



Extension

UNIVERSITY OF WISCONSIN-MADISON
WASHINGTON COUNTY



Annual Report

2019

Presented July 2020

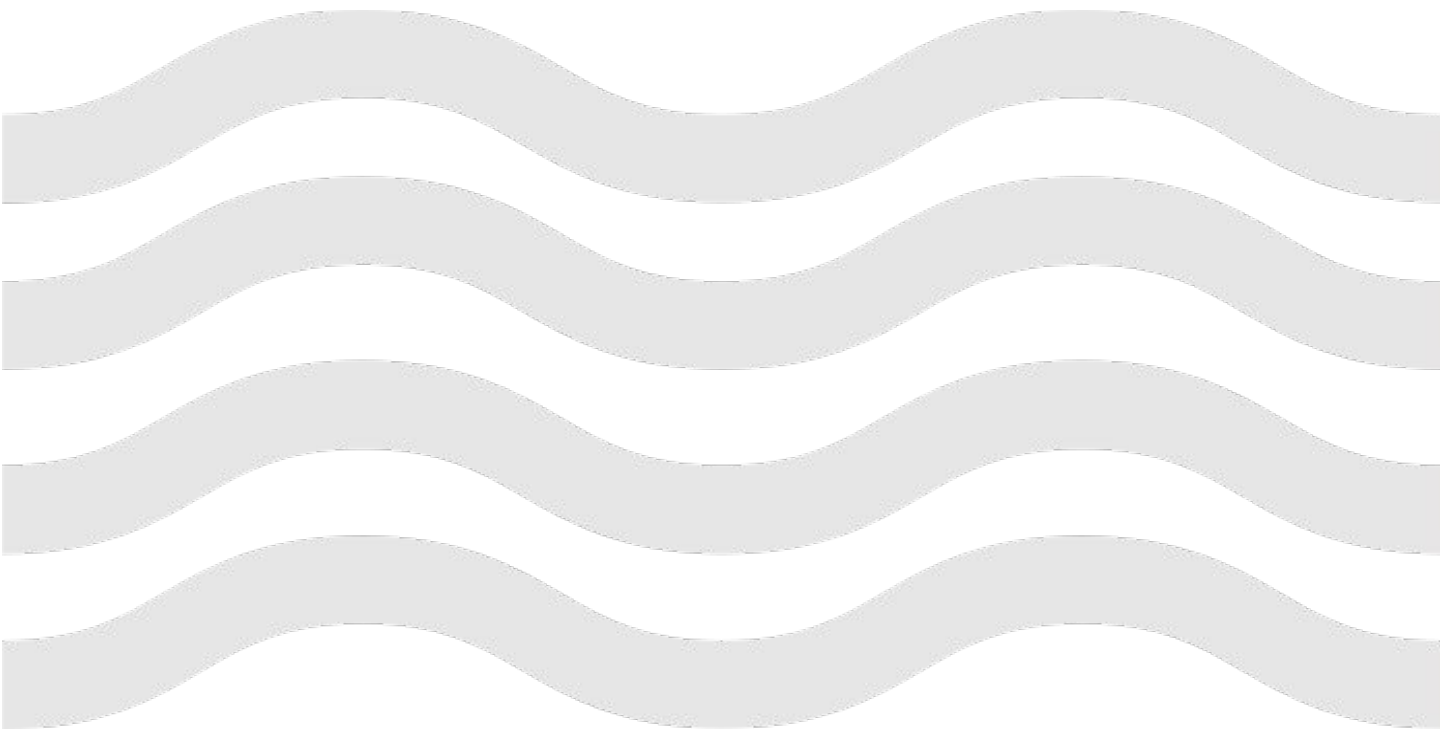


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University of Wisconsin-Madison Extension Washington County

333 East Washington St. | West Bend, WI 53059
262-335-4477 | washington.extension.wisc.edu

EXTENSION:

CHANGING LIVES & COMMUNITIES

For a century, Extension has come to represent the Wisconsin Idea – expanding university knowledge to every person in the state. As a Division of the University of Wisconsin-Madison, Extension expands the University's outreach. Extension epitomizes the Wisconsin Idea, delivering programming across the state to create solutions. Extension also partners with business and government leaders, community groups, and agriculture, natural resources, and youth and family development professionals to collaborate on research opportunities.

Extension works alongside the people of Wisconsin to deliver practical educational programs—on the farm, in schools and throughout urban and rural communities.

The **Extension Washington County** 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 these core program areas:

Agriculture	Community Development	4-H Youth Development
Human Development & Relationships	Nutrition Education (FoodWise/SNAP-Ed)	Positive Youth Development

We listen to citizen input to design local educational programs and include delivery to diverse audiences. Here is a list of the ways we impact Washington County:

- **Improving the Quality of Life for Residents**

Extension conducted 220 educational programs, making over 6,200 educational contacts to residents of Washington County.

