



Extension

UNIVERSITY OF WISCONSIN-MADISON
EAU CLAIRE COUNTY



ANNUAL REPORT 2022



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The Community Resources & Tourism Committee provides oversight for Extension:

Jim Zons – Chair, Ann Vogl – Vice Chair, Monica Berrier, Larry Bjork, & Thomas Quinn

Thank you for your continued support and guidance.

University of Wisconsin-Madison Extension Dunn County

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UW-MADISON EXTENSION

CONNECTING COMMUNITIES *with* THE UNIVERSITY OF WISCONSIN

Agriculture & Horticulture »

Our network of researchers, outreach specialists, and local educators are on the leading edge of creating practical solutions for livestock and crop production in addition to farm and labor management. We provide customized guidance, business planning assistance, and industry knowledge for what today's agricultural operators are facing.

Community & Economic Development »

Businesses, governments, and organizations succeed through development from Extension educators and specialists. We provide education for elected officials to understand their roles and responsibilities in helping communities thrive. We offer businesses the direct technical assistance and connection to support structures they need to help them succeed. Our rural entrepreneurship program identifies ways for businesses to overcome challenges and take advantage of unique opportunities.

Health & Well-Being »

We're supporting positive change for families through physical and mental health programs in addition to structural improvements needed to make the healthy choice the easy choice. Our physical fitness classes and mental health training equips people with the tools they need to lead healthy, active lives. We provide public health resources and tools for community action. We provide guidance on systems changes for food security and food access.

Families & Finances »

Reinforcing family connections, financial knowledge, and strong relationships is at the heart of Extension's programming. We support learning and emotional bonding by building literacy skills in justice-involved families. We guide community and individual development across lifespans. We teach financial security through rent planning and budget management.

Natural Resources & Conservation »

We work at the crossroads of communities, natural resources, and agriculture to protect our environmental assets and guide resource management. We support individual and regional water-well testing along with education to address safe drinking water. We educate farmers, businesses, and communities on safe practices to ensure access to plentiful, sustainably managed sources of food, water, and energy.

Positive Youth Development & 4-H »

Community-led 4-H programs deliver quality activities and leadership opportunities that are leading to engaged, energized, and informed young people across the state. 4-H is a movement — in Wisconsin, 98% of our 4-H members are inspired to make positive changes in their communities. They're developing leadership skills, building connections, and finding what topics spark their interest.

Area Extension Director (AED)



Kristen Bruder
Area Extension Director
Chippewa, Dunn, and
Eau Claire Counties

"For the past 26 years, I have been proud to call the Chippewa Valley my home. I am now excited to have the opportunity to serve this area as the Director of Extension, providing a bridge between the university's resources and the community."

I am excited to have joined the Eau Claire Extension team in 2022. I have spent my first few months meeting people, understanding the county, and learning about all of the impactful work being done by your Extension educators. I am looking forward to making more connections as I embrace this role and learn more about the needs and opportunities in Eau Claire County. The role of the AED is much like the department head in the county. Below is a brief overview of the role of AEDs:

Extension fully invests in Area Extension Directors (AEDs) who oversee an area. These administrative positions are responsible for partnership management, staff development, financial management and program coordination.

Through the many interactions the AED has with county partners and local educators, the AED develops a solid understanding of the local needs and county priorities and helps to align Extension educational programs to ensure the programs address county needs. Educators also communicate local needs to their programmatic Institutes which collectively identify opportunities to address statewide needs.

Support



The Eau Claire County Office Coordinator supports educators while managing the day-to-day operations of the office. Kristi drafts the FY23 budget, maintains social media, clerks for Extension Committee and completes numerous other tasks.

Additionally, with the staff transitions in the office Kristi provides support to ensure the Human Development & Relationships program continue while the educator position is vacant.



The Eau Claire County Administrative Specialist supports the Educators by providing assistance as needed, mostly in the area of 4-H. Andy finalizes and sends the 4-H bi-weekly newsletter, handles registrations for 4-H and Agriculture workshops, sends materials out for printing, checks pressure canners as needed, assists with soil testing questions, helps manage the Jeffers Rd Gardens, and any other tasks he is asked to help with.



