Using Journey Mapping to analyze complex systems in rural communities

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What is shaking up the scholarly research ecosystem?

What comes to mind when you consider how thinking about and doing research has changed over the past 10-20 years?

Turn to partner and share your thoughts.

At your table, come up with one of two ideas to share.
Changes in who funds what and why

Funder Imperative:
Science that moves the needle

The Equity Equation:
Science that results in no harm by engaging communities
My observations:

- From focus on senior scholar’s research to team research and from studying occurrences to systems.
- From multi- to inter- to transdisciplinary teams.
- From focus on quantitative methods to qualitative is not just accepted, it is expected in many opportunities for funding.
- From epistemological pluralism to epistemological inclusion.
- From how many publications to did this investment lead to a positive impact in addressing wicked problems or grand challenges.
Student experience

Journey Map

Information Gathering
+ Got information needed
- Internet
- Emphasis on email

Onboarding
+ Clubs
+ Meeting people
+ Early contact from American Indian Center

Admissions

Orientation

Ongoing Support
+ Family and student counseling support
+ American Indian Center, but pushed to edge with low visibility
- Isolated in labs
- Negative comments on reservations reinforcing stereotypes
- University sends too much email
- No representation of Native people/culture across university, just in Native American Center

Choosing to Attend
+ Geographical and family considerations
+ Heard good things
- Family concerns about encountering racism

Inquiry
+ Good follow up
Water: quality and quantity
Farmers vs cities

Farmer interviews
Design workshops
Create gaming intervention
  ◦ Trust
  ◦ Trade-offs
Change in policy and practice
Re-imaging community leadership

From Band-Aids to system change

Make visible the invisible

Find a new way
Re-imaging the Food Business Support System

- Mapping the journeys through the system
- Identifying pathways and barriers
- Creating a navigation tool
Using journey mapping to analyze existing data: addressing the deaths of despair
<table>
<thead>
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<th></th>
<th>County</th>
<th>NE</th>
<th>US</th>
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<tbody>
<tr>
<td>Smoking</td>
<td>19%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Obesity</td>
<td>37%</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td>Teen births</td>
<td>27</td>
<td>18</td>
<td>19</td>
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<tr>
<td>Uninsured</td>
<td>13</td>
<td>9</td>
<td>10</td>
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<tr>
<td>Mammography screening</td>
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<td>45%</td>
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<tr>
<td>Flu vaccinations</td>
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<td>53%</td>
<td>51%</td>
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<tr>
<td>Injury deaths</td>
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<tr>
<td>Suicide</td>
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<td>Car crash deaths</td>
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<td>13</td>
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<tr>
<td>Juvenile arrests</td>
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<td>24</td>
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<tr>
<td>Gender pay gap</td>
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<td>.79</td>
<td>.81</td>
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Research component:
How can understanding stigma help address SUD in Alliance?

Time period: July – December 2022

What?:
• 21 in-depth interviews; 1 focus group

How?:
• In-person; Zoom
• Recorded, Transcribed, Analyzed with Journey Mapping

Who?:
• Stakeholders
• Healthcare
• Law enforcement
• K-12 education
• Social service/non-profit organizations
Stigma around SUD indicative of other attitudes

Social context of company or RR towns – where is the power and how does it operate?

Identification of many challenges

<table>
<thead>
<tr>
<th>Those who are challenged make their own choices</th>
<th>Therefore, we are not responsible</th>
<th>So, no action is needed</th>
</tr>
</thead>
</table>

What have I learned?

Cherish the 6-hour drives with people who are different from you in experience and in doing science.

Ask the Why questions over and over?

Find new ways to do science together.

Be intentional in learning from how we are doing the work.

Visualization tools are powerful tools for changing mental models.

Build in reflexivity.