- **Educating and Empowering Citizen Volunteers**

Extension partnered with over 1,200 youth and adult volunteers who donated approximately 35,659 hours to Washington County in 2019. At \$13.00 per hour, the dollar value of the donated time amounts to approximately \$463,567.

- **Responding to Community Need**

Using unbiased research and education, Extension Educators worked with over 185 partners during the past year.

- Addressed community needs through strategic partnerships
- Reached diverse audiences through outreach efforts
- Extended nutrition education for underserved families
- Strengthened organizations through strategic planning
- Improved financial literacy and building community strengths
- Expanded access to the resources of the University of Wisconsin

Our Team's Impact

185+ Partners

220 Programs

6,200+ Contacts

1,200+ Volunteers

35,659 Hours

\$463,567 Value



Agriculture

Stephanie Plaster is the Washington and Ozaukee County Extension Agriculture Educator. She covers dairy, livestock, and farm business education. Accomplishments in this report include the work of the Agriculture Educator, the work of volunteers throughout the year and programs delivered through the Tri-County Agriculture partnership with Sheboygan and Ozaukee Counties.

Agriculture Education

Consultations, farm management team meetings, and farm visits occurred with farmers on business feasibility, marketing, lease development, crop agreements, farm exits, and farm transition and succession issues.

Additionally, educational workshops were held on topics ranging from manure management, managing feed challenges, dairy risk management, exit planning, communicating with farmers under stress, supporting farmers during challenging times, business management for women in farming, beef feeder cattle production, youth tractor and machinery safety, QPR suicide awareness training, and dairy production.

Youth Livestock Education

Programs were facilitated and coordinated, which resulted in several organizations and 70+ volunteers educating 153 youth on their dairy, beef, sheep, and swine projects involving roughly 350 project animals.

Master Gardeners

In 2019, 43 Washington County Master Gardeners Volunteers reported 2,674 hours of volunteer time. Volunteers reported reaching 7,285 individuals across their projects, and reported 57 hours working with audiences with disabilities, 508 hours working with seniors/elders, and 157 hours working with youth. The volunteers also reported 769 hours of continuing education to improve their horticultural knowledge. Volunteers donated 641 pounds of produce to the West Bend and Germantown senior centers from their project sites.

Tri-County Agriculture Programs

Through the partnership with Sheboygan and Ozaukee Counties, the following programs were offered and

attended by Washington County participants: Agronomy Day, Landscape and Grounds Maintenance Short Course, Forage and Feeding Update, on-farm cover crop workshops, and soil health workshops.

Pesticide Applicator Training was also provided in Washington County for applicators who to use restricted-use pesticides in Wisconsin.

"Thank you for the outstanding presentation! You delivered a ton of quality content in our time frame and drove points home with very relevant games and activities. Your subject matter really hit home as something our team can incorporate and use with our customers."

~Anthony R.



Agribusiness professionals participate in an activity during a presentation on communicating with farmers in a time of change which Stephanie co-developed.



Steph Plaster, Educator
stephanie.plaster@wisc.edu



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Community Development

Organizational Development

This past year, Paul provided community organizational development resources to:

- Allenton Area Advancement Association
- Citizen Advocates
- City of West Bend Housing Authority
- FRIENDS, Inc.
- Germantown Chamber of Commerce
- Heroin Task Force
- United Way Vision Council
- Washington County Board Structure Advisory Committee
- Wisconsin 9/11 Memorial (Kewaskum Remembers)

"Paul's work exceeded expectations. Our organization is determining next steps based on Paul's final report."

~local nonprofit board member

As a result of Paul's facilitation, 100% agreed that their organization had been strengthened, that their organization has been more strategic in fulfilling their mission, and that their organization had an increased capacity to address community issues and opportunities.

Community Development

Hosted and sponsored by the West Bend Community Foundation (WBCF) and the Greater Milwaukee Foundation, On the Table: Washington County is an opportunity for participants to come together for conversation regarding important issues facing their communities. For this event, Paul helped identify topic themes to discuss, trained table facilitators, compiled event notes, evaluated the event, and developed a report summarizing key concepts from the participant table conversations. Approximately 100 community members participated and 37 responded to an evaluation survey after the event. 100% of participants agreed that the event allowed them the opportunity to share their greatest concern regarding the issue discussed at their table and 81% agreed that the conversation identified new ideas that can be put into action regarding the issue discussed. Additionally, 65% rated the event as excellent and 35% rated it as good.



Real Colors session with staff from local area nonprofits.