Agriculture



Lyssa Seefeldt

Regional Dairy Educator
Chippewa, Dunn, and Eau
Claire Counties

The dairy industry in partnership with dairy farmers have recognized a collaborative responsibility to ensure the best care is provided to dairy cows, not only because it's good for business but because it's the right thing to do. The well-being of animals is important to dairy producers and the dairy industry, as it is to the consumers of our products. Extension Dairy Program's "Wisconsin Dairy & Beef Wellbeing Conference" is a bi-annual conference designed to increase the knowledge and adoption of on-farm best management practices to maintain animal wellbeing and welfare, leading to improved production, profitability, animal well-being, and consumer confidence.

The 2022 conference focused on topics related to heat stress, calving pen and management, disbudding, fitness for transport, genetic impact on wellbeing, and National Dairy FARM Version 4.0 non-compliance areas. Based on post-meeting evaluations (n=13), participants increased their knowledge an average 1.4 points (on a scale of 1 to 5). Participants indicated the following management practices they expect to change or add because of what they learned during the conference: fitness for transport, disbudding head gear, heat stress - calf solar fan, genetics, compliance with FARM 4.0, culling. Comments included: "I learned a lot about genetics and also the real in-depth learning of disbudding," and "There are some very practical ways for better managing animal welfare that are reasonably easy to implement/consider."

"There are some very practical ways for better managing animal welfare that are reasonably easy to implement / consider."



Livestock transportation, including dairy animal transportation, is a critical segment of the food supply system. It is also a highly visible segment to the public with animals being transported to and from farms, points of sale and to processing facilities. Safety on roadways is in everyone's best interest and part of that safety is preparedness for responding to emergencies on the roadway. First responders are the front line in that response, and many lack experience with livestock handling as they are several generations removed from the farm (just like the majority of the public is). Emergency personnel have requested training in how to best respond to these incidents as they lack experience with livestock. The Planning for Emergency Livestock Transport Response (PELTR) program is a research-based curriculum developed by UW-Madison Extension livestock and dairy program members to help emergency planners prepare to efficiently respond and manage traffic incidents that involve livestock.



Agriculture

For 2022, there was a spring, summer, and fall PELTR cohort of emergency responders that participated in a half-day, in-person demonstration with livestock trailers to discuss livestock extraction from trailers and containment at the scene. They received the majority of the training information using the UW-Madison Canvas PELTR course workgroup members Sandy Stuttgen, Bill Halfman, Heather Schlessner and Lyssa Seefeldt developed. Programs were planned for May, June, October, and November.

Two tabletop roadside incident exercises, and a walk-through of a multi-deck livestock trailer were discussed at each in-person event. The in-person training for emergency responders enrolled in the PELTR program was held in:

- May 2022 for six first emergency responders
- June 2022 for five emergency responders (and team members)
- October 2022 for nine emergency responders

Evaluations were completed post-training and were determined using a 5-point Likert scale, ranking excellent at 5 points, poor at 1 point. A summary of results can be seen below.

"I appreciated the hands-on trailer tour & the table tops help reinforce what's learned in the online portion."



Cohort	N =	Pre-	Post-	Change
May	6	2.48	3.96	+1.48
June	5	2.96	4.24	+1.28
October	9	3.06	4.16	+1.09

The highest average changes in May (2.2 points) occurred in their increased knowledge about the unique dangers of handling different species or classifications of livestock and the unique hazards associated with motor vehicle incidents involving livestock. The highest average changes for June (2.00 and 1.60 points) occurred in their increased knowledge about biosecurity and how trailer design impacts extrication efforts. The highest average change (1.78 points) occurred in their increased knowledge about how the design of livestock trailers may impact livestock extrication from a wrecked trailer.

Take home messages from the May participants include 'Normal animal behavior changes once an accident happens, but using their herd instincts can help', 'Biosecurity concerns were mostly new information for me', and 'I had no idea trailers could be segmented. From outside, I had seen the levels but never knew the 'floor plan' so seeing the options was extremely eye opening.'

