



**Extension**

UNIVERSITY OF WISCONSIN-MADISON  
EAU CLAIRE COUNTY



# ANNUAL REPORT 2021



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**University of Wisconsin-Madison Extension Eau Claire County**

227 1st Street West|Altoona, WI 54720

715-839-4712 | [Extension Eau Claire County – University of Wisconsin-Madison](#)

# UW-MADISON EXTENSION

CONNECTING COMMUNITIES *with* THE UNIVERSITY OF WISCONSIN

As a statewide engagement arm of UW–Madison, the Division of Extension embodies the Wisconsin Idea to extend university knowledge to every corner of the state. That mission started in 1912 with Extension’s first agent making farm visits and continues today along with community and business development, youth engagement, and well-being programming. Our statewide network of educators and specialists with the UW–Madison College of Agricultural & Life Sciences and on UW campuses across Wisconsin is responding every day to emerging and longstanding hurdles residents are overcoming to compete and prosper. We’ve identified key opportunities to leverage local resources and leading research to affect change and improve lives through:

## **Supporting Wisconsin’s Agriculture Industry >>**

We use applied research from UW-Madison’s College of Agricultural and Life Sciences in addition to other Campuses along with educational outreach to support an economically viable agricultural industry that produces safe food in an environmentally responsible manner.

## **Fostering Leadership and Civic Engagement >>**

We work with communities across the state to support individuals, groups, and organizations to enhance quality of life and improve overall well-being, leading to stronger communities today and for generations to come.

## **Creating Positive, Healthy Change >>**

We catalyze positive change in Wisconsin families through evidence-based programs focused on nutrition, food security, food safety, chronic disease prevention, mental health, and substance misuse.

## **Empowering Families and Communities >>**

We support families in caring for each other in ways that promote growth and understanding, enhance aging-friendly communities, coach effective parents, and help families put technology, mindfulness, and financial awareness to use.

## **Enhancing Resilient Natural Resource Systems >>**

We help individuals and communities make informed decisions that support the state’s rich land, water, and mineral resources. We’re working to ensure that our resources remain at the heart of our communities, economies, and state identity.

## **Furthering Positive Youth Development >>**

We prepare the youth of today to become effective, empathetic leaders of tomorrow. From teens

# Area Extension Director

Our Extension team worked in partnership with the county and our community to respond to Eau Claire County's needs, through virtual and in-person education, both responding to emerging needs with the pandemic and continuing traditional programming - a source of "normal"- and continuing our operations as smoothly as possible.

Pandemic or not, Extension's purpose is to teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities. I think you'll see the meaningful and transformative work for lives and communities here in Eau Claire, in Agriculture, Horticulture, Health and Well-Being, Human Development and Relationships, Positive Youth Development, and Community Development. One day in particular stood out for me, a meeting we held in September with our staff from three counties and the Extension oversight committees from Chippewa, Dunn, and Eau Claire Counties. Our team of educators shared out on these key themes:

- *Teaching and Capacity Building at Farm Technology Days*
- *Growing Food Security: Local Farmers Market Match Program*
- *Supporting Thriving, Just, and Resilient Place-Based Food Systems.*

Extension's educational capacity is multiplied through the power of volunteers, who give thousands of hours of education to the county.

Beyond our local Extension programming, we have been able to partner with professional development offered at no additional cost to the county, such as Civility and Diversity in Local Government. Out of 65 participants statewide, we had 55 from Chippewa, Dunn, & Eau Claire Counties.

Last and not least, we could not be successful in Eau Claire County without the valued support from the county, community partnerships, and most importantly, the people who live here.

Grateful to be interconnected with our community and the power of education, *Catherine Emmanuelle*



**Catherine Emmanuelle**

Area 6 Extension Director

[catherine.emmanuelle@wisc.edu](mailto:catherine.emmanuelle@wisc.edu)



# Agriculture

The Planning for Emergency Livestock Transport Response (PELT-R) curriculum in Canvas launched in the fall of 2021. This launch was a collaboration between 4 educators across the dairy and livestock program areas: Bill Halfman in Monroe County, Heather Schlessler in Marathon County, Sandy Stuttgen in Taylor County, and Lyssa Seefeldt, here in Eau Claire. Our first pilot group in 2021 consisted of seven participants who worked through the online course content that was developed over the past two years and a half-day, in-person training. Participants were able to explore the interior workings of a double-decker commercial livestock trailer. The course audience was potential emergency responders to livestock incidents on highways/roads that include, but are not limited to fire, police, EMS, etc. Through the course, participants:

- increased emergency response personnel and planning committees' knowledge for responding to livestock trailer accidents involving cattle, swine, small ruminants, and other livestock being transported on Wisconsin roads.
- developed their local response plan for roadside livestock transport incidents.
- will use and update their plan when responding to roadside livestock transport incidents.

