

2016



REPORT

How Does UW—Extension work?

UW-Extension educators don't lecture or give grades in a typical classroom. Instead, we deliver education where people live and work—on the farm, in schools, community centers, community gardens, conferences, and much more.

UW-Extension educators also speak to civic groups and county boards, write newspaper columns, interview with radio and TV programs, facilitate meetings, and build coalitions to address

community needs.

Our budget is 60% from state taxes and 40% from the county tax levy. Other funds are raised through donations, fees, or grants.

The purpose of this 2016 annual report is to provide a glimpse into the variety services we provide in the community and with other state partners as we strive to get research-based information into the hands of the people.

Pictures (left to right): Ag Agent on a farm visit, summer youth garden program, Market Match Farmers Market incentive program, 4-H STEM camp, Safe Sleep Task Force project, mental health summit.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ **For every \$1 of county** ★
★ **levy money applied to the** ★
★ **local county extension** ★
★ **office in 2016, residents** ★
★ **received more than \$5** ★
★ **back in the form of** ★
★ **leverage from volunteers,** ★
★ **grants, donation, and** ★
★ **equipment.** ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Volunteer Hours 35,610

Revenue Generation +\$33,000

Teaching Contacts 28,556

Grants & Donations \$334,169

INTERNS - 5



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eauclaire.uwex.edu/



**Mark Hagedorn,
Agricultural Agent**

The Ag agent is available to extend UW research-based knowledge and information to agricultural producers and suppliers in a way that will make their businesses more efficient and profitable.

- Dairy herd health
- Milk quality
- Animal well-being and cow comfort
- Dairy and meat quality assurance
- Agricultural safety and health
- Cost of production analysis
- Dairy worker's training
- On-farm research
- Nutrition and feed management
- Reproductive management
- Modernization planning
- Farm succession planning
- Nutrient management
- Water quality
- Livestock facility siting and regulations
- Manure handling and storage
- Sustainable agriculture

County Agent & State Specialist Update Intuitive Cost of Production Analysis (ICPA)

Public and Industry Grateful

Raising replacement dairy animals is challenging and is responsible for significant expense incurred by dairy producers.

Needs

Assessments done at the state and county level in conjunction with feedback received at heifer meetings and listening sessions indicated that the dairy industry and its producers were very interested in getting updated cost of production data reflecting changes in feed and calf expenses since the ICPA study was conducted in 2013.

The 2013 ICPA results were updated by Mark Hagedorn (Eau Claire County Ag Agent) and Matt Akins (UW-Madison Department of Dairy Science Replacement Heifer Specialist).

A fact sheet and white paper were developed with updated tables and outcomes. The fact sheet was peer reviewed and received a National Finalist

Award from the National Association of Agriculture Agents.

(Continued on page 3)

Mark's Teaching Contacts: Helping the Agricultural Community

WORKSHOPS

1,051

people

Multi-county dairy
workshop



AGRICULTURE COMMUNITY

2,616

Contacts

AGRONOMY TRAININGS

622

people

EDUCATION - YOUTH DAIRY, LIVESTOCK, & FARM SAFETY

247

people



Intuitive Cost of Production Analysis (ICPA) Field Survey Project

(Continued from page 2)

3,200 copies of the materials have been distributed and used since the formal release at the World Dairy Expo. A presentation was also given at the National Farm Business Management Conference. These materials are being downloaded continually from numerous county and state web sites.

The ICPA project (and updates) is information that the Wisconsin Dairy Industry is hungry for. Numerous opportunities to give presentations and share information with PDPW have occurred. This sharing has positively impacted the ability to improve and build on this relationship. Dairy Consultants and heifer growers across the state have also

been grateful to have access to this research. **This information has helped guide the decision making processes on farms and improve profitability.**

Scholarship opportunities continue to abound with this project. Initially, the development (and collection) of data was a holistic approach **tapping into the talents and resources of colleagues and state specialists.** Being able to "teach" and "share" these materials continues to be very fulfilling with the multiplier effect being very evident as Ag Service providers continue to distribute this information to producers across the state.

