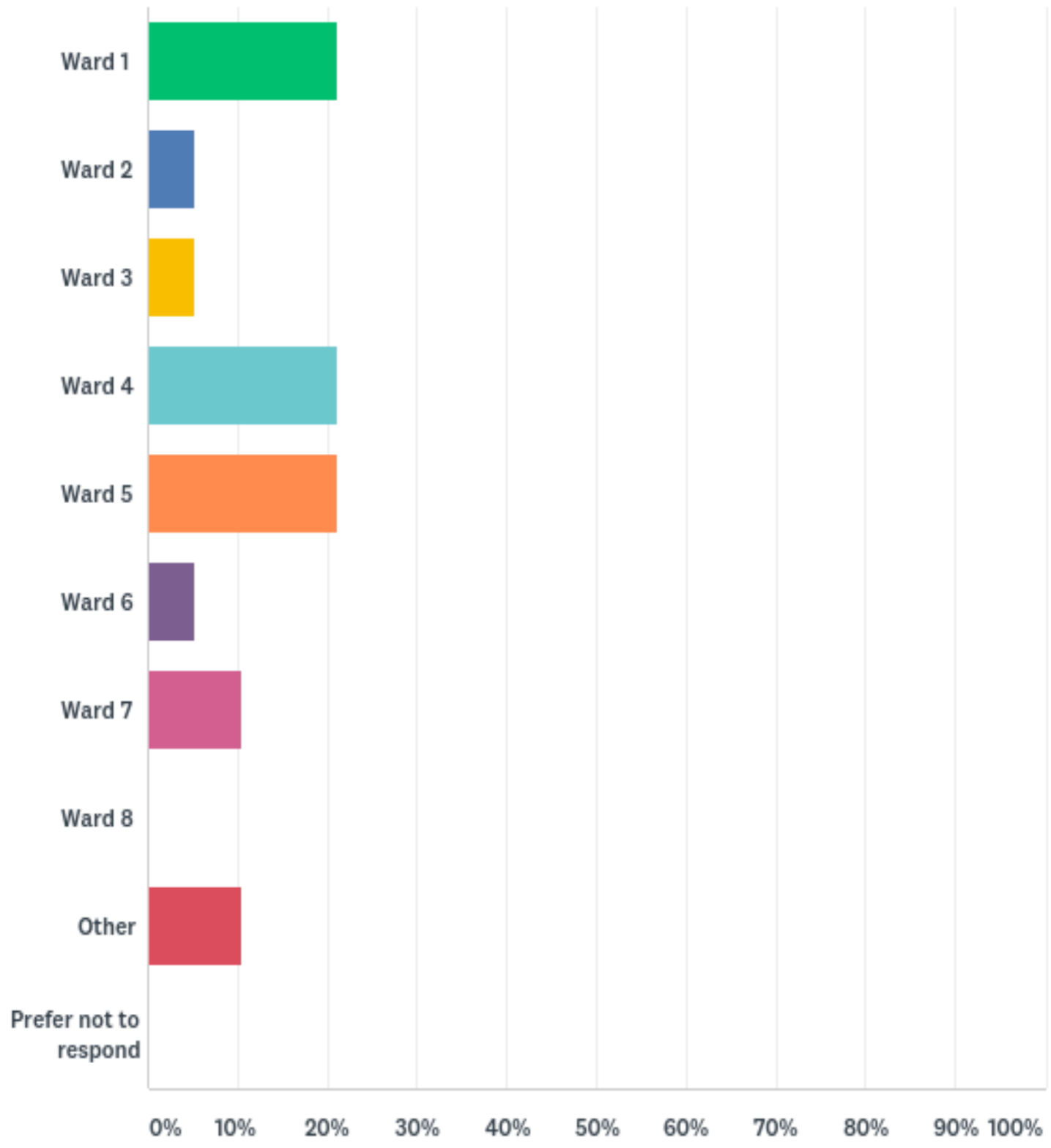
Best Practices Communication

- Partner with the public
- Listen to the public's concerns
- Collaborate and coordinate with credible sources
- Meet the needs of the media and remain accessible
- Communicate with compassion, concern, and empathy
- Accept uncertainty and ambiguity
- Provide messages of self-efficacy

