

An aerial photograph of a rural landscape. A wide, muddy river flows through the center, surrounded by a patchwork of green and brown agricultural fields. Several buildings and structures are visible along the riverbanks and in the upper left quadrant. The overall scene depicts a complex rural system.

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

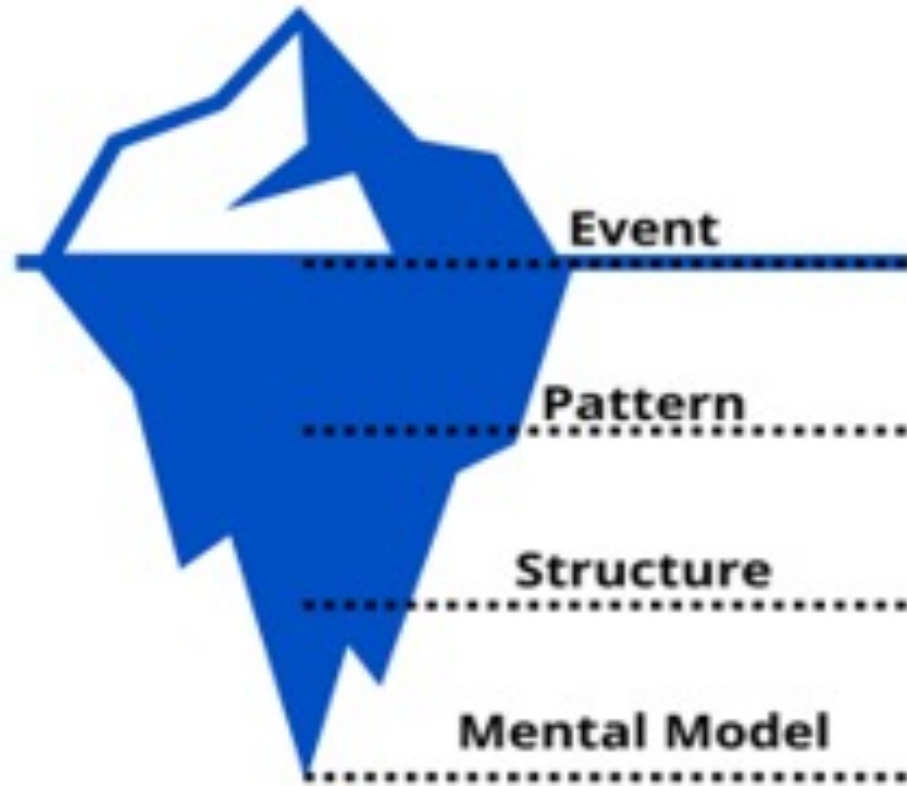


**FUNDER IMPERATIVE:
SCIENCE THAT MOVES
THE NEEDLE**



**THE EQUITY EQUATION:
SCIENCE THAT RESULTS IN
NO HARM BY ENGAGING
COMMUNITIES**

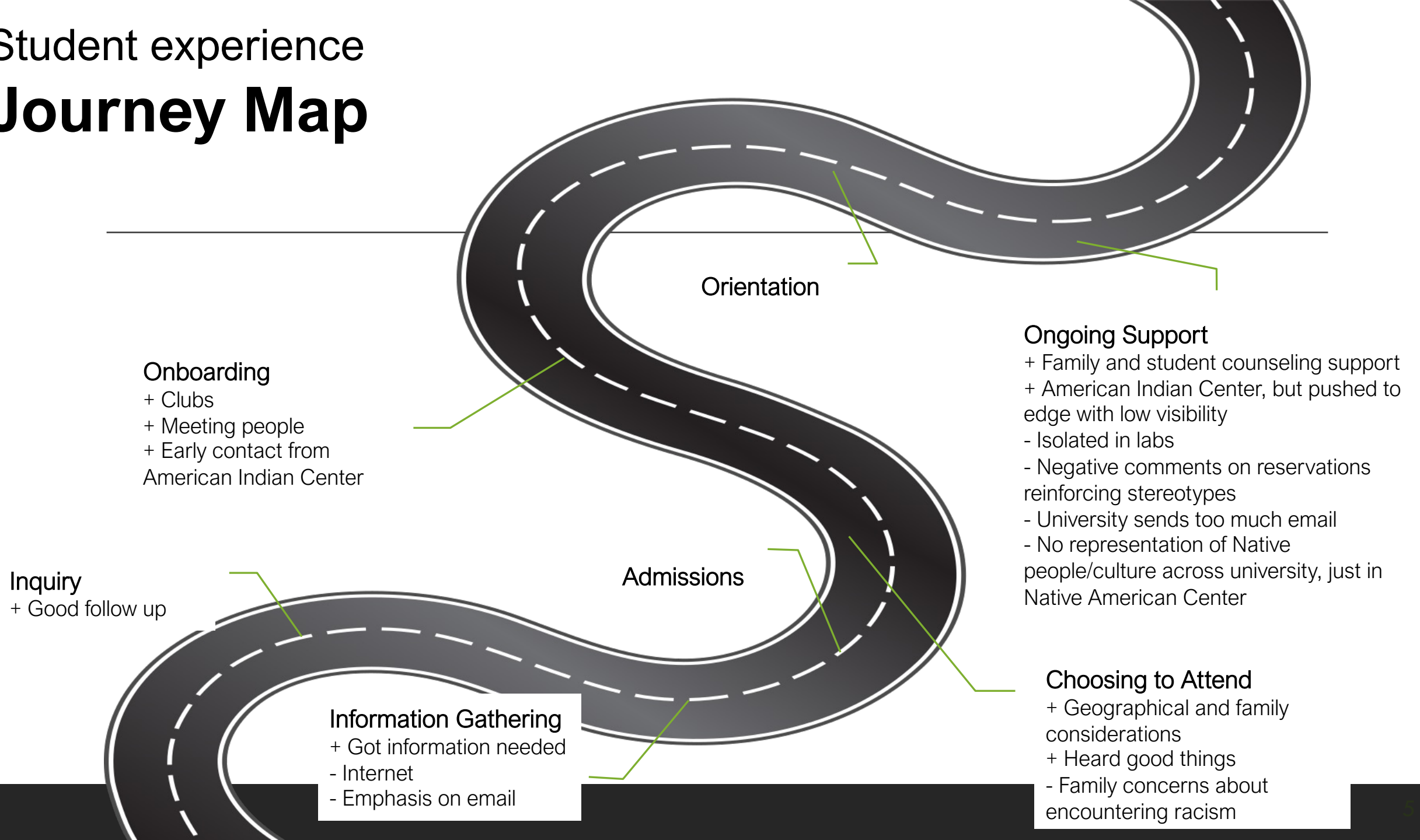
My observations:



The systems thinking iceberg model has four distinct levels of depth.

- 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





Water: quality and quantity Farmers vs cities

Farmer interviews

Design workshops

Create gaming intervention

- Trust

- Trade-offs

Change in policy and practice

Re-imagining community leadership

From Band-Aids to
system change

Make visible the
invisible

Find a new way



Re-imagining 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

Health outcomes



Health factors



	County	NE	US
Smoking	19%	15%	16%
Obesity	37%	34%	32%
Teen births	27	18	19
Uninsured	13	9	10
Mammography screening	32%	45%	37%
Flu vaccinations	42%	53%	51%
Injury deaths	92	61	76
Suicide	25	14	14
Car crash deaths	22	13	12
Juvenile arrests	50	21	24
Gender pay gap	.58	.79	.81