The PELT-R post-training self-reported evaluation results indicate a positive 1.47-point average change in the participants' understanding of the topics discussed (2.63 points on average before participating in the training/4.10 points on average after). This was determined using a 5-point Likert scale, ranking excellent at 5 points, poor at 1 point. The highest average change (2.5 points, 1.67 before/4.17 after) occurred in their increased knowledge about how the design of livestock trailers may impact livestock extrication from a wrecked trailer.

- 64% Farmers and landowners demonstrate improved management skills
- 71% Farming operations show improved levels of livestock productivity
- 489 Number of county residents receiving research-based information to improve their farm management skills



# Agriculture

Take home messages from the participants include 'the implications there are with this type of accident versus general motor vehicle accidents'; 'the type of precautions that are necessary in handling livestock for the safety of the animals and the public as well as responders'; and 'I did not realize how complicated trailers were inside in order to cut and extricate animals.' Written comments about the training include, 'Good job, hands on were great'; 'Excellent class, instructors were extremely knowledgeable' and 'I will recommend this course to first responders in my region'.

Extension educators from four Agriculture Institute program areas, in addition to the Master Gardener program, collaborated on educational stations for the 2021 Wisconsin Farm Technology Days. The goal of this effort was to increase producer's knowledge of Crops and Soils, Dairy and Livestock, Master Gardener, and Farm Management program educational initiatives. Examples include cover crop demonstration plots, mitigating dairy cattle heat stress, beef x dairy cross calf care, farm statistics, how much meat to expect from a hog, lamb, and steer, alternative forage crops, weed identification, and more. Program educators staffed each station, along with Master Gardener Volunteers, to answer questions. Extension educator relationships were leveraged to partner with a dairy goat producer to present milking demonstrations, with the goats displayed in an Extension pasture seeding mix demonstration plot. New program area topic hubs were promoted using QR codes and handouts with new website addresses. An estimated 50,000 people attended the three-day event.

## The 2021 Farm Technology Days

FTD was a great platform for officially launching the dairy heat stress fact sheet series. The goals for farmers with the factsheet series included:

- Increased understanding of the impact of heat stress on milk production and animal well-being.
- Increased understanding of specific opportunities to employ strategies for heat abatement.
- Increased adoption of heat abatement strategies.





# Agriculture

## **Beef Quality Assurance**

Beef Quality Assurance (BQA) was offered in-person in December of 2021. BQA provides a research-based educational platform that demonstrates commitment to food safety and quality while safeguarding the public image of the beef industry and upholding consumer confidence in beef products. In addition to this goal, farmers that sell through commercial livestock market channels need to complete this training to retain their market access. Without this training, the farmer access to commercial markets is extremely limited due to discounts/penalties and lack of buyers. Farmers learned about farm-level safe food production practices to decrease animal and carcass bruising, injection site lesions, antibiotic/chemical residues, and biosecurity threats. This information combined with refreshers of best management practices improves the value for marketed beef cattle and enhances herd profitability through better management. Participants responded that by attending a BQA event, they have saved anywhere from \$1/animal to above \$20/animal. For an average Wisconsin beef cow herd of 28 animals, this savings could range from \$28 to \$560+ in a year for a breeding herd.

The long-term outcome goal for all programs is to have all dairy or livestock farmers that attend programs or receive information from Extension will increase profitability and viability through applying research-based practices on their farms.

## **Opportunities for the Future in 2022**

As we transition back to a “new normal” there will be opportunities to continue to provide digital education for farmers and the need to provide access to in-person meetings. In-person meetings are highly valued by farmers, both for the “side conversations” during presentations as well as the social aspect that many have been craving during the pandemic. We in Extension are now better positioned to provide digital opportunities to access research-based information and continue to enhance our methods of delivery to be accessible to our audiences, whether that means YouTube videos, podcasts, webinars / zooms, or other digital means. Many of the “best practices” for teaching digitally actually apply to teaching in-person as well, so educators continue to be developing better practices for anything that they teach.

