

# 2014 Annual Report



**Agriculture**



**Community, Natural Resource,  
& Economic Development**



**Family Living & Nutrition**



**4H Youth Development**

**Extending the resources and knowledge of the  
University of Wisconsin to the people of Green County**

***“The University in your Community...”***

# Meet the Green County UW-Extension Staff

Green County UW-Extension staff are faculty members of the University of Wisconsin, employed by a cooperative arrangement between the University and the county. County faculty are responsible for conducting applied research and delivering researched based information to county residents.



**Mark Mayer** – *Professor* – Department of Agriculture & Agri-Business, Agricultural Agent and Department Head

**Major responsibilities:** Develop and teach programs to strengthen the profitability and productivity of Green County farms and agri-business.



**Victoria Solomon** – *Instructor* -Department of Community, Natural Resource & Economic Development, Community Resource Development Educator

**Major responsibilities:** Building capacity for economic development and natural resource protection. Supporting community leadership, organizational development, and civic engagement.



**Ellen Andrews** – *Associate Professor* - Department of 4-H Youth Development, 4H Youth Development Educator

**Major responsibilities:** Creating opportunities for youth to develop life skills and become engaged citizens, by building effective youth and adult partnerships.



**Bridget Mouchon-Humphrey** – *Associate Professor* – Department of Family Development, Family Living Educator

**Major responsibilities:** Develop and teach programs which build parent support and community partnerships for families.



**Lisa Messer** – *Associate Lecturer* – Wisconsin Nutrition Education Program, Nutrition Educator Coordinator

**Major responsibilities:** Provide free “Eating Smart, Being Active” lessons to families to help them make healthier food choices, save money, and be more physically active.

**Jayne Butts and Amy Krass** – *Extension Activity Assistants*

Major responsibilities: Assist in the promotion and coordination of UW-Extension programs.

**Nicole Witt** - *Student Assistant*

Major responsibilities: Assist with clerical functions of office.

The staff serves under the supervision of the Agriculture and Extension Education Committee. Those members are:

**Ken Hodgson, Chair**  
**Oscar Olson, Vice-Chair**  
**Betty Grotophorst, Secretary**  
**Arthur Carter**  
**Kristi Leonard**





UW-Extension Green County  
2841 6th Street  
Monroe, WI 53566



Green County Extension Office

March 10, 2015

Dear Green County Board of Supervisors:

Attached is the 2014 Annual Report for the University of Wisconsin Extension Office. Green County UW-Extension Agents are jointly employed by UW-Extension and Green County. This joint employment assures responsiveness to local needs, reduces county costs, and provides an important link to University of Wisconsin resources. UW-Extension faculty serve under the supervision of the Green County Agriculture and Extension Education Committee.

Cooperative Extension in Green County brings the resources of the University of Wisconsin directly to Green County residents. Staffed by UW faculty, we offer Green County residents research-based education designed to meet local needs in the areas of Agriculture and Natural Resources, Family Living, Nutrition, 4-H Youth Development and Community, Natural Resource, & Economic Development.

This report highlights some of the major educational programs that were conducted by the UW-Extension faculty in Green County during 2014. To give you an idea of the scope of our outreach we've also listed the state and county organizations that we worked with this past year on the inside back cover of this document.

We hope this report provides you with a better understanding of UW-Extension programs being conducted in Green County. If you have any questions about this report or our mission, please feel free to contact us at any time.