Finally, the opportunity to continue sharing our good work with colleagues from neighboring institutions (Iowa State, Illinois, Minnesota) allows to exchange views, experiences and like work.

2016 Graduating Youth Tractor Safety Class



20 Students and 2 Instructors Attended the Class



Brook Berg,
Family Living Educator

By working to strengthen families through education, partnerships, and resources, we can enhance the foundation of our community by positively impacting family relationships, parenting, child development, and community groups that promote family well-being.

Eau Claire County Family Living programming focuses on:

- Parent education through newsletters, presentations, publications, and research
- Training and networking for family services staff and child care providers
- Improved childhood experiences, including mental health and access to services
- Leadership and participation in committees, collaborations, and coalitions



Participants in discussion at the 2016 Mental Health Summit

Spotlight on Children & Adolescents: Setting the Stage for a Lifetime of Mental Wellness

The mental health summit was an opportunity to spend the day learning from various perspectives about mental health in our community, to critically think about our own role and how we can better align our strategies to make some movement forward in our community.

Participants from the Eau Claire County BRAIN Team, Eau Claire Coalition for Youth, Mental Health Action Team, and others came together to mobilize our efforts to improve the prevention, intervention, treatment, access, stigma, and education around our children's mental well-being.

The summit brought together **155 community members**, from various sectors of the community. Parents, therapists, law enforcement, educators, social workers, administrators, elected

officials and many others participated in the summit--learning, contributing and committing to action steps.

The work will continue as we look at the data and create an action plan to engage new stakeholders and build resilience.

Evaluation results

- I have increased my knowledge about the importance of mental wellness for children and adolescents. **93%**
- Attending the Summit was a good use of my time. **98%**



Brook's Teaching Contacts



Parenting education

16,985



Coalitions & Community Organizations

812



Professional Development Trainings

70



Conference participants learning about mental wellness.

Childhood Experiences: The Link to Mental Health

The B.R.A.I.N (Brain Research Awareness Integration Network) Team's mission is to promote optimal development of all children by integrating current brain research into educational, childcare, parenting, prevention and intervention programs in Eau Claire County. Based on the current needs of the community, our team planned an offered a professional development conference. The conference, "Childhood Experiences: The Link to Mental Health" addressed the early experiences and long lasting effects on mental wellness.

The conference, held on April 6, 2016 had 205 people in attendance. 97% reported that they

understand how to improve their skills in working with families and 99% reported understanding how early experiences can impact individuals, families and our community.

The conference was a great opportunity to reinforce work being done in the community and also to reiterate an important message: Toxic stress in early childhood is associated with persistent effects on the nervous system and stress hormones systems that can damage developing brain architecture and lead to life-long problems in learning, behavior and physical and mental health.



Safe Sleep

As a member of the Safe Sleep Task force for Eau Claire County, I co-authored two grants, totaling **\$10,000** to provide **100** pack n plays, sleep sacks, and sheets to families in need of a place for their infant to sleep, safely.

The distribution of the pack n plays (*pictured*) included an educational home visit and a follow up visit two months after distribution.

In addition to providing safe sleep materials for families in need, we also created and distributed tool kits to local medical providers, home visiting staff, public health nurses, child care providers and WIC staff.



**Erin LaFaive,
Co-Department Head
& Horticulture
Educator**

The Horticulture educator provides research based information for gardeners and commercial users.

Examples areas of assistance include:

- Insect and plant identification
- Disease, insect, and invasive species management recommendations
- Master Gardener Volunteer Program training and management
- Summer Youth Garden Program
- School garden and community garden development



Erin LaFaive provides horticulture assistance to the public and commercial green industry through answering walk-in, phone call, and email questions about gardening, plant identification, diseases, pests, and invasive species.