This year, upon review of the DATCP licensed milk producers, it was determined that about 1/3 of those in Eau Claire county are goat milk producers. There may be opportunities to provide goat education to farmers in the greater Chippewa Valley area that would be well-received/attended in addition to the traditional dairy cow programming.



# Horticulture

## Master Gardener Mentorship Program

We piloted a mentorship program in 2021. The primary goals of the mentorship were to help acclimate new volunteers to the local Master Gardener Programs and get them connected to local master gardener events and activities. 86% of mentees that responded to a Qualtrics survey indicated that the mentorship had helped them become familiar with their local Master Gardener Program. The same percentage also stated that the mentorship helped facilitate their involvement in volunteer service. 100% of the mentees stated that they felt the program was a positive experience and should be continued. In general, mentees described the program as successful as it provided hands on learning opportunities, support to get started, connections with other master gardeners and opportunity to learn from an experienced gardener. The results were very positive and supported our program objectives. Helping to acclimate new volunteers and get them quickly involved with local activities has been shown to help with volunteer retention.

Served on Foundations in Horticulture Steering Committee. Foundation in Horticulture is a self-paced, online course that teaches research-based methods to grow plants and manage pests. In 2021, the course was piloted in several counties including Eau Claire. Part of my work with this committee included serving as a lab instructor and coordinating the newly added Q & A sessions that involved 13 Extension specialists and covered soils, insects, plant disease, wildlife, weeds, houseplants/container growing, fruit, vegetables and lawns.



Programs - 74 (please note - doesn't include all the state-wide Extension horticulture webinars that were available to the public in 2021 advertised via UW Madison Division of Extension Horticulture website & Facebook page and event calendar as well as the local Horticulture Educator newsletter and the Area 6 County Extension websites or Facebook pages)

Horticulture inquiries/diagnostic services:

- Ask a Master Gardener at the Farmers' Market 147
- Horticulture contacts noted by Horticulture Educator that came from Eau Claire County Extension office and from Farm Technology Days and while at community garden or during programs - 165

Number of Master Gardener volunteer service hours provided to community to expand Extension programming.

1204 Master Gardener Volunteers



# Horticulture

Began serving on a State Horticulture Committee to develop a new educational opportunity for the 2022 growing season. The committee developed a mini webinar series of 30-minute presentations that focus on a single topic. Two goals of the statewide webinar series are:

- a. to increase statewide access to Extension horticulture programming that attracts new audiences not typically attracted with longer programs
- b. that these new audiences will gain awareness and adoption of horticultural practices that address identified environmental issues in Wisconsin (pollinator decline, climate change and environmental contamination and pollution).

As a county-based educator, I answer horticulture inquiries from Area 6 following an IPM approach, which emphasizes general plant health and reducing chemical applications. This approach supports the environment through proper plant selection reducing invasive plant species while providing habitat for native pollinators and promoting lawn and yard and garden maintenance techniques that reduce the potential for pesticides and fertilizers ending up in bodies of water (environmental contamination). In 2021, I had over 300 horticulture inquiry contacts area wide that included inquiries coming to the Extension offices, in-person at Farm Technology Days and while at community gardens or during programs.

Wisconsin is facing many environmental challenges such as pollinator decline, climate change and environmental pollution due to overuse of horticulture chemicals in urban and suburban environments. Proper plant selection can reduce invasive plant species and provide habitat for native pollinators. Proper pest management techniques can lead to less fertilizer and pesticide use leading to reduced likelihood for environmental pollution. Horticultural best practices can play an important role in helping solve these challenges at both a local and sitewide level.