Respectfully submitted,

Mark Mayer, Department Head  
Agriculture Agent

Ellen Andrews  
4-H Youth Development Educator

Lisa Messer  
Nutrition Education Coordinator

Victoria Solomon  
Community Resource Development Educator

Bridget Mouchon-Humphrey  
Family Living Educator

# 2014 UW-Extension Program Summary Report

Mark W. Mayer

UW-Extension Agriculture Agent



## **Agriculture Educational Programs:** *Number of Participants in Parenthesis*

- 26th Annual Green County Dairy Management Seminar (72)
- UW-Extension Regional Crop and Soil Health Seminar (34)
- Nutrient Management Planning Classes with Land and Water Conservation (12)
- Dairy and Livestock Facility Design Consultations in Southern WI (21)
- Two Private Pesticide Applicator Certification Training Sessions (31 Certified)
- Master Gardeners General Training Classes: 36 Hours (8)
- UW-Extension Cattle Feeder Clinic (35)
- Presentations to Monroe Optimist, Little Sugar River Watershed, Kiwanis, and Green County Leaders on Agriculture Literacy (139)
- UW-Extension Master Gardener Gardening Seminar (86)
- Green County Clean Sweep Hazardous Waste Collection (130)
- Presentation on Cost of Raising Dairy Heifer Replacements, N.W.IL Dairy Update (61)
- UW-Extension Alfalfa Sulfur Research Plot (3 Year Study)
- Informational Meeting on New IOH Rules for Roads with Towns Association (52)
- Dairy Margin Protection Program Informational Meeting (83)
- Green County Cheese Days Educational Farm Tours (734)
- UW Agriculture Buildings Short Course Class (47)
- Green County Clean Agriculture Plastic Recycling Program (31 tons collected)

## **County/State Administration:**

- UW-Extension Department of Ag and Life Sciences Professor Committee
- Develop County Budgets and Oversight of Green County UWEX Office
- Interim Dairy and Livestock Agent for Rock, Dane, Lafayette, and Grant Counties
- Mentor Agent for New Southern District Agriculture Educators
- UW-Extension ANRE Futures Work Group
- Evaluation of UW-Extension Faculty and County Support Staff
- Hiring and Orientation for New UW-Extension Nutrition Educator and 4-H Educator
- Department of Ag & Life Sciences Representative for Ag Educator Interviews
- UW-Extension Dairy and Livestock State Teams
- Blackhawk Technical College Board of Trustees and Ag Advisory Board

## **Youth and Other Programs:**

- Advisor/Coordinator for Dairy Youth Recognition and Livestock Auctions (471)
- Steer, Lamb and Swine Weigh-ins & Auction Meeting for Livestock Youth Projects (429)
- Judged District/Regional FFA Speaking Contests
- Green County Fair and Dairy Day (400+)
- World Dairy Expo Assistant Superintendent (500+)
- Advisor to Green County Master Gardeners, Milk Quality Council, Beef, Sheep, & Pork Producer Boards

## **Use of Media for Educational Outreach**

- Green County Agri-News Newsletters sent to 813 clientele, and Monthly DHI Newsletter sent to 203
- Agriculture Interviews for the Monroe Times, Brodhead Register and WI Sate Journal Newspapers
- 52 weekly programs on Big Radio AM, Monthly "Farm Talk" Program and Interviews on Big Radio FM
- Articles published in WI Agriculturist, Agri-View, Country Today and Green County area Newspapers
- UW-Extension Green County Agriculture Webpage: <http://green.uwex.edu/agriculture/>

## **2014 Contacts Summary**

**Direct Individual Contacts:** Office (71) Farm Visits (28) Phone (978) Emails (2,078) Group (3,423)

**Total 2014 Direct Client Contacts: 6,479**

## **2014 Program Impacts:**

### **Agriculture Plastic Recycling:**

An Agriculture Plastic Recycling program was developed for Green County Farmers in cooperation with the Green County Solid Waste Board to provide a low cost alternative to illegally burning used plastic, and reducing the amount of agriculture plastic going into landfills. A vendor was secured that agreed to pay the county a fee for baling the used plastic and they also provided trucking of the plastic to their plant in Arkansas. A collection program was conducted at the Green County Landfill transfer station in November that garnered 61,000 pounds of used agriculture plastics. Due to the success of this collection two more are planned for farmers in the Green County area and several other counties are looking into doing similar collections in 2015.

**Dairy Management and Modernization:** Seventy-two area dairy farmers attend the annual Green County Dairy Management Seminar organized by this agent. Topics included Milk Quality, Dairy Nutrition, Feed Profitability and feed Additives, and Tools for Pricing Dairy Feeds. Eighty-six percent of the participating farmers indicated that the program motivated them to make changes in their operation. UW-Extension assisted 21 area dairy farmers in developing plans to modernize their housing and milking facilities in 2014. Twelve of the farms modernized their facilities and expanded herd size by making improvements to or building new milking facilities, cattle housing and/or ventilation systems as a result of direct assistance from UW-Extension. Through modernization of these farms increased cow comfort and milk production while also reducing labor by 15-20% per cow. UW-Extension conducted an informational meeting on the new Dairy MPP Program offered in Federal Farm Bill. Eighty-three dairy producers and agriculture lenders attended the meeting with surveys showing that their knowledge of the program increased 105%, their knowledge on the decisions tools to evaluate the program increased 141%, and their knowledge level of the premiums increased by 91%. By their participation in the meeting.