Staff Development

Since 2014, Paul and Carol Bralich have co-facilitated Real Colors workshops in response to organizations and local governments expressing a need for staff development in effective communication and team building. In 2019, a total of 11 workshops were conducted with 287 participants. As a result of attending the workshops, participants increased their ability to:

- recognize their strengths (96%)
- recognize the strengths of others (96%)
- build rapport quickly with others (91%)
- understand how others process information (95%)
- modify their communication to connect with others (89%)

Paul and Carol's facilitation of the sessions was rated good or excellent by 98% of the participants.



Paul Roback, Educator
paul.robback@wisc.edu



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Human Development & Relationships

Increase Financial Capability

Washington County organizations continue to identify financial security as a significant challenge for families they serve. To address these issues, programs were implemented with the following audiences:

- Provided 131 Head Start families a series of 8 monthly financial newsletters, financial resources for family advocates to use with families and facilitated a Financial Well Being workshop.
- Provided a Building Financial Capability training for 12 social workers, family advocates and home visitors.

"I plan to use the budget worksheet with families to help budget and better see where money is being spent."

~Building Financial Capability Training participant

Building the Capacity of Child Care Professionals

HDR collaborated with the early childhood community network. Registry approved programs were coordinated to provide learning opportunities for child care professionals. In March, over 60 participants engaged in topics that included promoting positive relationships with parents, teaching problem solving with preschoolers, making transitions more meaningful and peer coaching strategies.

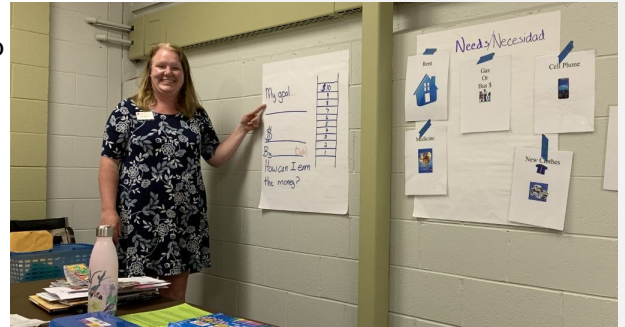


Image Caption: Carol at the Money & Kids Program for parents at Casa Guadalupe Education Center, July 2019

Parenting Relationships

- Facilitated "Build Your Family's Media Plan" Parent Chat at Kennedy Middle School with over 25 parents. The Parent Chat provided a positive and proactive approach to engage their teens in a discussion about technology and monitor teens' technology usage by creating a plan. Fourteen of the participants (85%) expressed feeling more or somewhat comfortable talking with their teen about difficult topics.
- Coordinated Extension's eParenting® High-Tech Kids weekly parent blog posts with school counselors in West Bend and Germantown, which provides ideas for using digital media to stay close to your child and strengthen family relationships. Over 2,500 parents received weekly articles in their electronic newsletters. Over 900 Kennedy Middle School parents in Germantown received eParenting® High-Tech Kids during the Fall semester.
- Facilitated a series of Triple P (Positive Parenting Program) seminars in West Bend and Hartford with over 30 participants.

Financial Awareness Outreach

In collaboration with financial community partners, Money Smart Week financial education events included "Kids Read" library story time for 160 young children and resources for parents.

The fourth annual Women's Financial Conference engaged 47 participants, who selected break-out sessions to meet their financial needs.



Carol Bralich, Educator
carol.bralich@wisc.edu



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Nutrition Education

(FoodWise/SNAP-Ed)

Coalition Promotes Health Benefits of Produce, Ups Its Intake

The Well Washington County coalition (WWC) was formed to reduce the burden of chronic disease; it develops and implements the Harvest of the Month (HOTM) initiative. 32 Community Partners from a variety of settings employ HOTM--the featured produce item is added to menus, is discounted in price, &/or is showcased in health education/promotion.

My favorite part of the Farmers Market was: "You can compare prices and the samples."

~Client of Casa Guadalupe Education Center participating in FoodWise Tour

FoodWise (FW) efforts:

- Recruited Meijer as HOTM partner (notable--West Bend was the chain's first WI store to participate in a health initiative).
- Designed, managed, and piloted an online, Impact Tracking Sheet with Food Service Directors in 6 school districts.
- Coordinated construction of yearly produce schedules.

FW also promoted HOTM via newsletters, handouts, & tastings to clients of its 17 partners. Examples: FW led a tour of an area farmers market (remarkable--the agency's Hispanic clientele had not visited one in the U.S.). And, a FW lesson featured produce at Casa Guadalupe Education Center's after-school program; 87% of youth tasted the HOTM recipe; 80% took bilingual mini-posters & planned to make the recipe with their families.

Knowledge, Skills and Confidence Built in TTI Trainees

A 4-session series was completed with Pre-Vocational Trainees of The Threshold Inc. Surveys were conducted prior to the series, following, & 2 months later.

All 5 participants responded to the survey question, "Most days (usually), how many times a day do you eat vegetables, not counting French Fries?" Survey data revealed that Renee's efforts made a positive impact in the learners' consumption of vegetables during the series, and the increased intake was sustained 2 months afterward.