As a county-based educator in Chippewa, Dunn and Eau Claire counties with UW-Madison, Division of Extension, Horticulture Program, I am well-positioned to support the use of environmentally-sound horticultural practices by educating the public directly and through local volunteers in the Master Gardener Program and the statewide Foundations in Horticulture online course. Through education and outreach, we connect residents to a wide range of university-based resources and diagnostic services such as soil testing, general plant disease diagnostics, general insect identification and turfgrass diagnostics. Horticulture programming can also have a positive impact on food security and personal and community well-being



# Horticulture

An online webinar series for participants in the Foundations in Horticulture course where participants interact with UW-Madison and Extension staff and specialists to learn fundamental knowledge of Wisconsin horticulture with an emphasis in Integrated Pest Management to increase decision-making and problem-solving skills, improve the productivity and health of gardens and landscapes and implement gardening practices that have a positive impact on the environment.

Five sections of an online Lab component for the 2021 Foundation in Horticulture (FIH) course participants were held where participants applied what they learned from the FIH course through interactive activities. This effort is designed to encourage best horticultural practices in Wisconsin for better environmental outcomes.

Planning for a statewide webinar series consisting of multiple online webinars for consumer horticulture audiences where participants will learn about various horticultural topics. The goal of this effort is to increase knowledge, awareness and adoption of horticultural practices addressing identified environmental issues in Wisconsin (pollinator decline, climate change and environmental contamination and pollution).

A guided nature hike for the public where participants learned how to identify native trees and invasive species to increase their knowledge and aid them in making better decisions about managing their own landscapes.

## Testimonial

The nature walks by Louise, EC Master Gardener –

“What a wonderful way to spend a Saturday morning! With Sue Crisp lending her expertise,

we were led on a tree-identifying adventure at

Irvine Park, along with some invasive

species ID sneaking in for good measure.

I have looked at pictures of trees and invasives,

but for some reason, it all came to life by

comparing it to the book’s picture and then

seeing it for real!. I would do this again.”





# Community Development

*Community Food Systems*, as the focus area, integrate culturally responsive food production, processing, distribution, consumption, and disposal to enhance the environmental, economic, social, and nutritional health of a particular place. As such, community food systems offer an alternative vision to the dominant food system by shortening the length and increasing the transparency of food supply chains while emphasizing links between food, place, and culture as well as values such as social justice, sustainability, and resilience.

## *Highlights*

- “Exploring Capacity to Serve HMoob Farmers” is an Extension statewide effort to support HMoob (Hmong) farmers. Wisconsin is home to a significant portion of the HMoob American population and the HMoob language is the 3rd most commonly spoken language in the state. HMoob farmers are critical to Wisconsin farmers markets and community food security since their arrival in the late 1970’s. Yet, knowledge of HMoob farmer needs is limited, as is their knowledge of Extension resources and programs. Efforts have included group discussions and interviews with HMoob farmers with partner organizations serving HMoob communities, where Extension can improve the knowledge of Hmoob farmer support needs and ways to work with HMoob farmers, strengthened relationships with the HMoob community, and improve access of Extension programs for HMoob farmers.
- The Nonprofit Peer Learning Program is a virtual pilot training and networking educational program that prioritizes peer learning for both new and established nonprofit organizations. Participants share and learn about nonprofit fundraising, sustainability, and program evaluation. The purpose of the program is to increase organizational capacity to address community needs. The program was piloted in Pierce and Dane Counties with future possibilities in other counties as the program and its curriculum is further developed.

Our new Community Development Educator starting in August 2021. Here are a few trainings and programs:

Provide local support for graduates of the Entrepreneur In Training (EIT) Program

Food Entrepreneurship Ecosystem Development (FEED) Project Virtual Winter 2022 Workshop Series

“Civil Leadership for Vibrant Communities” program designed to build civil civic leadership skills and community leadership networks across Wisconsin.



# Community Development

•Elevando Wisconsin is a statewide virtual educational leadership program designed to elevate the Latinx communities with leadership skills and build a network of leaders across Wisconsin around culturally relevant topics. The program provides simultaneous English and Spanish interpretation.

## Testimonials

- “The biggest lesson I think for me was focusing on my strengths and exploring them further in order to help better others. I’ve seen firsthand why it is important to bring people with different strengths and abilities together and I hope to continue doing this in my leadership work and working with the communities I serve.”*
- “I plan on sharing what I learned with others in my circle both professionally and personally. I love to learn but also share what I learn.”*
- Well-experienced interpreters have shared that the program is unique and powerful. Specifically, the interpreters have lots of experience interpreting for English speakers to present to Spanish speaking audiences and for the audience to just listen and learn. These sessions throughout the program are very interactive, engaging, and recognize the knowledge, skills, and strengths, that both speakers and participants bring to the learning and networking opportunity.