**Clean Sweep Hazardous Waste Collection:** Thirty-seven farmers and 93 households were able to safely dispose of 8,030 pounds of hazardous materials through a permanent collection program that was coordinated by this agent. The collected materials included 1,711 lbs of pesticides and poisons, 2,125 pounds of lead and oil based paints, 1,501 pounds of caustic materials and solvents and 799 pounds of aerosol cans. The collection was done with the assistance of the Green County Solid Waste Management Board, and the Landfill Manager and was offered from May through October. This agent secured over \$11,400 in grant funds that covered 89% of the total cost of the 2014 program and has also secured \$10,200 in grants to continue the program in 2015.

**UW-Extension Master Gardener Program:** Eight new volunteers completed training and earned their UW-Extension Master Gardener Certification in 2014. There are 39 certified and over 55 active MG's in the Green County Master Gardener Association that was established in 2004. In 2014 the group volunteered 58 hours toward Youth Education; 189 hours to Community Education; and 1,739 hours of Community Service in the Green County area. Several certified MG's serve as specialists by assisting with home horticulture calls that come into to the UW-Extension Office. The group conducted a public Gardening Seminar attended by 86 people and was also involved with the design and maintenance of the "Farming' on the Square" project to celebrate the history of agriculture in the area.

**Green County Fair Dairy Youth and Meat Animal Auctions:** This agent serves as the advisor to the Green County Dairy Youth Recognition Auction and the Meat Animal Sale. The Dairy Youth Auction collected \$14,250 through the dairy auction with 50% being paid directly to the youth and the other half going to a scholarship fund. \$2,000 in dairy youth scholarships were paid out in 2014 and a total of \$26,875 has been paid out to Green County youth since 2004. The County Fair Meat Animal Auctions distributed \$258,060 to over 140 Green County youth in 2014.

# 2014 UW-Extension Program Summary Report

Victoria Solomon

UW-Extension Community Resource Development Educator



## COMMUNITY LEADERSHIP & ORGANIZATIONAL DEVELOPMENT

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### GREEN COUNTY LEADERS

Green County Leaders (GCL) is an educational program where individual practice leadership skills, deepen their understanding of community issues, and network with leaders in Green County. Started in 2002, this program is made possible through collaboration with community partners with educational leadership from Green County UW-Extension.

Solomon facilitated the 2013-2014 GCL class, which had 22 participants; there are currently 244 alumni. Due to increased marketing efforts, there are 27 participants in the current class – this is the largest class the program has ever had. Over the course of the program the class has completed 48 projects, with 4 more in the works this year. This amounts to over \$220,195 worth of volunteer hours donated back to Green County.

In spring 2014, Solomon facilitated a strategic plan for the program; about 1/3 of this plan has been implemented. She also led curriculum updates in summer 2014. Through a new partnership with the Interactivity Foundation, GCL has been focusing on civility and leadership in a new way. Additional programming has meant the class has engaged an estimated 83 additional people. In 2014, GCL's quality programming was recognized on the state level; GCL was a 2014 Shaping WI Leaders state finalist.

### STRATEGIC PLANNING

#### **Kelch Aviation Museum**

Solomon led a strategic planning process for a Brodhead group that is creating a new aviation museum. Not only did this work guide the group's actions, but it was used to create a narrative for the group's application for tax exempt status. This status enables the group's ability to move forward with creating the museum. The IRS has granted this status and the group has hired a curator. The group credited the strategic planning process as a key part to creating a successful application.

#### **Village of Belleville**

Collected data for the Belleville library strategic plan and for Village of Belleville development efforts.

#### **Blackhawk Technical College**

Facilitated a program planning sessions for Blackhawk Tech's agricultural program.

#### **Monroe Comprehensive Plan**

Provided technical assistance on developing a planning process; agreed to assist with data collection, visioning, capacity building, and facilitation to keep the cost of the comprehensive plan rewrite affordable. Solomon's role in the planning process will start in early 2015.

## NATURAL RESOURCE EDUCATION

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### WATER

#### **Green County Youth Conservation Days**

Partnered with Green County Land & Water Conservation Department and taught approximately 560 Green County 5th graders about the water cycle, water conservation, and water pollution.

#### **Groundwater Jeopardy**

Partnered with Green County Land & Water Conservation Department & Southwest Badger Resource Conservation & Development to present to approximately 208 4th and 5th graders in New Glarus and Monticello about groundwater conservation and protection.

