



Providing quality, innovative, and cost-effective services that safeguard and enhance well-being.

2024 QUARTER 3 | EXTENSION

SELECTED PERFORMANCE MEASURES

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| 76 | Number of coalition, partner, and workgroup meetings |
| 64 | Number of presentations, programs (online and face to face), and outreach events |
| 2,293 | Number of participants served in presentations, programs (online and face to face), and outreach events |
| 1,115 | Number of public requests for information from the Eau Claire Extension Office <ul style="list-style-type: none"> ● Ask the Ag line report ● General questions to the office ● Individual inquiry to any staff member |
| | Online Presence <ul style="list-style-type: none"> ● Social media vs website traffic vs electronic newsletters <ul style="list-style-type: none"> ○ 4-H: bi-monthly distribution of newsletter (how many?) ○ 4-H: 172,624 Facebook followers - Highest reach 2.5K ● Ag newsletters reach: 152 |

SUMMARY OF CURRENT ACTIVITIES

- **Extension Department**
 - UW-Madison Division of Extension is providing a range of support to the new health cooperative, including: (1) assisting in cooperative formation, (2) vetting and training board directors, (3) identifying potential government funding and private funding options, (4) connecting CVHC with potential lenders, (5) providing tax guidance re: charitable giving, (6) briefing state, county and local elected officials in meetings and county board presentations, (7) participating in weekly board meetings as advisors, and (8) providing research on a wide variety of issues related to cooperative operations.
- **Agriculture**
 - On-farm research projects
 - Evaluation of nitrogen application rate impact on corn yield and soil nitrate; Spring and winter malting barley variety testing and evaluation of fertilization; Interseeding alfalfa into corn silage demonstration; industrial hemp variety testing and evaluation of planting date and nitrogen rate application
 - Coordinated Farm Technology Days Extension exhibit area and Rural Event Center
- **Health and Well-Being Institute, Behavioral Health program**
 - Professional Quality of Life (ProQOQL) work with staff from Eau Claire County Department of Human Services and the Great Rivers Consortium.
 - Active participation in local mental health coalitions: Mental Health Action Team, Chippewa Valley Suicide Prevention Coalition, Means Restriction workgroup, and Postevention workgroup.
- **Community Development**
 - Coordinating and attending housing training and education with local stakeholders and public and nonprofit partners.
 - Facilitating the strategic planning process for Criminal Justice Collaborating Council of Eau Claire County.
- **FoodWise**
 - Education with youth and adults around gardening- including upgrades to community and partner gardens
 - Food security enhancement -supporting Farmers Market-Market Match program; increased outreach to Hispanic and Hmong families.
 - Active involvement in the EC Health Alliance-Chronic Disease Prevention Action Team

Our Core Behaviors:

Proactive Ownership | Infinite Possibilities | Customer First | Stronger Together | Ardent Learners | Unwavering Respect

- **4-H**
 - Supporting 4-H families as exhibitors at the Fair
 - 4-H Camp, Day camp series, and Baking & Fiber Arts clubs
 - Supporting 4-H Clubs in transitioning for the new program year
 - Record Book collection at the county level as part of the county-level awards process
- **Horticulture**
 - Partnering with ADRC Dementia Care program to address mental and physical wellness through an environmental and therapeutic horticulture lens
 - Addressing pollinator decline by outreach and programming to increase pollinator habitat and adopt practices that support pollinators throughout the year
 - Outreach responding to community requests on vegetable growing, particularly for people with limited space and/or mobility

ISSUES ON THE HORIZON AND SIGNIFICANT TRENDS

- Political Landscape at state and federal level may impact hiring and resources available for local Extension employees
- Release of the 2024 Community Health Assessment for Eau Claire County has highlighted emergent issues that Extension educators will respond to such as poor mental health and safe and affordable housing.
- Concerns about pollinator decline have led to increase requests for guidance on environmentally sound, horticultural practices that supports pollinators in the home landscape
- Continued on-farm research on nitrogen and manure application and potential impact on ground and surface water quality
- Hiring of AmeriCorps position has potential to build new partnerships and reach new audiences for the 4-H Program

STRATEGIC INITIATIVES (GREEN / AMBER / RED)

Strategic Priority: A healthy, safe community: Enhance the health and safety of Eau Claire County community members.

Strategic Initiative: Increase outreach and prevention services. Every member of the community has a right to voice and choice.