She does visual diagnostics at the office and when needed consults with UW Specialists as well as helps match people to needed diagnostic labs.

Over 700 people received research based information about landscape and garden management through phone calls, walk-ins, and email.

Clients commented that without the UW- Extension office they wouldn't know where to turn for unbiased advice. Even though the internet provides access to

horticulture information clients mentioned they are overwhelm figuring out which sources are credible.

Other clients commented they don't have internet access at their residence because of cost or they lack knowledge on how to use a computer.



Since 2008 LaFaive has trained 168 people in the Master Gardener Volunteer program.

The goal of the MG Program is to train enthusiastic volunteers so they can, in turn, provide research-based information on a wide variety of horticultural topics to the general public in their communities on behalf of UW-Extension.

The Master Gardener Volunteers trained through the Eau Claire County office go on to **provide valuable horticulture related educational opportunities to the community** thereby **extending the reach of the Horticulture Educator and the UWEX mission.**

Comments

quotes from youth
garden participants

1
“Don’t let me
take the lettuce
bowl. I’ll eat it
all!”

2
“So we eat the
sugar the plant
makes? Wow!”

3
A boy declared, “I hate
ants! I won’t help mix the
compost!” After watching
the other kids, he tried it
and proceeded to let an
ant crawl on his hand.

4
“Watering is a
good workout!”

5
“Those flowers are
beautiful.” boy said
when staring at the
purple morning
glories.

**YOUTH LEARN
TO GROW FOOD +
PREPARE
NUTRITIOUS SNACKS
+ MEALS**

Kids' Garden

Open June thru August



Gardening Partners ...

- * City Parks and Recreation
- * Eau Claire County UW—Extension
- * Longfellow Elementary School
- * North River Front Neighborhood Soc.

A total of 332
youth contacts
attended summer
youth garden
programs.

Youth learn about
how to care for a
garden and the
biology of how plants
grow. They practice
math by measuring
growth of plants and
weighing produce.

The produce is

used with the
FoodWise Educators at
the garden.

They teach the
youth how to prepare
fresh fruits and
vegetables into
nutritious snacks and
meals.

Master Gardener

Volunteers help
water the garden on
weekends and assist
with the youth on
garden days.

The Boys and Girls
Club of the Greater

Chippewa Valley
transport the
youth to the North
River Fronts Park
three times a
week where the
garden is located.
This is a voluntary
activity for the
youth. They are
free to sign up the
day of the garden
program if they
want to attend.
Any school age
child is welcome
to attend.

Youth watering the
garden at North River
Fronts Park garden
(right). Youth
preparing sir fry with
vegetables (below).





**Sara Novotny,
Co-Department Head &
4-H/Youth Development
Educator**

4-H focuses on life skills through all kinds of projects, events, and activities:

- Decision making
- Problem solving
- Relating to others
- Planning and organizing
- Learning to learn
- Teaching
- Communicating with others
- Leading self and others
- Relating to change
- Applying science and technology
- Developing self
- Mental and physical health

Many 4-H alumni report that they selected their careers because of something they learned, enjoyed or experienced while a 4-H member.

**Head—Heart—Hands—
Health**



Pictured: youth trying out their robotics creations.

The Chippewa/Dunn/Eau Claire Tri-County STEM (Science, Technology, Engineering, and Math) Camp saw immense growth and success with a new format in 2016.

Camp was limited to only 30 participants because only 3 adults (UW Extension Agents/Educators) were facilitating. Camp was expanded with the help of college mentors from UW-Eau

Claire and access to a better facility at UW-Eau Claire.

Planning through Bugold Beginnings, the UWEX Agents utilized college professors, college mentors (all students of under-represented populations), and themselves to adapt the day long camp.

Registration increased from 30 youth to 78 youth, and all four areas covered during the camp (food science, chemistry, robotics, and engineering).