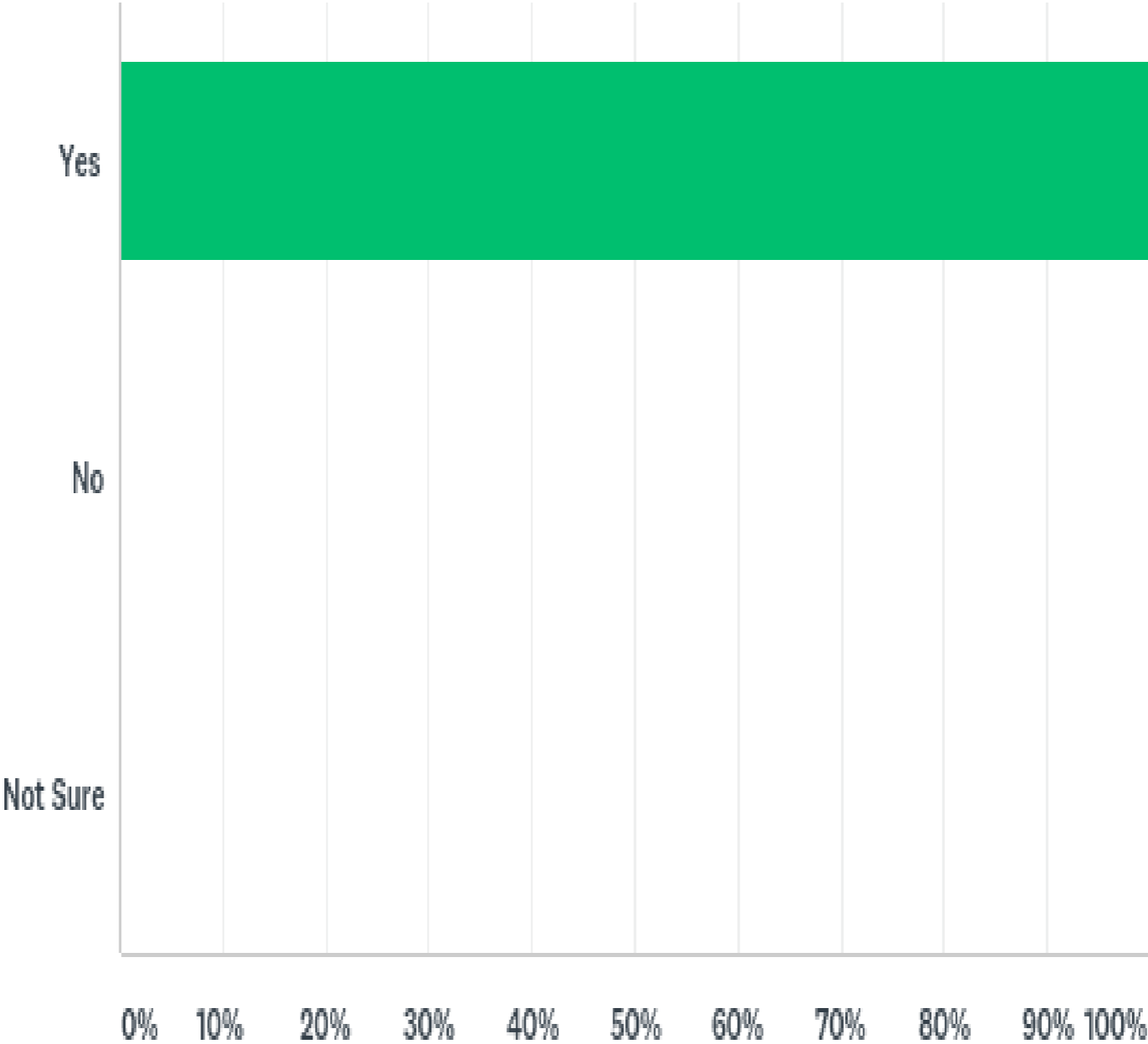




