Annual Report

2013

Presented in October 2014
The Washington County Cooperative Extension Office brings the knowledge and resources of the University of Wisconsin to residents where they need them most – where they live and work. We take pride in being engaged throughout Washington County in responding to local needs and concerns. From Kewaskum to Hartford and Germantown to Farmington, we strive to help improve and transform families, organizations, communities, and quality of life.

We offer educational outreach through four core program areas: Agriculture and Farm Business; Community Development; Family Living and Nutrition Education; and 4-H Youth Development.

We listen to citizen input to design local educational programs and include delivery to diverse audiences. We impact Washington County by:

- **Improving the Quality of Life for Washington County Residents**
  In 2013, UW-Extension conducted over 400 educational programs, making over 17,000 educational contacts to residents of Washington County.

- **Educating and Empowering Citizen Volunteers**
  UW-Extension partnered with over 950 youth and adult volunteers who donated approximately 20,000 hours to Washington County in 2013. At $14.00 per hour, the dollar value of the donated time amounts to $280,000. (Source: [http://4h.uwex.edu/resources/mgt/volunteer.cfm](http://4h.uwex.edu/resources/mgt/volunteer.cfm) Economic Value Volunteering.)

- **Addressing Community Issues and Responding to Community Needs through Unbiased Research and Education**
  UW-Extension educators worked with 200 partners during the past year. Examples of the partnerships include:
  - Addressing community needs through strategic partnerships
  - Expanding a Master Gardener Program
  - Reaching diverse audiences through outreach efforts
  - Extending nutrition education for underserved families
  - Strengthening organizations through strategic planning
  - Improving financial literacy and building community strengths
Your county extension office... Increases Access to Knowledge

“Excellent seminar – I increased my knowledge on all five topics.”
-Participant of the “Farm Management Update for Ag Professionals” -
A bi-annual Workshop coordinated by Alan Linnebur

Agriculture-Farm Business Educator: Alan Linnebur

Farm Business Management
Educational opportunities planned and organized by Alan Linnebur to increase Tri-County Area Farmers’ financial and business management knowledge and skills included the following topics:
- Dairy & grain market updates
- Farm financial management
- Farm succession and estate planning
- Dairy farm expansion.
- Farm enterprise feasibility decisions
- Farm land leasing trends, considerations and options
- Coordinated regional workshops for ag lenders
- Farm policy updates and implications
- Farm business consultations on a wide range of topics

Youth Livestock Projects
Alan coordinated and facilitated the committees of adult and youth volunteers that organize youth livestock projects. One hundred forty youth participated in the Beef, Sheep, Swine, and Dairy Projects, managing 360 project animals. Roughly 75 adult and youth volunteers planned, organized, and administered these projects and, most importantly, provided project education.

Master Gardeners
Alan advised and facilitated the Washington County UW-Extension Master Gardener Group’s educational and association activities. Twenty-eight individuals met the requirements for Master Gardener Certification. The Master Gardener Volunteers had a successful year in bringing research-based home horticultural information to the area’s residents. The UW-Extension-trained gardeners provided over 2,550 hours of volunteer time. The group planted demonstration gardens at the fair; coordinated community gardens; and staffed booths at local farmers markets, the fair and at public events, where they responded to garden inquiries. Home horticultural questions were answered by trained volunteer plant health advisors.

Youth exhibitor with her steer at the Washington County Fair

Germantown Community Garden
Your county extension office... Supports Healthy Families

“This program (Wisconsin Bookworms™) helps to reinforce the skills we work on and we have had many positive comments from our families.”

-Wisconsin Bookworms™ Cooperating Teacher

Family Living

Educator: Carol Bralich

Strengthen Families
Family Living partnered with family-serving organizations to address parent education and child development; to strengthen families through coalition building and resource sharing; and to coordinate and provide professional development opportunities for child care providers. In 2013, this included:

- Coordinating Celebrate Families which involves 20+ local organizations. Over 35+ county family-serving organizations shared resources with families.
- Coordinating and conducting workshops for over 50 child care professionals and facilitating a countywide network of 18 child care center directors.
- Training volunteers and administering the Wisconsin Bookworms™ program serving 265 Washington County children.