Take home messages from the June participants included: 'The class was very well taught and very informative' and 'I appreciated the hands-on trailer tour & the table tops help reinforce what's learned in the online portion.'

Take home messages from the October participants was that cattle and hogs do not act the same and that you need to keep that in mind when working with them



Horticulture



Margaret Murphy
Horticulture Educator
Chippewa, Dunn, and Eau
Claire Counties

This mini-webinar was one of a series created and hosted by the UW Horticulture Team. Educators Hill, Alfuth, Kimbler, Wied, Wehr, Ackerman, Wehr, Johnson and Murphy planned, advertised and created three series of season-long themed mini-webinars to be presented as lunch-and-learns online statewide to attract new audiences who didn't have time for a full-length program. Intensive advertising on social media as well as traditional platforms was managed by Kimbler and Hill. This session on 'Best Practices for Watering Yards and Gardens' was created and delivered by Johnson, webinar scheduling and facilitation by Ackerman and Wehr. Attendees learned proper watering techniques to minimize disease and conserve water by using it in an efficient and sustainable way. they also learned about sustainable techniques such as drip irrigation that can minimize water usage.

**Horticulture Diagnostic
Inquiries totaled 314 for
Home Gardeners in
Chippewa, Dunn and Eau
Claire Counties in 2022**





Horticulture

Extension staff prepared, reviewed, and revised course content, materials, and protocols for the Growing and Caring for Plants in Wisconsin: Foundations in Gardening online course (formerly Foundations in Horticulture). In this online course, participants learn fundamental knowledge of Wisconsin horticulture with an emphasis in Integrated Pest Management (IPM). Additionally, participants are prepared to enter into Master Gardener Program Onboarding and complete the exam requirement.

Over the course of 2022, 12 statewide mini webinars were offered about a wide range of horticulture topics where consumer horticulture audiences learned about gardening practices to mitigate pollinator decline, climate change and environmental contamination and pollution. The goal of this effort is to increase adoption of horticultural practices addressing identified these environmental issues in Wisconsin. A total of 3889 participants attended the webinars live. Webinars were also recorded and transcribed so that the recorded videos could be viewed from the Extension Horticulture Topic Hub website and YouTube channel. There were a total of 4655 views (all videos combined) as indicated by YouTube.





Community Development



Addison Vang
Community Food Systems
Educator Chippewa, Dunn, and
Eau Claire Counties

Underrepresented Hmong Farmers face many barriers and challenges operating small farms. They are demographically foreign born, older, limited English skills (spoken and written), and limited education. However, many have persevered despite the shortcomings, with many having been farming and active in the community food system for over 30 years. Barriers in language and access to knowledge of the food system has limited their ability to diversify their markets with many relying solely on farmers' market. Many have considered expanding operations but with limited financial recordkeeping practices and knowledge of financial resources, have not scaled up operations to the level they would like. The program will introduce and teach underserved Hmong farmers of recordkeeping and completing financial documentations and inform them of the available financial resources available to them such as grants and low-interest loans to support and/or expand their operations. To further support the learning process, the program will be presented by Hmong professionals from the field in Hmong without the use of interpreters. Flyers have been distributed to local organizations supporting Hmong farmers.





Community Development

The State of Wisconsin one of the largest Hmong population in the nation, with the Hmong language being the 3rd most commonly spoken language in the state. Hmong farmers have played a critical role in Wisconsin farmers markets and the community food security since the late 1970's. Yet, knowledge of Hmong farmer needs is limited. These farmers, even with cultural and language barriers, were able to take advantage of an ingrained skillset as a people who worked and lived off the land to succeed and support in the local food movement. However, as other small farmers have been able to capitalize on new food markets from this movement, Hmong farmers have not diversified their markets relying on farmers' market. Coinciding with the Midwest Organic and Sustainable Education Service (MOSES) Conference, the Hmong farmer networking dinner was a collaborative with partner organizations serving Hmong farmers to support with increasing resource knowledge of these farmers and for the organizations to gain better understanding of their needs and goals to continuing their farming business and legacy. As a result, Extension and partner organizations has identified potential educational topics to meet Hmong farmer needs to develop and implement culturally relevant programs and raise their awareness of resources from Extension and partner organizations.