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?**



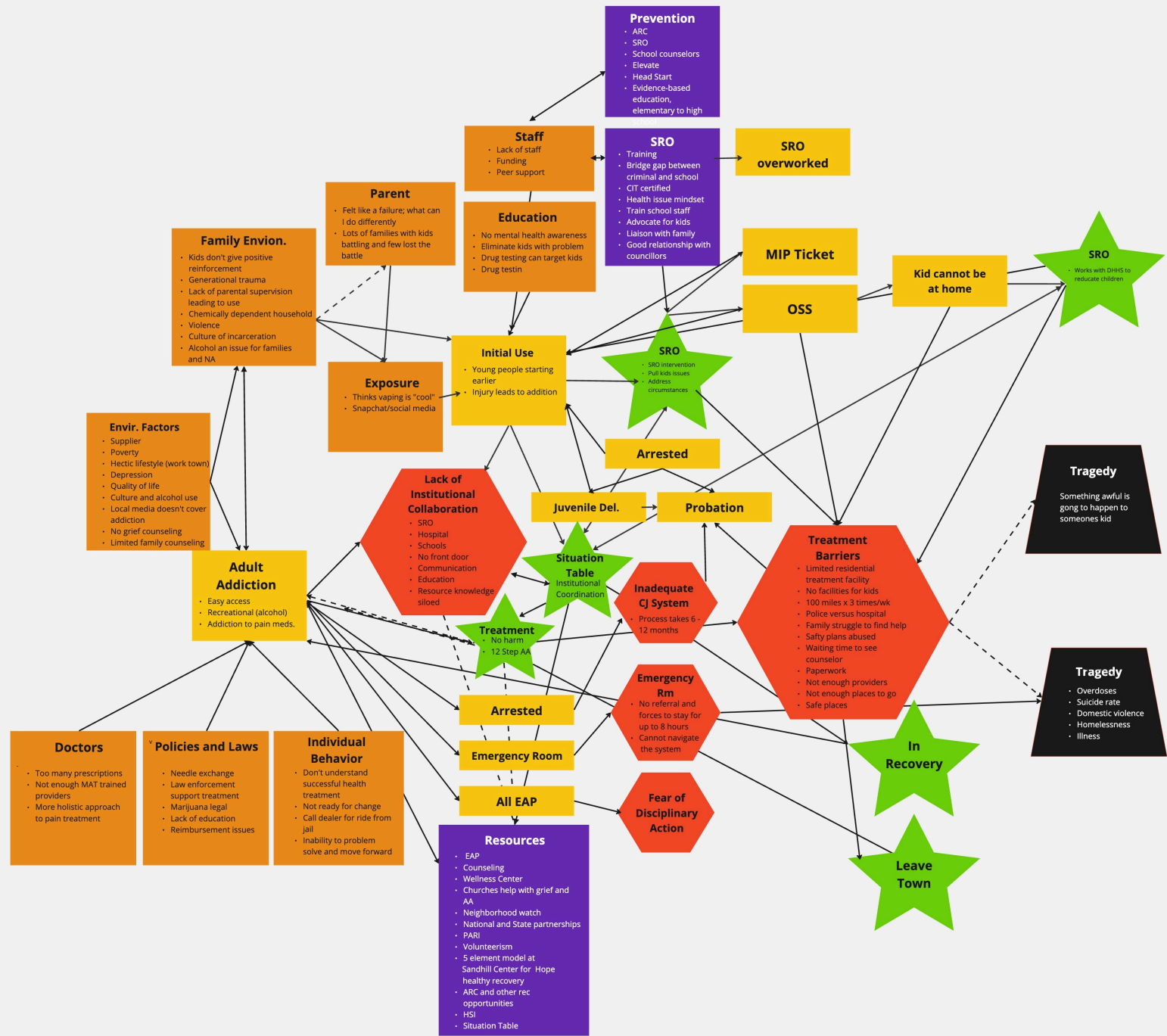
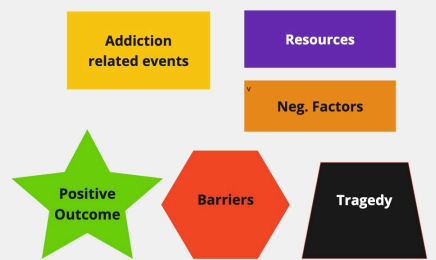
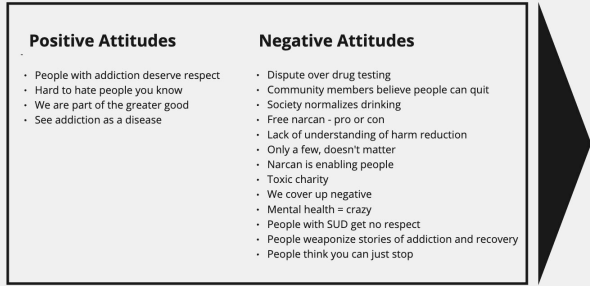
Identification of many challenges