#### **Childcare Sustainability Series**

Solomon partnered with Family Living Agent Bridget Mouchon to develop interactive educational sessions for Green County childcare providers on water, energy, and waste. Session evaluations indicated that providers valued and appreciated the materials presented and intend to take the lessons back to their workplaces to share with the children they work with.

#### **Drinking Water Testing & Education**

Offered drinking water testing program with an educational session for participants to ask follow-up questions, better understand their sample results, and their options to address possible concerns. 29 households participated.

### WASTE

#### **Master Composter Training**

Partnered with UW-Extension's Solid & Hazardous Waste Education Center to train 6 participants on composting principles. These 6 participants have gone on to teach approximately 436 individuals about composting.

#### **Prescription Drug Drop Boxes**

Building on work from the 2013-2014 Green County Leaders (GCL) class, Solomon engaged 5 local police departments and worked with GCL alumni, the Green County Sheriff's Department, and the Green County Health Department to write grants for 5 drug drop boxes to be located in Albany, Brodhead, Monroe, Monticello, and New Glarus. Approximately \$4,600 in grant funding was obtained to install one box in each community. Each box is anticipated to collect approximately 15 pounds of prescription drugs a week. This will enable prescription drugs to be properly disposed of instead of being abused or disposed of in a way that pollutes the water.

## SERVICE & ADVISORY POSITIONS

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Co-Chair, UWEX Sustainability Team

Reviewer for Local Foods Mini-Grant Program and First Impressions guidebook rewrite

Advisory role for conference planning committee for 2014 Leadership Wisconsin conference

Advisory role for Community Economic Development Strategy process

# 2014 UW-Extension Program Summary Report

## UW-Extension 4-H Youth Development Program

Alissa Grenawalt—January-July

Ellen Andrews—October-December



In 2014, the Green County 4-H Program underwent a major staffing transition. After 12 years of service to the county, Alissa Grenawalt resigned from the position as 4-H & Youth Development Agent to take a position as the Extension Outreach Specialist for the UW-Madison Department of Animal Sciences. Ellen Andrews began in October as the county's new 4-H Youth Development Educator.

Throughout this staffing transition, the Green County 4-H Youth Development program continued to provide youth opportunities to build and provide educational programming in the areas of leadership development, personal growth and citizenship. In 2014, approximately 885 youth were engaged in a Green County 4-H Youth Development program (577 4-H youth members and 310 additional school youth).

### Strengthening 4-H Community Clubs

#### Club Visits Focus on the Essential Elements

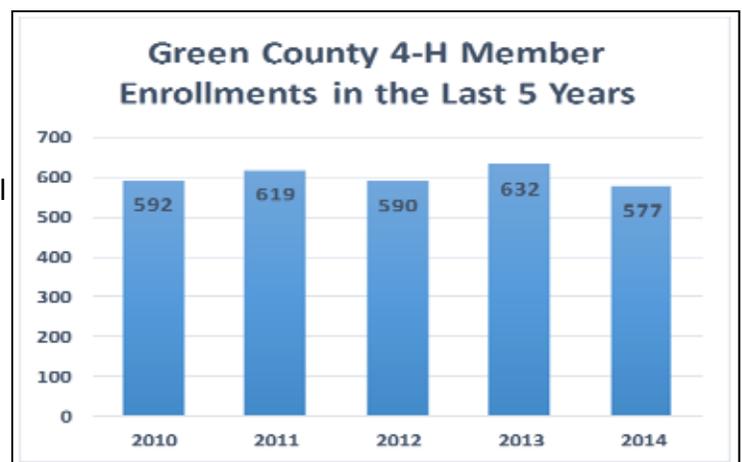
4-H designs successful youth development programs and services around specific ingredients: the *Essential Elements*. Each of the four Essential Elements (Belonging, Mastery, Independence, and Generosity) is vital to the positive development of youth. When 4-H professionals and volunteer leaders focus on these elements, youth derive long-term benefits from their 4-H membership. A 4-H program solidly grounded in the *Essential Elements* is also better positioned to recruit and retain members.

Starting in October, Ellen Andrews, 4-H Youth Development Educator, set out to visit each of the 18 4-H clubs in Green County, giving her an opportunity to observe each club in action and provide an educational presentation and activity regarding the *Essential Elements of 4-H Youth Development Program*. As of the end of December, she had completed five club visits and taught 222 youth and adults about these key ingredients for program success. It is Andrews' goal to visit the rest of the 4-H clubs by June of 2015.