## Opportunities for the Future in 2022

•A Specialty Crop Block Grant submitted by Chippewa Valley Produce LLC was approved by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) to support in building capacity of underserved specialty crop growers in Western Wisconsin. The grant will support the development of workshops and tours covering farm business management, best agricultural practices, and farm financial resources. Local organizations have also been identified as supporting and partner agencies such as the Black and Brown Womyn Power Coalition, Eau Claire Area Hmong Mutual Assistance Association, and DATCP.

The HMong Economic Development Summit is currently being planned for the fall in the City of Eau Claire to highlight, share, learn, and network between HMoob (Hmong) owned businesses. The summit will be a 3-day event with the first 2 being a conference, coinciding with an outdoor community event showcasing minority owned food businesses such as food trucks and crafts, and cultural entertainment with an emphasis on local entrepreneurs. The event provides an opportunity for other HMoob owned businesses and entrepreneurs to interact on a platform designed specific for them to succeed, share, and network, with a farther-reaching goal of creating thriving BIPOC owned businesses.



# Extension

UNIVERSITY OF WISCONSIN-MADISON  
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## Healthy Choices, Healthy Lives

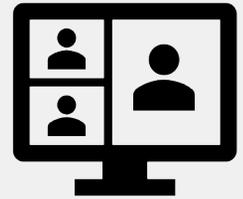


FoodWise is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). We advance healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents with limited incomes through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

### The Challenge

In response to the ongoing challenges in reaching SNAP-Ed audiences with direct education during the pandemic, FoodWise increased the delivery of indirect education. This included an expanded social media and website presence, local online and print resources, electronic materials and handouts, and pre-recorded videos; all with the overall goal to continue to reach audiences with helpful nutrition information and resources empowering participants to live healthier lives.

**Eau Claire County** continued to deliver nutrition education **reaching 324 participants** including the use of electronic class materials and newsletters; hard copy handouts to students, parents, and participants; videos, social media, and nutrition educational reinforcement items.



### Community IMPACTS



- Helped 268 youth at early learning sites, 5 elementary schools, and Boys & Girls Club to understand importance of healthy eating and trying foods via virtual and in-person lessons. Parents/guardians received multiple print resources and electronic newsletters about our lessons and included nutritional information.
- Provided leadership with Statewide Virtual Strong Bodies strength training program . Expanded our participation from Eau Claire County.
- Foodwise collaborated with multiple community coalitions and agencies to create and implement the Summer Activity Passport in the Chippewa Valley. This program supported chronic disease prevention and encouraged families to stay active locally.
- Provided adult learning at Affinity House, Workforce Resource, and Augusta Elementary school parents. We were able to provide Walmart gift card incentives as part of a national Cooking Matters program. Participants were able to then purchase recipe items.

### 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 5 elementary schools, 2 early learning centers, Workforce Resource, Boys and Girls Club, and Affinity House, to help make the healthy choice the easy choice in our communities.

## Growing Healthy Kids at the North River Fronts Park Kids Garden

For over 20 years, FoodWise has been helping youth to appreciate fresh grown produce in community gardens. In 2021, 75 Boys and Girls Club youth took turns walking to the garden Monday-Thursday mornings for 6 weeks to learn about growing plants along with experiencing new tastes. They also learned which part of the plant the vegetables represent. We seen over and over that if youth help to grow it, they are quicker to taste it!



Pamela and Joy with budding gardeners!

### Youth Quotes:

- "I learned that vegetables are healthy for you and help you grow."
- " I learned how caterpillars turn into butterflies AND stem, fruit, seed, flower are parts of the plant, and how a bunch of new foods(vegetables) taste."
- "My favorite part of the Kids' Garden was digging the potatoes and eating the vegetables."