The program is open to all with the primary focus on underrepresented Hmong Farmers who face many barriers and challenges operating small farms. They are demographically foreign born, older, limited English skills (spoken and written), and limited education. However, many have persevered despite the shortcomings, with many having been farming and active in the community food system for over 30 years. Barriers in language and access to knowledge of the food system has limited their ability to diversify their markets with many relying solely on farmers' market. Many have considered expanding operations but with limited financial recordkeeping practices and knowledge of financial resources, have not scaled up operations to the level they would like. The program will tour a farm with a high tunnel and discuss how the high tunnel is constructed, being used, challenges and issues, and how it has supported their farm business. It will further raise awareness of financial resources to purchase a high tunnel. To further support the learning process, the program will be presented by a Hmong speaking professional from the field without the need of a Hmong interpreters. Flyers have been distributed to local organizations, farmers, and around town to support the program.



Healthy Choices, **Healthy Lives**

FoodWise is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). We advance healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents with limited incomes through nutrition education at the individual, community and systems levels.

The **Landscape**

66%

of population lives in census tracts that are low income & have low access to healthy foods



32%

of adults have obesity



10-%

of households are food insecure



10%

of households receive SNAP benefits



Achieving More **Together**



UW-Madison Division of Extension works alongside the people of Wisconsin to deliver practical educational programs where people live and work – on the farm, in schools and throughout urban and rural communities. In Eau Claire County, FoodWise partners with ECASD, August Elementary, Head Start programs, Boys and Girls Club, Hmong Mutual Assistance Association, Affinity House, Western Dairyland, and Workforce Resource to help make the healthy choice the easy choice in our communities.

Community Impacts **In 2022**



Delivered nutrition education to 620 learners in a variety of settings (Prairie Ridge and Head Start early care centers, Flynn/Lakeshore/Longfellow/ Locust Lane/Augusta Elementary schools, Western Dairyland Fresh Start, etc.).

Jael M. Wolf, Bilingual Nutrition Educator, joined our team and youth have loved the added information on South American culture and Spanish vocabulary to our lessons. Congratulations to Jael for receiving the FoodWise Rising Star Award!

Outreach to Hmong Mutual Assistance Association and lessons to their Building Bridges afterschool program. We also worked with Feed My People to have more culturally relevant foods accessible for Hmong and Hispanic families.

New FoodWise Program

In 2022, we taught our first session of Around the Table, a curriculum that introduces mindfulness, reflection, trauma-informed engagement, and nourishment to individuals ages 14-21.

FoodWise partnered with Western Dairyland Fresh Start program, who provides resources and support to at-risk youth. Nutrition, food safety, and food preparation basics were taught in 6 lessons. Youth chose recipes of Egg Burritos, Chicken Caesar Pasta Salad, Unfried Rice, and more to prepare. Skills they practiced included emotional eating, meal conversations, and mindful breathing exercises enhanced the lessons.

13 youth participated, and they expressed enjoyment of learning how to prepare healthy foods and of course, eating them!



"Just wanted to reach out to you again to thank you for taking the time to instruct our youth on FoodWise content the past 6 weeks.... I am amazed at the learning opportunity available to us and the fun the youth have had while cooking."

-Fresh Start Staff Member

Summer Activity Passport

Collaboration between three counties is key to healthy communities in the Chippewa Valley. Sandy Tarter, FoodWise Coordinator, connected many partners within the Health Dunn Right, Chippewa Health Improvement Partnership, and EC Healthy Communities coalitions, who came together to promote the Summer Activity Passport.

We encouraged families to enjoy fun activities together, increase movement, visit Farmers Markets, and learn about trails, parks, etc.. in Dunn, Chippewa, and Eau Claire Counties.

Each county hosted informational tables at local community music events, fairs, and partner events. Nutrition information along with Pre-diabetes Risk Assessments and blood pressure information was offered.