#### Building Leadership Skills through 4-H Officer Training

Engaging 4-H members as youth officers in their 4-H club is an important way that 4-H insures that youth are actively involved in group decision making and leadership. Running a business meeting, handling club funds, and writing articles for the newspaper are all important learning opportunities for youth, and it is part of what makes 4-H stand out from other youth organizations. The skills gained by being a 4-H officer are skills that will help youth in school, in finding a job, and in becoming a community leader. But first these skills must be learned!

On December 9, Ellen Andrews co-taught the annual 4-H Officer Training with three adult volunteer leaders and four youth leaders. Sixteen youth, representing 7 of the 18 clubs, attended the training. Participants learned about their individual officer position, as well as what they can do to create a welcoming environment in their 4-H club. As a result of this training, 88% of participants reported they had set goals for themselves, as a 4-H club officer, and 81% planned to work on helping their club get better acquainted with each other.



## Community Partnerships

### Reality Check Program Helps Youth Make Positive Choices for their Future

During Alissa Grenawalt's tenure as the 4-H & Youth Development Agent in Green County, she was heavily involved in the Green County United Prevention Professionals for Youth (aka GUPPY) organization. This is a coalition that works collaboratively with community stakeholders to address prevention education locally in Green County. The organization has utilized the Wisconsin Department of Public Instruction's Youth Risk Behavior Survey (YRBS), a research based evaluation tool, to gather data on the behaviors of Green County youth.

In response to risky behaviors identified through YRBS, Grenawalt partnered with school counselors and other GUPPY members to develop the "Reality Check" program. This is an annual educational program designed to teach high school youth, through a series of challenging scenarios, about the risks and challenges of pressures witnessed in real life. This event involves over 100 community volunteer and 5-6 schools, with over 300 high school youth engaged annually.

On April 10, 2014, GUPPY hosted its sixth *Reality Check* program at the Monroe High School. Grenawalt served as co-chair of this program, along with the Monticello School Guidance Counselor. The program had 350 youth participate in the scenarios and complete a post-program evaluation. The evaluation results showed 69% of the youth participants felt the scenario they experienced could have really happened to them, and 90% of participants felt their participation in this *Reality Check* program will have an effect on their future behavior.

Ellen Andrews, as the new 4-H Youth Development Educator, will continue to partner with GUPPY to offer the Reality Check program, as a way to educate youth in the county about core issues affecting their health and safety. The 2015 program is scheduled for April 9th.

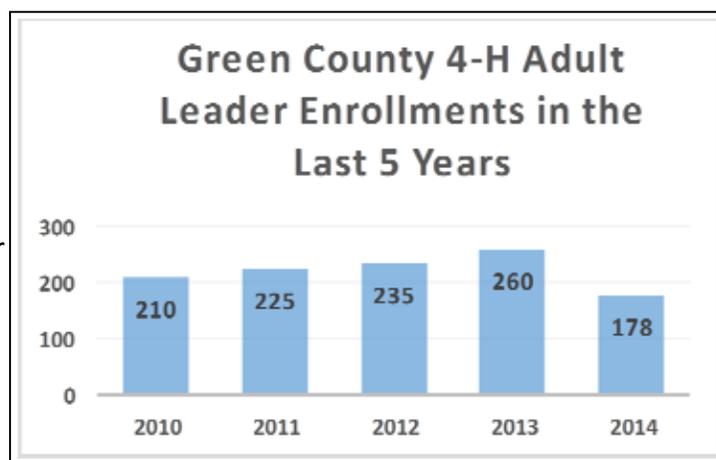
## Volunteer Development

The capacity of 4-H Youth Development programs to reach over 850 youth is greatly increased by the efforts of 178 adult 4-H volunteers, plus many additional community volunteers. The U.S. Bureau of Labor Statistics values volunteer time at \$22.55 per hour. With an average of over 10 hours a month working on behalf of youth in communities across the county, our 4-H volunteers contribute over \$480,000 in value to our county.

### 4-H New Volunteer Orientation

Volunteers, like staff, require adequate training and ongoing support in order to be productive and best serve the program and our youth. For this reason, Wisconsin 4-H requires all new 4-H volunteers complete a combination of face-to-face and online training on the topics of youth protection, educational principles of positive youth development, and one's volunteer role in 4-H. All 4-H volunteers also must undergo a background check every four years and sign a behavior expectation agreement annually. In return, 4-H volunteers receive accident and liability insurance coverage during 4-H programs, and have the opportunity to help youth learn and grow through the 4-H program.