## Market Match distributions reached a new high in 2021- \$21,000

More families are finding themselves with food insecurity and utilizing FoodShare to help them get by. The Farmers Market saw another significant increase in FoodShare sales and so a greater need for Market Match funding. A tremendous thanks goes out to volunteers and these sponsors:

Group Health Cooperative Claire  
Northwestern Bank HSHS  
Sacred Heart  
Community Member  
Local Software Company  
City of Eau Claire  
Xcel Energy

**"Without this program, I don't get enough to supply my fruits and vegetables"**

**"This is an amazing program that allows me to eat healthily through the summer months. I enjoy the market and it is much more accessible with Market Match. " Thank you!**

**80% of those surveyed say they are eating more fruits/vegetables during the Match season.**



Market Manager  
Deidra Barrickman and  
UW Eau Claire students  
helping to sell tokens  
and give surveys





# Human Development & Relationships

## Positive parenting

A seminar for parenting adults and professionals where participants gained tools to support raising confident and competent children. This effort is designed to support the local Triple P efforts in addressing parenting challenges.

Hosted a virtual open house event for parents, caregivers, professionals, and community members where participants learned where to access parenting resources, the research behind this parenting program, and what services through this program are offered in the county. The goal of this effort was to bring awareness to Extension and non-Extension resources around positive parenting and the impact on child development.

## Race-Conscious Talk

A program for parents and caregivers of young children where they learned about the importance of using race-conscious talk with children and skills to use when talking about race. It was designed to build confidence in adults when having race-based conversations with children.

## Adverse Childhood Experiences

A workshop for educators where they learn the impacts of adverse childhood experiences (ACEs) on child development and identify specific strategies or actions to develop and strengthen resilience in youth. This workshop contributes to supporting stability in families and resiliency.

Hosted a research conference for community members in collaboration with community partners, where participants learned how to shift perspectives and practice regarding those who have trauma histories and the impact of microaggressions and oppression. The goal of this effort was to raise awareness of current brain research and promote integration into family programming.

29

Number of educational programs provided to community (in-person and online) (activity records plus activity records collaboration)

3211

Number of educational contacts to direct learners (participation records plus participation record collaboration)

100%

Parenting adults increase knowledge of positive parenting skills, such as creating a safe and interesting environment for children

93%

Parenting adults increase positive adult-child interactions, such as reading together.



# Human Development & Relationships

## Opportunities for the Future in 2022

Explore expansion of laundromat libraries initiative to bring literacy and family resources to rural communities and in other spaces, such as faith-based institutions and food pantries.



In collaboration with the Mental Health Action Team and community partners, offer mindfulness and other self-care programs to strengthen social and emotional wellness of Eau Claire County residents.

Collaborate with the BRAIN Team to host the 2022 BRAIN Conference in the spring; facilitate mindful movements and meditation sessions for participants; present on Triple P initiative with the Family Resource Center.





# Positive Youth Development

## Descubre 4-H (Discover 4-H)

I have a short-term goal of increasing the number of community partnerships. I have a medium-term goal of expanding the 4-H program to reach underserved youth and families which ties into the overarching 4-H Program goal of Expanding Access. I was introduced to a program of the Evangelical Lutheran Church of America in Eau Claire called Vecino a Vecino. The program director, Lidixe, worked with me to promote a "Descubre 4-H" program. This is "Discover 4-H" in Spanish and was an extension of the program that I held the previous fall that showcased a variety of 4-H project areas over 6 weeks. We promoted this program to families through informal channels and had 12 families pick up boxes. We held weekly zooms to do the activities together. While the highest attendance we had was 5 families on a zoom, it was a start at building relationships with underserved audiences that have not traditionally been part of the 4-H Program.

## Summer Day Camp Series

One of my short-term goals was to Increase the number of educational offerings in 4-H. A medium-term goal is that Youth have an authentic voice in program decisions. Both goals were addressed in the Summer Day Camp Series held June 6-9. We had not held "camp" since 2018 in Eau Claire County due to staffing changeover, weather, and COVID. Camp serves two functions. It is a growth opportunity for the young people that attend camp. It pushes them to make new friends, try new things, and build relationships with older youth and adults outside of their club. It also is a leadership development opportunity for the older youth that act as counselors.