Enhance Family Financial Security
Financial security is the goal for many Americans. Financial security is defined as an individual’s or family’s ability to meet short-term needs and to prepare for the future. The path to financial security requires accessible and accurate information. Families would benefit from an increased ability to manage cash and credit.

Washington County organizations continue to identify financial security as one of the top challenges for families they serve. To address these issues Family Living programs included the following efforts:

- Programming with Head Start and Early Head Start by offering financial workshops for parents, a series of 8 financial newsletters, and one-on-one financial coaching.
- Coordinating with jail staff by providing financial education and coaching opportunities for adult Huber inmates who are transitioning back into employment.
- Programming with Casa Guadalupe by offering bilingual financial education.
- Collaborating with financial community partners, the Washington County Money Smart Week committee offered financial literacy opportunities for community members of all ages. Events included “The Big Read” library story time for 130 children; Fraud Bingo highlighting identity theft prevention for seniors; financial workshops for adults; document shredding in West Bend, Hartford, and Germantown with over 350 households participating.

“The Big Read” participant during Money Smart Week 2013
Increasing Dietary Quality

Many Americans—including Washington County residents—don’t consume enough... fruits and vegetables, that is. Sadly, they miss out on the nutrients which provide protection from four of the 10 top chronic diseases: heart disease, cancer, diabetes and obesity.

Inadequate intake of produce was apparent among the Human Services Department’s Healthy Living Group, whose members are affected by serious, continual mental illness and other medical challenges. Fatigue (a common medication side-effect) and limited food preparation skills also factored into the reasons why group members consumed low produce amounts.

The group facilitators—two Registered Nurses—and members took action: in 2012, they cultivated a vegetable plot in the nearby Community Gardens, coordinated by Extension’s Master Gardener Volunteers. They also partnered with SNAP-Ed; adults visiting HSD’s out-patient clinics were encouraged to attend SNAP-Ed’s hour-long sessions. Five lessons of varied topics were presented, each with a segment on a “featured vegetable” from the group’s garden plot.

The group learned about the nutritional value of vegetables, tasted recipes which could be easily replicated at home, and received the UWEX Guides on Using Wisconsin Produce.

Lesson content was reinforced in 2013 with new & a few returning group members. By series end,

- 50% reported regularly eating fruits or vegetables as a snack, compared to 13% pre-series.
- 67% reported that they would describe their diet as excellent or very good vs. 22% pre-series.
- As a result, group members became more knowledgeable and motivated to make behavior changes for better, long-term health.

The adults of Head Start and Early Head Start families participated in a SNAP-Ed program on fruits and vegetables. 100% (10 of 10) learned that the nutritional content of different forms of produce—fresh, frozen, and canned—is nearly identical; all gained new knowledge on the produce amount each family member should consume daily; and all learned one or more new ways to save money on produce.

After a SNAP-Ed lesson with 27 WIC participants, 93% were able to name the 5 Vegetable Subgroups, and 96% planned to consume more vegetables daily.
“I think that this process was good because we are learning life skills we can use our whole lives.”

-4-H Youth award applicant who completed a résumé, cover letter, and interview as part of application process

Enhancing Youth’s Workplace Readiness
Youth learn the importance of teamwork, communication, and critical thinking through involvement in 4-H. The Secretary of Commerce Commission on Achieving Necessary Skills (SCANS report) identifies the importance of developing a generation of youth with these workforce competencies to prepare for our economic future.

In order to receive an award or participate in a 4-H travel experience, youth must complete an application process. A committee of adult volunteers worked with Brianna to redesign the tools used for older youth award applications. The committee updated the application process to focus on a résumé, cover letter, essay, and interview. This new process helps youth articulate the workforce competencies they have developed in 4-H.

The updated application process was implemented in the fall of 2013. Brianna offered two résumé & cover letter workshops and one interview preparation workshop. These workshops focused on identifying life skills that have been developed through 4-H experiences, and conveying those skills through writing and speaking. 21 youth participated in these workshops and ranked them at an average of 4.6 on a 5 point Likert scale. A total of 23 youth applied and interviewed for awards using the new process.

Brianna evaluated the revised application process. 13 out of 17 youth who completed the evaluation stated that they had set a new goal for themselves or taken on a new 4-H challenge because of the reflection they did while completing their applications.