In December, Andrews had her first opportunity, as the new Educator, to facilitate the 4-H New Volunteer Orientation. As a result of the training, 100% of participants (N=6), indicated the training increased their knowledge of the 4-H adult volunteer role and their ability to describe practices that promote positive youth development. Additionally, 83% of participants rated this orientation as "very valuable" for volunteer leaders.



# 2014 UW-Extension Program Summary Report

Bridget Mouchon-Humphrey

UW-Extension Family Living Educator



The Green County UW-Extension Family Living Program brings research and evidence-based programs, assessment and evaluation tools and strategies to bear on local community issues.

- **Child development, parenting, and childcare provider continuing education**
- **Family financial and housing issues**
- **Building support for and capacity of families in the community context**
- **Nutrition, food safety and food preservation (canning/freezing)**
- **Family caregiving and aging outreach**

Mouchon-Humphrey worked on the following 7 of the top 15 issues identified as critical over the next 5 years priority issues from the Green County UWEX 2012 Local Needs Survey (as they were ranked in the survey): 3) Healthcare availability and cost; 4) [Responding to] rising cost of living; 7) Lack of family dynamics, traditions, and parenting skills; 9) Family income stability and income levels; 10) Increasing poverty levels of Green County families; 11) Ability for youth and adults to budget and live within means; 15) Bullying education and a need for civility amongst youth and adults. The 2011 CHIP (Community Health Improvement Process) Needs Assessment also identified Health Care Access, Obesity Prevention, and Mental Health as the top three community health issues. Mouchon-Humphrey works to address these issues:

## **Human Development Across the Lifespan:**

### • **Trainings for Childcare Providers:**

Childcare providers are very important to local economies and to families and children. UW-Extension provides research-based training and continuing education credit hours which they need in order to maintain their certification or licensure. Six 2-hour classes were held in 2014.

### • **Parent Education:**

The work that parents and grandparents do raising children is so incredibly important. It can be tough as technology, changing values and culture, and even the economy impacts our families and communities. Extension is responding with programs like the evidence-based 8-week behavior change program, "*Raising a Thinking Child*". As part of a team locally and statewide, I am expanding and evaluating this program. I have taught it multiple times in Green County. In 2014, I taught 21 parents and caregivers of 4-7 year-olds, with 17 being Colony Brands employees' during their lunch hour. In November 2014, UW-Extension also trained six Green County professionals in an innovative parent education and intervention program called *Strengthening Families Program 10-14*. The program will be offered to at-risk families in early 2015 through the Children Youth and Families Department, and later in 2015, will be offered in a community setting.

## **Family Financial Management and Housing:**

### • **Financial Coaching/Education:**

Financial capability, or basic understanding and ability to budget, manage credit, and save for the future is no longer something we can assume young people have. The Family Living Agent provided one-on-one coaching and education to 23 individuals referred by Family Promise, Human Services, Habitat for Humanity, St. Vincents, and SWCAP Work-n-Wheels low-income car loan program.

### • **Rent Smart**

Beginning in 2013, this program began to be offered on a regular date once a month. In 2014, a total of 17 people completed the Rent Smart curriculum, which aims to educate renters about how to manage expenses, be a good tenant, and prevent eviction. People who attended felt more confident

(rising overall 1.25 points on a scale of 1-5 from before to after the classes) about the knowledge and skills involved in renting, and found the class provided valuable resources. They also receive a certificate to provide proof of completion to current or future landlords. In 2015, it will be integrated into other community programs, and people will be required to attend.

- **Chair of the Green County Council on Housing and Homelessness Prevention**

The Family Living Agent works to help the group plan its overall strategies based upon best practices in similar kinds of communities, and to involve education – both for the wider community, and for the homeless – in these plans. The Poverty Simulation and work with the Green County Leaders have led to outstanding leadership from this group and has helped expand homelessness prevention efforts throughout Green County. The group helped pave the way for and works closely with Family Promise of Green County. Currently we are looking for, and researching ways to improve emergency housing for people who do not fit the Family Promise criteria, as well as housing and other resource options for those leaving Family Promise.

Networking is an important task of this group, to use our limited resources wisely.