Number of Volunteers

72 adults

17 youth

Volunteer Hours

Adult volunteers reported 2807 hours

Youth reported 1742 hours

376 Children & teens practice skills that enhance well-being of youth

Eau Claire County Fair 4-H Exhibitors

202



# Positive Youth Development

I worked with my colleague, Luisa Gerasimo, to provide a series of camp counselor training sessions with over 8 hours of time together. We learned camp games and songs, learned about child development, role-played camp scenarios, and planned the activities that camp counselors would lead. We also spent a lot of time processing the uncertainty of what camp would look like before we decided on planning a day-camp series vs. an overnight camp. We had 12 high school counselors plus 40 youth participate in the camp. The counselors chose the theme, 4-H Around the World. We held the day camp series at the Pleasant Valley Community Club and it was a perfect facility for our needs. All the counselors who responded to our survey (11 out of 12) said that they would be a counselor again. Those families that responded to our survey had very positive things to say.

## **Eau Claire Area School District Summer Programs Partnership**

One of my short-term goals is to increase the number of community partnerships. One of my medium-term goals is to make 4-H more visible and recognized as a youth development organization in the community. These goals were both addressed through the development of summer programs offered in partnership with the Eau Claire Area School District's summer learning programs. This was the first year that 4-H has partnered with the ECASD to provide summer programming. And it is an effective way to increase visibility in the community as the programming booklet is sent to every single family enrolled in the school district. I developed 6 different programs that offered in-depth project learning. I offered two programs where we built two model rockets and learned about rockets and the space program and then launched those rockets on the last day. One program was for 3-5<sup>th</sup> graders and one for 6-8<sup>th</sup> graders. I also offered a fiber arts program where we learned a basic weaving pattern using a prefabricated loom and crafted our own stuffy for grades three through five. I then offered three different foods and nutrition programs.





# Positive Youth Development

## Testimonials

One was an Introduction to baking for 3-5<sup>th</sup> graders. The next was a Baking program for 6-8<sup>th</sup> graders. I also offered a Baking with Yeast program for 7-9<sup>th</sup> graders. I received wonderful feedback including, "Thanks SO MUCH for teaching the course. My girls loved it. Of course, the best part for us has been that they have been making food for us."

## Opportunities for the future:

Continue to build partnerships with community organizations such as Public Libraries, individual public schools, Neighbor to Neighbor, the Eau Claire Children's Museum, the Hmong Mutual Assistance Association, and the Chippewa Valley Museum

4-H depends on volunteers. We have an opportunity to recruit more volunteers.

We have opportunities to increase the number of people who are involved in 4-H by specifically inviting previously underrepresented demographic populations into our programs. I plan to continue outreach to both the Latino and Hmong communities as well as first generation families.



# Thank you to our 2021 Partners in Programming



Extension

UNIVERSITY OF WISCONSIN-MADISON  
EAU CLAIRE COUNTY

Altoona Public Library  
Beaver Creek Reserve  
BioFerm  
Boys & Girls Club of the Greater Chippewa Valley  
BRAIN Team  
Chippewa Valley Literacy  
Chippewa Valley Technical College  
Compeer Financial  
Dotters Books  
Eau Claire Area School District  
Eau Claire Chamber of Commerce  
Eau Claire City-County Health Department  
Eau Claire County - Department of Human Services  
Eau Claire County Fair  
Eau Claire County Farm Bureau  
Eau Claire County Land Conservation  
Eau Claire Healthy Communities  
El Centro de Conexión de Chippewa Valley  
Family Promise of the Chippewa Valley  
Family Resource Center, Inc.  
Farm Service Agency  
Greenstone Financial  
Eau Claire Area Hmong Mutual Assistance Association, Inc.  
IFLS Library System  
Investors Community Bank & Trust  
JONAH of the Chippewa Valley

Journal of Nutrient Management  
L&L Services  
Mayo Clinic Health Systems  
Mental Health Matters  
Mondovi School District  
Natural Resource Conservation Service  
Neighbor to Neighbor  
Oxbo International  
Power of Perception  
Profit Pro Ag Progressive Publishing R Braun, Inc.  
Riesterer & Schnell  
River Source Family Center  
SCORE  
The Heartbeat Center for Writing Literacy and the Arts  
United Way of the Greater Chippewa Valley  
University of Wisconsin - Eau Claire  
US Environmental Protection Agency  
Various City Governments  
Various County Land Conservation Departments  
Various Lake Associations  
Various Lake Districts  
Vecino a Vecino  
West Central Wisconsin Regional Planning Commission  
Wisconsin Dairy Business Association  
Wisconsin Department of Agriculture, Trade and Consumer Protection  
Wisconsin Farmer's Union