4-H Gateway Academy Grows Future Scientists
Youth engaged in the Gateway Academy summer camp program learned science, technology, engineering, and math through a variety of hands-on lessons that helped prepare them for the workforce of the future. New Out of the 14 youth who participated in the 2013 Gateway Academy, 50% (7) stated that they wanted to pursue careers in technology or engineering fields. One participant said, “Gateway Academy helped me think about my career by showing me what engineers and other people do for a job.” Future scientists are critical to our state, national, and global economy.
4-H Youth Outreach
Coordinator: Sarah Groskreutz

Your county extension office... Makes Learning Fun Throughout the Summer

4-H is a community of young people across America who are learning leadership, citizenship, and life skills. This summer, youth and adult leaders exhibited all of these qualities while assisting in the summer youth outreach efforts of Washington County 4-H Youth Development. These efforts consisted of strategic partnerships with other youth-serving agencies in Washington County. Partnerships are designed to provide educational opportunities for youth not currently involved in the 4-H Community Club program.

Summer Reading Program
The summer reading program continues to work in partnership with the Casa Guadalupe Education Center to build literacy skills among multilingual Washington County youth.

This seven week program brought together 4-H youth and adult leaders with the 4-H Summer Outreach Coordinator every Wednesday night for an hour and a half at the United Way Hartford Resource Center.

During each session, youth practiced literacy skills through reading-centered games and activities. At the end of each session, participants received a free book to take home with them. While the youth participated in reading activities, their parents attended educational sessions taught by the UW-Extension 4-H Youth Development Educator, Family Living Educator, and Nutrition Coordinator.

4-H Youth Development made 92 educational contacts with Latino youth in Hartford through this program.

Summer Parks Program
This seven week program brought 4-H Youth Development into community parks for an hour long, hands-on session featuring 4-H project learning. These programs are facilitated by 4-H youth and adult volunteers, as well as the 4-H Summer Outreach Coordinator. They made 899 educational contacts with youth varying from ages 3-15 participating in summer parks programming. Twenty-one youth leaders volunteered their time and talents during the summer, and donated 92 hours to leading the program. The program was offered at Hickory Park in Jackson, Regner Park in West Bend, Veterans’ and Woodlawn Park in Hartford, Community Park in Slinger, and Arbor Trace Apartments in West Bend.

Youth decorate placemats for Meals on Wheels during the 4-H Summer Parks Program

“Having 4-H Youth Development directly at the site [Arbor Trace Apartments] allowed for youths’ attention to be captured in a safe environment. The activities and personnel inspired the kids to keep coming back for more.”

-Jackie Maynard, Recreation Supervisor, West Bend Recreation and Forestry Department
Nonprofit Workshops
To serve as a catalyst for nonprofit collaboration and financial education, a coalition comprised of the UW-Extension, UW-Washington County, United Way of Washington County and the Volunteer Center of Washington County hosted two nonprofit workshops in 2013.

“The Power of Collaboration: Coming Together for Greater Impact” had 53 participants representing 42 organizations. Prior to the workshop, 37% of the participants indicated that they had a good or very good understanding of grant funders views on collaboration. After the workshop, this increased to 87%. Prior to the workshop, 34% indicated that they had a good or very good understanding of how to identify potential collaborators. After, this increased to 84%. Overall, participants evaluated the workshop content as excellent (4.6 on a 5-point Likert Scale).

A second workshop on “Planned Giving” had 20 participants representing 17 organizations. Prior to the workshop, 34% of the participants indicated that they had a good or very good understanding of the components of a planned giving policy. After, this increased to 67%. Prior to the workshop, 34% indicated that they had a good or very good understanding of the legal considerations for planned giving. After, this increased to 50%.

Organizational Development
This past year, Paul provided community organizational development resources to:
- Big Brothers Big Sisters
- Casa Guadalupe
- Cedarburg Artists Guild
- Criminal Justice Collaborating Council
- Economic Development Washington County
- Family Promise
- Friends of Abused Families
- Healthy People Project
- Mid-Moraine Municipal Assoc.
- Musical Masquers
- The Youth and Family Project
- Volunteer Center
- UWWC Campus Foundation
- Wash. Co. Executive Committee
- 4-H Horse & Pony Project

Outcomes were measured through evaluations. Overall, participants evaluated Paul’s facilitation of the sessions as excellent (4.7 on a 5-point Likert Scale).