Action Item (Health and Well-Being Institute, Behavioral Health program): Create and maintain a centralized, electronic list of mental health training opportunities available to community members. (Amber)

Action Item (Health and Well-Being Institute, Behavioral Health program): Provide the WeCOPE series to staff in helping professions to improve coping skills in times of stress. (Green)

Action Item (Health and Well-Being, FoodWise): Received Garden Grant to upgrade the North River Fronts Kids Garden by replacing 6 broken down raised beds, widening pathways for accessibility, and providing garden supplies. (Green)

Strategic Priority: Invest to improve surface and ground water quality to provide safe drinking water and water for recreational activities.

Action Item (Agriculture, Crops and Soils Program): Continue and expand adaptive nitrogen management on-farm research project to collect more local data and impact on farm profitability and ground and surface water protection.

Action Item (Agriculture, Crops and Soils Program): Develop Manure Applicator Training curriculum to help farmers and manure applicators to work safely around gases and equipment and apply manure in an environmentally sound method.

Strategic Priority: A healthy, safe community: Enhance the health and safety of Eau Claire County community members.

Strategic Initiative: Explore and commit to community collaboration for proactive housing solutions.

Action Item (Community Development, Organizational Leadership and Development Program): Attend shared housing equity training in Richland Center, Wisconsin sponsored by Neighborhood Housing Services of Southwest Wisconsin (Amber)

Strategic Priority: Quality and Meaningful Relationships: Grow meaningful relationships internally and externally

Strategic Initiative: Identify opportunities to strengthen partnerships and collaborations

Action Item (Health and Well-Being, FoodWise): Partner with Hmong Mutual Assistance Association to provide programming with elders

Action Item (Community Development, Organizational Leadership and Development): Facilitate strategic planning process for the Criminal Justice Collaborating Council to promote better interdepartmental and intergovernmental collaborating to improve the criminal justice system.

Action Item (Agriculture, Crops and Soils): Contribute to the Mayo Clinic Rural Health Research Community Action Board to identify audiences and issues pertaining to health of rural residents.

Action Item (4-H): Partner with the Eau Claire Area School District to provide opportunities for young people to explore their Sparks

Action Item (4-H): Partner with the Eau Claire Area School District to provide support for Spanish-speaking families in achieving academic success

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Strategic Priority: Vibrant communities. Provide and promote services and resources that enhance the quality of life and economic prosperity of community members

Strategic Initiative: Promote and increase environmental stewardship and sustainability in the county

Action item (Horticulture): Provide educational opportunities on environmentally sound practices in the home landscape to the public directly and by programming with local partners

Action Item (Agriculture, Crops and Soils): Provide on-farm research and educational programs on new and emerging crops to discover and learn the economic and environmental benefit potential new crops can bring to local farmers.

Strategic Initiative: Work with county employers, realtors, and homebuilders to attract employees and businesses

Strategic Initiative: Enhance equity and access in service delivery and representation in governance.

Strategic Initiative: Increase information and marketing of county services and programs

Strategic Initiative: Promote the cultural, recreational, and natural features of the county

Goals for Next Quarter

- **Agriculture**
 - Development of Manure Applicator Training program, curriculum, and workbook
 - Analyze data from on-farm research projects and plan delivery of educational programs around data results
 - Develop educational materials and on-line course on grain marketing for organic and women farmers
- **Health and Well-Being Institute, Behavioral Health program**
 - Curriculum improvement for the WeCOPE course.
 - Anticipated work around Recovery Friendly Workplace initiatives.
 - Create a centralized location for mental health trainers to better assist the public in receiving training.
- **Community Development**
 - Further develop and share homelessness systems map with local stakeholders to identify future strategies and interventions
 - Facilitate discussion of county-wide EMS services to move forward decision making leveraging extension technical expertise.
- **FoodWise**
 - Expand Great Apple Crunch involvement with more schools, supporting food service managers in promoting fresh produce
 - School programming with expanded Harvest of the Month information to families
- **4-H**
 - Increase information and marketing of 4-H by updating website & develop project specific brochures
- **Horticulture**
 - Explore programming opportunities related to sustainable landscape strategies
 - Explore programming opportunities to expand awareness and teach gardening practices that improve, mood, increase physical activity and encourage positive socialization
 - Update and expand horticulture resources on the Extension Eau Claire County website

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