Clients of Casa Guadalupe Education Center gather at a Hartford Farmers Market, and participate in a bilingual FoodWise program on produce



Renee Vertin, Coordinator
renee.vertin@wisc.edu



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County-wide Impact

By increasing the variety and amount of produce consumed, WWC and FW help to reduce the rate of overweight/obesity within the county; reduce the risk of cancer and cardiovascular diseases; & enhance eye vision at night.



Positive Youth Development

Getting Started

As a first year Extension employee, and with Positive Youth Development (PYD) also being a new position for Washington County, Ron's ongoing efforts to learn, understand and engage youth serving agencies in Washington Co. led to conducting over 30 key stakeholder interviews with various schools and organizations. Ron attending coalitions and networking groups, i.e. Washington Co. Heroin Task Force's Prevention Committee, also creates PYD relationships. Interviews included Elevate Inc., Boys/Girls Club, Hartford School EL program staff, NAMI, Kennedy Middle School and Safe & Healthy Schools of Wisc.

"Germantown Youth Futures values the expertise and workshops that Ron and Carol bring to our youth, Board of Directors, parents, and the community as a leading resource in positive youth development!"

~Mikaela Becker, MPH, PS, Youth Futures Board

Relationship Building

Efforts in building relationships is a 'cast wide, dig deep' approach for Ron to open doors to deliver services. For example, Ron began attending the Germantown Youth Futures meetings as way of introducing the community to the PYD position. This led to meeting Germantown's Middle School Wellness Committee. Through this relationship building he is now booked to present to all 900 middle school youth about drug prevention

Another example is the "Interviewing Skills" workshop. Historically for 4-H youth, registration was opened to all youth in the county (i.e. Boys and Girls Club, Big Bros/Sis, Casa Guadalupe). Afterwards a meeting with Casa's education team determined the workshop could fit into their Fall 2020 cycle of *Dream to Succeed* program, which helps Latino youth and families in the county.

Collaboration

Ron has also gives support the Extension 4-H Coordinator with workshops at Leader's Training, Expanding Access meeting, and has assisted 4-H leaders with one-to-one requests for resources and activities to enhance their 4-H club experience.

The PYD position is shared between Wash. Co. and Fond du Lac County.



Participants of Youth Future's Leadership workshop led by Ron Jakubisin Aug. '19



Ron Jakubisin, Educator
ron.jakubisin@wisc.edu



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4-H Youth Development

What is 4-H Youth Development?

4-H is a research-based experience that empowers youth to lead, with the essential elements of belonging, mastery, independence, and generosity embedded throughout the program. 4-H offers youth an opportunity to develop positive relationships with caring adults and to “learn by doing” through hands-on projects in areas like health, science, agriculture, and civic engagement. In the supportive environment of 4-H, youth are encouraged to take on meaningful leadership roles, and positively influence their community.

“In basketry I had an opportunity to strengthen my skills of patience and communication as I worked with people both new to basketry and people who have been doing it for years.”

~Kartina W., 4-H member

Our Impact

Washington County 4-H is coordinated by Amy Mangan-Fischer, 4-H Program Educator. Mangan-Fischer supports and manages over 250 adult volunteers.

- This year she led 68 adults in the Volunteer in Preparation training, an interactive training required of all UW-Madison volunteers, and provided the “All Together, Not All the Same” training to 57 volunteers, which focuses on diversity and inclusion.
- In turn, Washington County 4-H volunteers guide, educate, and support over 750 youth members. Under the guidance of these volunteers, youth develop leadership skills and connect with the Washington County community, giving back hundreds of service hours annually.
- Washington County 4-H intentionally cultivates partnerships with area organizations in order to expand 4-H programming opportunities. In the summer of 2019, we provided programming to Casa Guadalupe, Slinger and Kewaskum Public Libraries, and the Germantown, West Bend, and Hartford Park and Recreation Departments through our Summer Outreach Coordinator.

Our Goal

Washington County 4-H continually strives to expand 4-H programming to underserved youth and families. Our goal is to provide all Washington County families the option to participate in 4-H at whatever level they are able, and support all youth where they're at today. “4-H provided me a safe place to be myself, interact with others, and learn ways to deal with the challenges I face.” --Caleb D.



Bridget Dean, 4-H youth leader, teaches a group at Art Discovery Day.



Amy Mangan-Fischer, Educator
amy.manganfischer@wisc.edu



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Connect with Us!!

Extension Washington County

333 East Washington Street, Ste. 1200

West Bend, WI 53095

Phone: 262-335-4477 **Relay:** 711

washington.extension.wisc.edu



@uwxwashco



Cindy Sarkady, Area Director
cindy.sarkady@wisc.edu



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