122 families uploaded a photo of themselves enjoying one of the many suggested activities. They were then entered into drawings for an assortment of awesome prizes!



Connect With Us

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Sandy Tarter
FoodWise Coordinator



Joy Weisner
Nutrition Educator



Jael Wolf
Nutrition Educator



Human Development & Relationships

Vacant

Human Development and
Relationships Educator

Raising a Thinking Child (RTC) is an evidence-informed program that teaches parents and early childhood educators how to build social-emotional skills useful to problem-solving in their children. RTC trains adults to teach children how to think, not what to think. Research indicates when skills such as critical thinking, impulse control, problem solving, and conflict resolution are taught early in life a foundation for prevention of school problems, juvenile delinquency, and substance use is set. Educators across Wisconsin are implementing this program through virtual and in-person opportunities, utilizing 6 week program models. Data was collected via a pre- and post-course evaluation. Results indicate that before the class, parents were likely to believe that they 'sometimes' to 'usually' were effective in addressing typical child rearing challenges, by the end of the class the average responses changed to being 'usually' to 'almost all the time' effective in addressing these same challenges. After completing the course parent ratings of their children's social skills increased from the 28th percentile to the 45th percentile. The course evaluation data also indicates that emotional symptoms, as well as conduct and impulse behavioral problems were reduced in relation to the national standards. The data shows that questions dealing with children's worriedness and impulsive behaviors had the largest impact on overall reduction in problematic behaviors. The impact of this work lies in supporting parents and caregivers as they raise & educate children who are independent empathetic problem solvers who will be the next generation of employees, parents, and community members.

Testimonials

"Use of the "brain dump" and "self-care quiz" - pick 5 self-care activities that are just for you, how many you did in the last week, and add up points. You can then look at 5 rankings and see how you did in terms of self-care. It was enlightening and I would like to do it regularly."
-BRAIN Conference Participant

"I plan to utilize some of the techniques shared personally and with clients."
-BRAIN Conference Participant

"It is so important to realize that my own emotional and physical needs have to be addressed more often if I am going to continue to help others. Thanks, B.R.A.I.N. Team, once again you hit it out of the park. I will be more mindful going forward."
-BRAIN Conference Participant





Positive Youth Development



Rachel Hart-Brinson
4-H Educator

I worked with a community partner organization, Vecino a Vecino (Neighbor to Neighbor), that serves the Latino community. We coordinated a “4-H Bilingue” club experience where we did a series of 4 meetings with different project activities every Friday in July, culminating in a trip to the Eau Claire County Fair. Conversations continue in recruiting a volunteer to help run a 4-H club.

Agriculture and animal science project areas are major sparks for Wisconsin 4-H members. To better meet these members’ sparks, a team of UW-Madison Extension Educators organized a statewide “4-H Spark Day” with a focus on agriculture and animal science at the University of Wisconsin River Falls campus on June 20, 2022. Participants also gained a taste of the college experience and explored career options. Seventy-five 4-H members in grades 7-12 and nineteen volunteers attended the event. Evaluation results revealed that 84% of youth agreed or strongly agreed that they gained knowledge in one of their sparks and 88% of youth learned about a post-high school education option, showing that the educational objectives of the program were met.



Ben delivering apples picked in partnership with Picking Promises, a partner organization coordinating picking and donation of local produce. 4-H clubs participated in 12 outings to local farms and donated 2,000 pounds of apples and 120 pounds of berries to Feed My People Food Bank & the Community Table.

Testimonials

“I don’t want to go home!!!...”
(while sobbing)
~a Camp 6th grader

A camper (4th grader) came and found me at 8:30PM and asked to call home. I was afraid she was calling because she was homesick, but she was calling to tell her parents that she wanted to get picked up later because she didn’t want to miss the cool things that were planned the next day.