- **Affordable Care Act Network Group:**

Together with the Health Department Director, worked to provide accurate, timely information to Green County residents and community professionals. The Family Living Agent helped develop and convenes a network of professionals who provide outreach and education to local individuals and families, as well as provide assistance in applying for insurance through both the Healthcare.gov Marketplace and Badgercare (which changed its coverage). Much of the work in 2014 was helping people to understand how to enroll, and getting people to use the Certified Application Counselors available at Monroe Clinic. A campaign also got word out about potential tax consequences of not having health insurance through schools, media, and tax preparers.

### **Family and Community Mental Health**

- As chair of the Mental Health Committee of the Healthy Communities Coalition, I worked to plan education and build community resources for family members who need mental health support and access to services. Actively working to bring more awareness of mental health to the wider community, as well as actual solutions that will make mental health care more accessible.
- The group is bringing resources to the community such as *Mental Health First Aid*, to help community members and non-mental health professionals (like pastors, teachers, secretaries) learn how to talk to youth and adults who may be experiencing mental health issues and feel confident to intervene or help before things lead to a crisis situation. Two youth sessions have been held in Monroe, one youth session in Brodhead, and one adult session was held in Monroe. 56 Green County residents were trained in 2014!

### **Additional Roles of Family Living Agent**

- Educational advisor for the Green County Association for Home and Community Education (HCE), a local non-profit organization with 92 members.
- Member of Steering Committee for Green County Healthy Communities Coalition along with the Health Department and Monroe Clinic.
- Serves as the food safety, food science, clothing, and textiles advisor for the Green County 4-H Clubs and Green County Fair.
- Takes calls and provides information and referrals to general public about food safety, food preparation, food preservation, and other household and home management issues.
- Provides Food Preservation classes in collaboration with local Master Food Preservers, a very successful class was held in September of 2014.
- Nutrition Education – Lisa Messer has been hired with federal dollars and is working as our new Nutrition Education Coordinator to provide nutrition and food resource management education to low-income families; Family Living Educator provides support and guidance.



# 2014 UW-Extension Program Summary Report

Lisa Messer, RDN, CD, CLE

UW-Extension Nutrition Education Coordinator



In 2013, the UW-Extension of Green County secured 100% federal funding from EFNEP (Expanded Food and Nutrition Education Program). It is administered by the state's Wisconsin Nutrition Education Program (WNEP). Green County is one of only seven counties to have EFNEP funding in Wisconsin, and is the most rural of those participating counties.

A Nutrition Education Coordinator, Lisa Messer, was hired to begin January 1, 2014 to launch the new EFNEP/WNEP program and teach the researched & evidence based curriculum "Eating Smart- Being Active" to middle and lower income families with children. The eight lesson "Eating Smart" series aligns with many of the goals of Green County's coalitions, including getting families active, positive parenting and increasing fruit and vegetable intake.

## The eight lessons of the "Eating Smart-Being Active" series include:

- **Get Moving!**
- **Plan, Shop, \$ave**
- **Fruits and Veggies — Half Your Plate**
- **Make Half Your Grains Whole**
- **Build Strong Bones**
- **Go Lean with Protein**
- **Make a Change (measuring out fat, sugar, salt)**
- **Celebrate! Eat Smart & Be Active**

## Program Accomplishments During 2014

- √ The Nutrition Education Coordinator conducted more than 100 outreach and networking activities to promote the EFNEP "Eating Smart-Being Active" program in all areas of Green County.
- √ Lisa Messer continues to work with public entities such as school districts (and libraries) of Albany, Brodhead, Juda, Monroe, Monticello and New Glarus; the Public Health Department and Human Services. Some private organizations include the Green County Area Food Pantries, Family Promise, St. Vincent de Paul, Literacy Council of Green County, the YMCA, and Monroe Clinic.
- √ (Beginning April 1st) Lisa taught 70+ sessions to Green County parents, including minorities and male participants. This equates to over 80 hours of teaching nutrition in people's homes and a public location.
- √ Maintained an above average participant graduation rate (compared to the national and state averages of 55-75%).

## **Positive Behavior Change Summary in Green County “Eating Smart” Graduates**

Green County “Eating Smart” participants who completed the eight lessons have made positive changes in food resource management, nutrition practices, and food safety behaviors. This is determined by a 14 question survey filled out by the participant upon entry to the program and at the time of exit/graduation.



### **Food Resource Management Practices:**

92% of people made improvement in one or more food resource management practice (planning meals, comparing prices, does not run out of food, and uses a grocery list).

71% showed improvement in two or more practices.

42% showed improvement in three or more practices -(some were doing positive practices at the start).