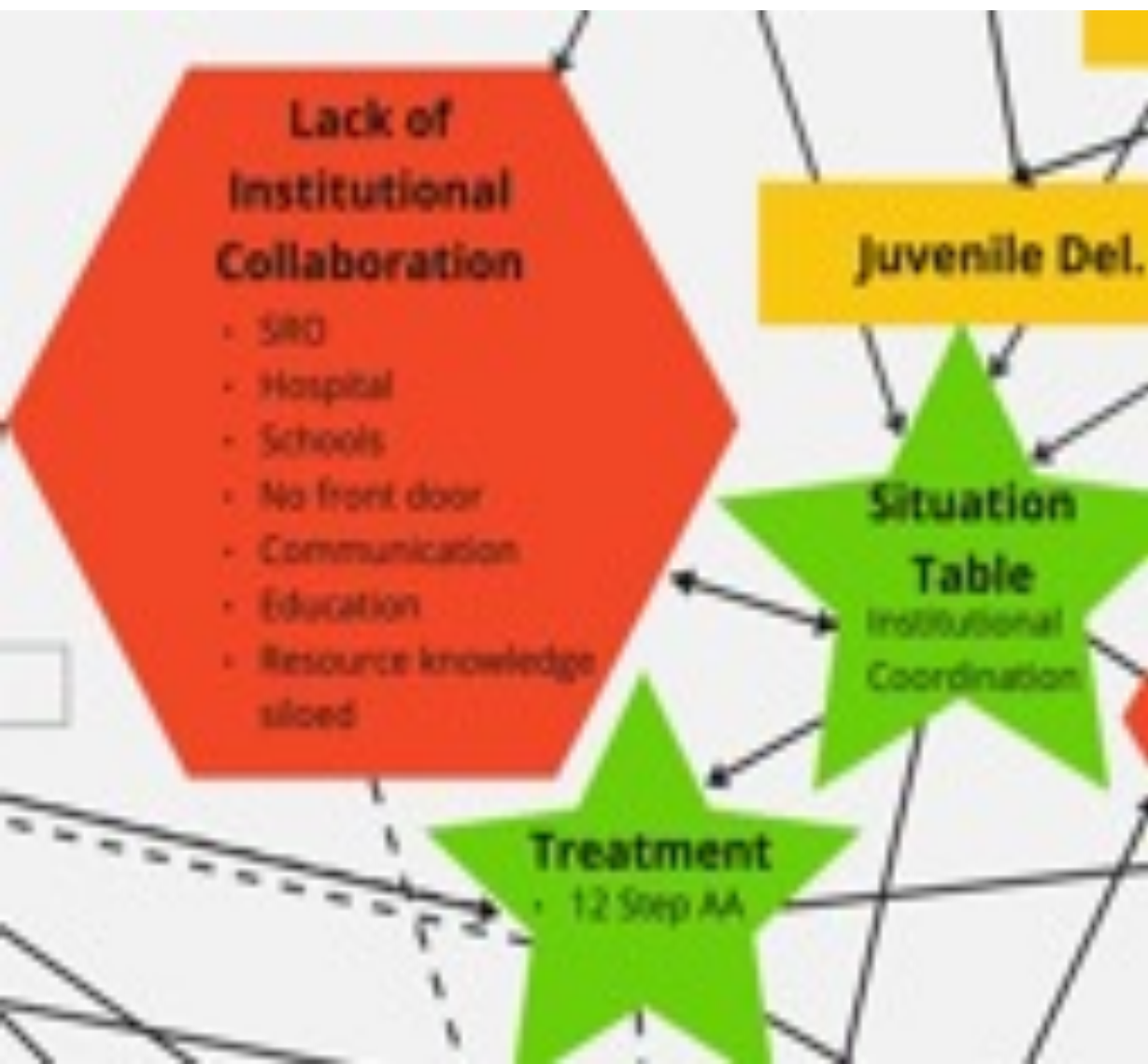
Those who are
challenged
make their own
choices

Therefore,
we are not
responsible

So, no action
is needed

Alliance, NE Mapping Substance Abuse Disorder (SUD) Ecosystem





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.