4-H/YOUTH DEVELOPMENT IMPACT

EDUCATIONAL
PROGRAMS
CONDUCTED

52

COMMUNITY
SERVICE
HOURS BY
YOUTH

4,800

COMMUNITY
CLUB
PROGRAMS
SUPPORTED

18

VOLUNTEERS
TRAINED

215

NUMBER OF
CONTACTS
IN AFTER
SCHOOL
AND
OUTREACH
PROGRAMS

4,765



Afterschool Programming Expands 4-H outreach to youth

Through a partnership with UW-Eau Claire Blugold Beginnings, 4-H Afterschool has reached over 3,000 direct contacts in afterschool settings.

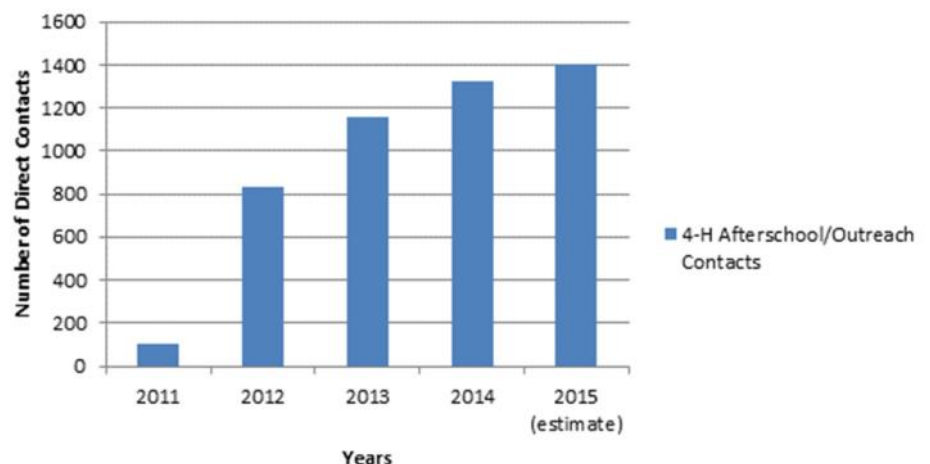
Programming focuses on STEM, life skill development, and teamwork. The 4-H Youth Development program assists in training Blugold Beginning mentors, securing grant dollars to support the program, and promotes the program to all Eau

Claire County youth. Additionally, two county 4-H Afterschool interns program weekly at three sites in the county, bringing 4-H Youth Development and experiential learning to youth from grades three to eight.

Afterschool programming expands 4-H outreach to youth who may not be traditional 4-H members; exposing them to University programming right in the afterschool setting.



4-H Afterschool/Outreach Contacts





**Nancy Coffey, FoodWise
Coordinator**



**Pamela Warren-
Armstrong,
FoodWise Educator**



**Joy Weisner,
FoodWise Educator**

3 Educators Did all of THIS



Eau Claire County FoodWise staff made 9,454 direct teaching contacts totaling 2,005 non-duplicated learners.

Thirty-three (33) FoodWise delivery sites included:

- adult education and job training sites
- adult rehabilitation centers
- Hmong elder service center
- farmers' market
- Extension Office
- public schools
- HeadStart centers
- other youth sites
- homeless and abuse shelters
- public housing
- grocery stores for shopping tours

Eau Claire County FoodWise staff also partner with community groups on multi-level policy, systems, and environmental change approaches to improve health. Initiatives include:

- Farmers Market Match Incentive Program
- Food As Medicine Partnership
- Hunger Prevention Coalition
- Healthy Communities Chronic Disease Prevention Action Team

ABOUT FOODWISE

SNAP offers nutrition assistance to millions of eligible, low-income individuals and families and provides economic benefits to communities. SNAP is the largest program in the domestic hunger safety net. The Food and Nutrition Service works with State agencies, nutrition educators, and neighborhood and faith-based organizations to ensure that those eligible for nutrition assistance can make informed decisions about applying for the program and can access benefits.



Comments

Fifth Graders comments three weeks after program completion concerning nutrition behaviors they are practicing.