~Rachel Hart-Brinson, 4-H Program Educator

“My daughter told me she isn’t scared to go to college anymore.”
~Sparks Day-UWRF parent



Positive Youth Development

Eau Claire and Dunn County 4-H Educators collaborated with the UW-Stout Art Education program to refine the program, “Art U” piloted the year before. Art educator students lead virtual art lessons using a variety of mediums. We used a collaborative process to order and pack supplies. Thirty-eight participants registered, including 1 older youth who engaged in an in-person tutorial experience. (She has since committed to attending UW-Stout for art education.) Fourteen people registered as a “participant,” which means we reached an audience beyond the 4-H membership. An art exhibition was organized with the participant’s work and “best of” age group prizes awarded. This was an opportunity to engage with young people’s sparks and a partnership that developed young people as teachers.



I developed a “Sample 4-H” program to deliver in partnership with the Eau Claire Area School District. The class was promoted to all ECASD students in their summer program booklet. I led two weeks of classes--one for students in grades 4-6 grades and one for 7-9 where we made and frosted cupcakes, sewed a pillowcase, and made and launched a rocket. I had 46 people register, but most of those were for the grades 4-6. We had eighteen students in the 4-6th grade group. Ten young people signed up for the 7-9th grade program, but only 5 attended. Only one of the attendees was an enrolled 4-H member. The majority of participants gave the program a 4 or 5 when I asked them to rate the program on a scale of 1 to 5.



Eau Claire, Dunn, and Clark County 4-H Educators collaborated to provide an application process for 18 older youth 4-H members to become camp counselors. 4-H Educators then trained these staff through a series of in-person and zoom activities. We held camp at Kamp Kenwood from June 7-10. While 4-H Educators are the camp directors, the counselors help to plan campfires, lead session activities, and build relationships with their campers. We had 52 campers register for camp and engaged 15 volunteers in making camp happen.



Thank you to our 2022 Partners in Programming



Extension

UNIVERSITY OF WISCONSIN-MADISON
EAU CLAIRE COUNTY

ABC Staffing
ADRC
ADVOCAP
Altoona Head Start
Altoona Public Library
American Foods Group
Appleton Public Library
Augusta Area School District
Augusta Library
Augusta Public Library
Bad River Band of Lake Superior Tribe of Chippewa Indians
Bad River Health and Wellness Center
Bay-Lake Regional Planning Commission
Boys & Girls Club of the Greater Chippewa Valley
BRAIN Team
Chippewa Valley Museum
Eau Claire Area School District
Eau Claire Chamber of Commerce
Chippewa Valley Technical College
Eau Claire City-County Health Department
Eau Claire County Fair
Eau Claire County Land Conservation
Eau Claire County Livestock Project
Eau Claire Area Master Gardener Association
Eau Claire County Farm Bureau
Eau Claire Downtown Farmers Market
Eau Claire Energy Cooperative
Family Resource Center, Inc.
Farm Service Agency
Flynn Elementary
Eau Claire Healthy Communities
Friends of the Fair
Green Stone Farm Credit Services
HMAA Eau Claire Area Home Mutual Assistance Association, Inc.
HSHS St. Vincent
JONAH of the Chippewa Valley
Kewaunee County Sheriff's Department
Lakeshore Elementary
Leader-Telegram
LE Phillips Public Library
Locust Lane Elementary
Longfellow Elementary
Lovin' The Skin I'm In
Lutheran Social Services: Affinity House
Natural Resource Conservation Service
Nicolet National Bank
Northern Wisconsin Beef Producers Association
Mayo Clinic Health Systems
Organic Valley
Picking Promises
Prairie Ridge Early Learning Center
SCORE
Sheboygan Area School District
STgenetics
The Farmory
Town of Kaukauna
Town of Lincoln
Town of Pleasant Valley
United Way of the Greater Chippewa Valley
University of Wisconsin - Eau Claire
Vecino a Vecino (Neighbor to Neighbor)
Villa Hope CSP
Washington Island Community Health Program, Inc. (WICHP)
WAXX 104.5 Radio
Western Dairyland Fresh Start and Head Start
WI Dairy Business Association
Wisconsin Beef Council
Wisconsin Farmers Union
Wisconsin Pork Association
Workforce Resource Center
Zinpro

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Extension

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