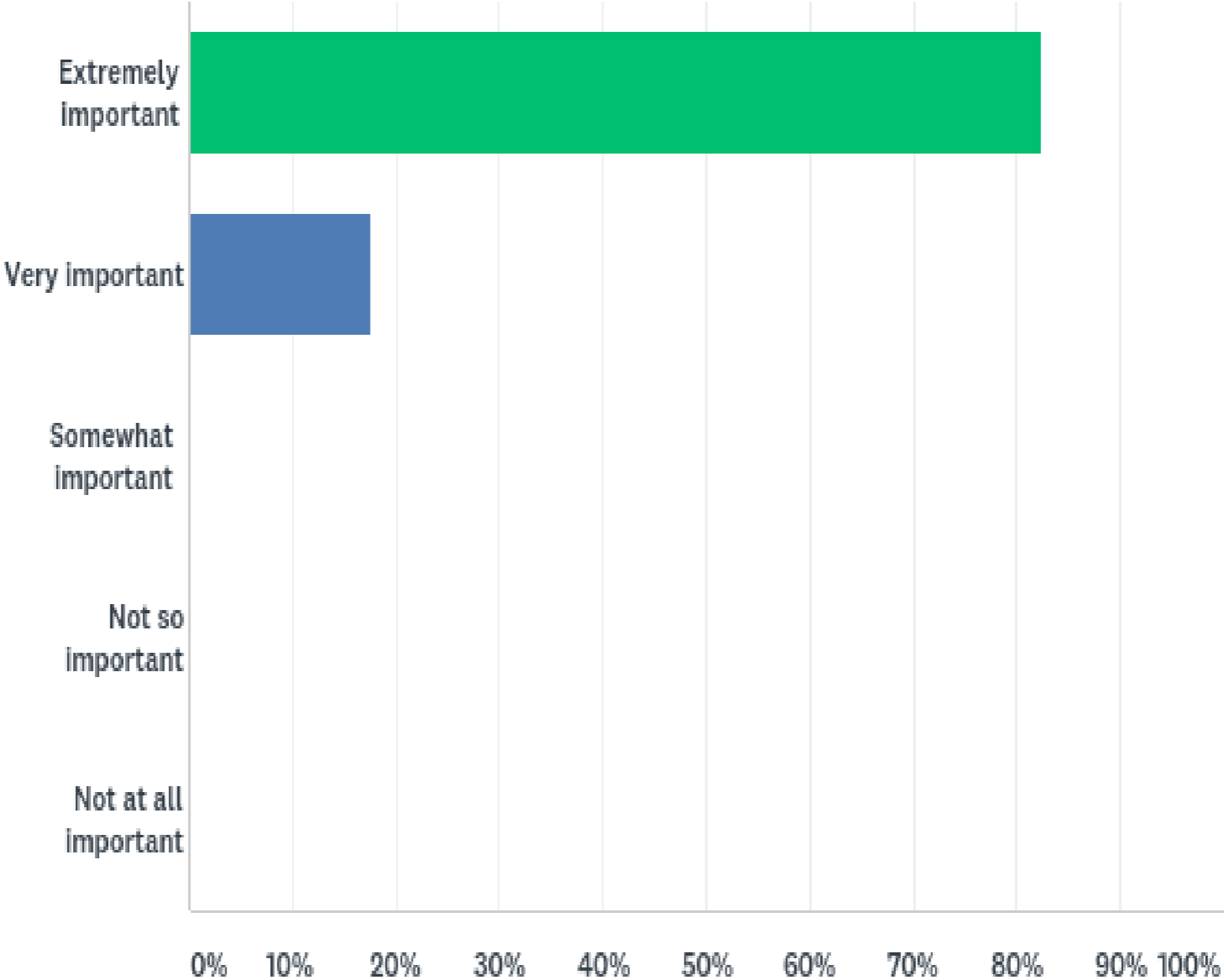
Q1 Which Ward do you live in?