1
“I used to get a McDonald’s Happy Meal. Now I get a salad.”

2
I’m eating more healthy foods instead of Little Debbie’s and ‘woah’ foods.”

3
“I’m making sure for lunch and dinner I’m eating all the food groups.”

4
“When I go to the store with my mom I read the nutrition labels before we buy it.”

5
“Our family is eating out less.”

Parents Gain Food Resource Management Skills

Seventy parents gained food resource management skills in single or multi-session Money for Food classes.

After the Money for Food lesson on making a grocery list 96% of participants (67/70) indicated they had learned at least one new strategy about making a grocery list.

Common strategies clients’ stated included:

- check what is in the cupboard
- plan meals ahead of time
- Utilize Market Match Farmers Market incentive program

Respondents’ insights:

- “Veggies are great fresh, frozen, or canned. I normally buy fresh, but frozen and canned are often cheaper so I will start using them.”
- “I will use the Cartwheel app. at Target and Savings Catcher at Walmart

to save money on groceries.”

- “I will buy fewer snacks and desserts and limit buying foods from deli.”

FOODWISE PROGRAM

9,454 people were taught directly by FoodWise Educators

below are more details of the 9,454 participants

YOUTH TAUGHT AT AFTER SCHOOL PROGRAMS

1,631

PARTICIPANTS ATTENDED 5 OR MORE CLASSES

7,901

IN SCHOOL YOUTH TAUGHT

6,985

PARENTS TAUGHT

569

OTHER ADULT LEARNERS

139

SENIOR ADULTS

130

OFFICE STAFF



Marianne Krause
Office Associate II

marianne.krause@co.eau-claire.wi.us



Andy Heren
Office Associate II

andy.heren@co.eau-claire.wi.us

Vacant
Fiscal Associate IV

The Administrative Assistants are crucial to the success of the UWEX Eau Claire office. They manage all of the walk-in customers and incoming phone calls seeking information and signing up for program registrations, as well as maintain databases, send out press releases, print program documents, manage social media, and create promotional items and edit documents.

They can take care of any task thrown their way though they have specific activities they've become the lead on. For example, Marianne Krause creates the office newsletter called the Ecord, Andy Heren supports the 4-H database, and the Fiscal Associate processes all things related to the budget.

In 2016 our office:

- | | |
|--|--|
| <ul style="list-style-type: none">- Processed 123 soil samples- Sold over 200 publications- Managed 3 meeting rooms- Took over 600 registrations for 14 events- Sent 21 press releases | <div style="border-left: 1px solid black; padding-left: 10px;"><p>2013 & 2014 we tracked every call & walk in client. We found the office:</p><ul style="list-style-type: none">- Greets more than 1,000 customers- Manages 3 meeting rooms with over 5,700 users</div> |
|--|--|

Our talented team had some great accomplishments this year! Check it out-

Sara Novotny— 2016 President of Wisconsin Association of Extension 4-H Youth Development Professionals

Brook Berg— Marlys Richert "Rookie of the Year" from the Wisconsin Extension Association of Family and Consumer Sciences

CONTACT US

UW-Extension Eau
Claire County
227 1st Street West
Altoona, WI 54720

Phone: 715.839.4712
Fax: 715.839.6277
TTY or Spanish Translation: 7-1-1 (Wisconsin Relay Service)

**8:00am – 5:00pm,
Monday – Friday**

The **Extension Education Committee** is responsible to the county board for the departmental policy and oversight of the UW-Extension Department. The committee is comprised of these county board members:

Colleen Bates: colleen.bates@co.eau-claire.wi.us

Doug Kranig: doug.kranig@co.eau-claire.wi.us

Heather DeLuka: Heather.DeLuka@co.eau-claire.wi.us

Robin Leary: Robin.Leary@co.eau-claire.wi.us

Tami Schraufnagel: tami.schraufnagel@co.eau-claire.wi.us