### **Nutrition Practices:**



100% of participants showed improvement in one or more nutrition practice (plans meals, makes healthy food choices, prepares food without salt, reads nutrition labels or has children eating breakfast within 2 hours of waking).

71% showed improvement in two or more nutrition practices.

54% showed improvement in three or more nutrition practices.



### **Food Safety:**

75% of participants showed improvement in one or more food safety practices (i.e. thawing food and storing food correctly).

### **What are Green County “Eating Smart-Being Active” participants saying?**

“The visuals for each lesson (example bags of flour representing calcium) were interesting and made it easier to understand.”

“I realized I needed to plan meals to eat healthier.”

“We are watching our children’s sugar intake more carefully.”

“We all learned a lot about nutrition.”

“We tried a new grain because of the lessons / our educator. I liked doing the activities.”

“Our family will start sitting at the table again” (instead of on the couch in front of the TV).



# Agencies & Groups the Green County UW-Extension Office Worked With in 2014

The Green County UW-Extension Office assists a wide variety of groups and organizations through educational programming and collaborations. Some of these groups are listed below.

- Albany Sustainable Agriculture Education Center
- Area Childcare Centers & In-Home Providers
- Area Clergy & Churches
- Area Farm Fertilizer & Chemical Dealers
- Area Financial Institutions
- Area Public Libraries
- Area Optimist Groups
- Area School Districts
- Area Vo-Ag Instructors and FFA Chapters
- Barn Quilts of Green County
- Better Brodhead
- Big Brothers/Big Sisters of Green County
- Blackhawk Technical College
- Catholic Charities Rural Life Office
- Chambers of Commerce
- Child Advocacy Center
- Child Care Resource & Referral of S.C. WI., Inc.
- Dairy Herd Improvement Association
- Department of Natural Resources, State & Local
- Family Promise of Green County
- Forward Service Corporation (W2)
- Fowler Dental Clinic
- Future Forward! Green County
- Green County 4-H Adult & Junior Leaders Inc.
- Green County Ag Chest
- Green Co. Aging & Disability Resource Center
- Green Co. Assn for Home & Community Educators
- Green County Area Food Pantries
- Green County Beef Producers
- Green County Birth to Three
- Green County Board of Supervisors
- Green County Cheese Days, Inc.
- Green County Dairy Youth Recognition Auction
- Green County Development Corporation
- Green County Early Head Start
- Green County EMT & Firefighters
- Green County Emergency Management
- Green County Fair Association
- Green County Family Court Commissioner
- Green County Family YMCA
- Green County Farm Bureau
- Green County Master Gardeners Association
- Green County Habitat for Humanity
- Green County Health Department & WIC
- Green County Healthy Communities Coalition
- Green County Holstein Breeders
- Green County Housing & Homeless Prevention
- Green County Human Services
- Green County Landfill
- Green County Leaders
- Green County Law Enforcement Agencies
- Green County Emergency Management
- Green County FFA & 4-H Meat Animal Auction
- Green County Mental Health Workgroup
- Green County Milk Quality Council
- Green County Pork Producers
- Green County Probation & Parole
- Green County Sheep Producers
- Green County Tourism
- Green County Zoning Department
- Green Haven Family Advocates
- GUPPY, Inc.
- Healthy Kids Healthy County
- Kelch Aviation Museum
- Land and Water Conservation Department
- Leadership WI
- Literacy Council of Green County
- Monroe Area Safe Kids/Safe Communities
- Monroe Clinic Hospital
- Monroe Main Street
- Multi-Cultural Council of Green County
- Natural Resources Conservation Service
- Pleasant View
- Southwest WI Small Business Development Center
- Southwest WI Community Action Program
- Southern WI Ag Group
- Southwest Badger Resource Conservation & Dev
- Southwestern WI Regional Planning Commission
- Town, Village and City Elected Officials & Staff
- St Vincent De Paul
- United Way of Green County, Inc.
- University of IA Extension
- University of IL Extension
- USDA Farm Services Agency
- UW State Specialists (including CLUE & SHWEC)
- UW-Madison Short Course
- WI Association of County Extension Committees
- WI Cattlemen's Association
- WI Center for Agriculture Safety and Health
- WI Department of Ag, Trade and Consumer Protection
- WI Humanities Council
- WI Assembly Rural Affairs Committee
- WI Towns Association
- World Dairy Expo
- Youth and Adult 4-H Volunteers and Members