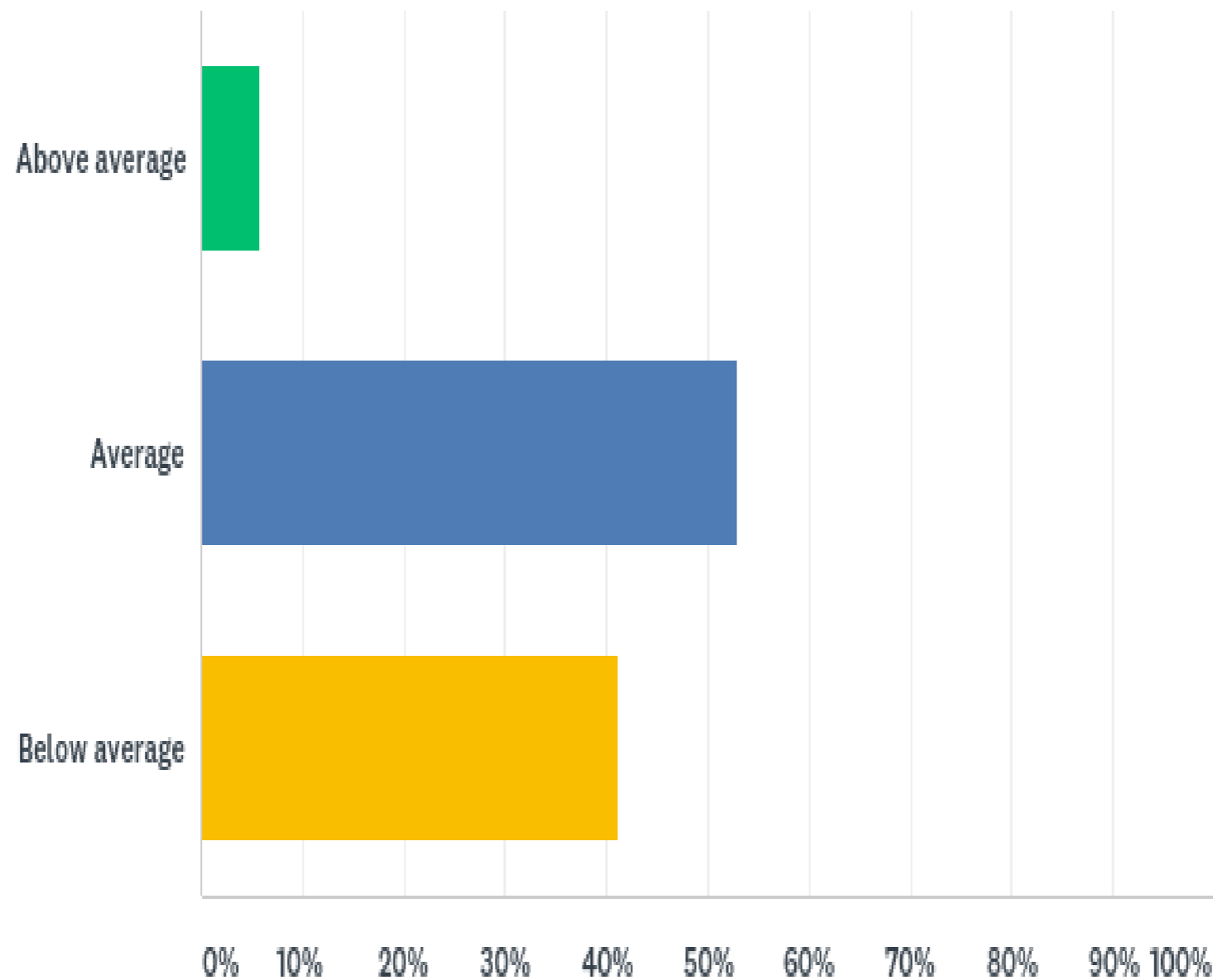
Q10 Have you heard the term "Climate Change"?



Q11 There has been a lot of talk about climate change in the news lately. Some say it has increased the strength of the most recent hurricanes. How important is climate impacts or threats like extreme rainfall or flooding, drought or heatwaves to you?



Q13 How well prepared do you feel that your community is able to handle climate change risks? Community means your neighborhood in which you live.



Q16 How likely do you feel that climate change pose a significant threat to your community?
Community means your neighborhood

