



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

2024 QUARTER 4 | EXTENSION

SELECTED PERFORMANCE MEASURES

43	Number of coalition, partner, and workgroup meetings
75	Number of presentations, programs (online and face to face), and outreach events
514	<p>Number of participants served in presentations, programs (online and face to face), and outreach events</p> <ul style="list-style-type: none"> Quarterly numbers for 4-H club participation were unavailable, resulting in a decrease in reported figures compared to the previous quarter.
31	Number of public requests for information from the Eau Claire Extension Office
	<p>Online Presence</p> <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 162 e-mails on the list 4-H: 12 new followers, 638 total, 574 content interactions, 963 visits, 31.1K views, 7.1K reach between Oct 1 and Dec 31, 2024 Ag newsletters reach: 152 FoodWise newsletter to classrooms: 120

SUMMARY OF CURRENT ACTIVITIES

- Extension Department**
 - UW-Madison Division of Extension continues to provide 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
 - Data analysis and interpretation 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
 - Provided educational tour for the Wisconsin Land and Water Association for conservation professionals to learn about conservation practices and strategies to protect soil and water resources. Information was presented about local research on industrial hemp and nitrogen management on corn.
 - Led a land evaluation clinic for students where participants learned land management principles, soil properties, and land use, to increase effective land management practices and maximize soil and agricultural land production into the future.
- 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 Aging and Disability Resource Center.
 - Revision and development of the WeCOPE program (Connecting with Our Positive Emotions).
- Community Development**

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- Planning Eau Claire County Strategic Planning process for Winter and Spring 2025
- Conducting data collection and analysis for Eau Claire County Department of Human Services in strategic planning process
- Supported County EMS Planning discussions hosting conversations with municipal leaders and EMS agencies to provide recommendations to the EMS Committee and Committee on Administration.
- Completed Design Charette for Fairchild, WI continuing to support community collaboration.
- Facilitating the strategic planning process for Criminal Justice Collaborating Council of Eau Claire County.
- **FoodWise**
 - Education with youth and adults: 3 Head Start centers; Flynn, Longfellow, Locust Lane, and Lakeshore Elementary schools; Affinity House
 - Collaboration with Longfellow, Locust Lane, and Augusta Elementary schools in participation with WI DPI School Meal Appeal program identifying strategies to enhance meal service.
 - Active participation in the EC Health Alliance-Nutrition and Physical Activity Action Team regarding the Access to Healthy Food priority
 - Supporting Eau Claire Downtown Farmers Market- Market Match program
- **4-H**
 - Supporting 4-H Members and Volunteers Enrolling for the new program year
 - Supporting 4-H Volunteers and Older Youth in the Interview and Awards process
 - Supporting Youth and Volunteers in planning and executing the Annual Awards Banquet
 - Presenting two sessions at Fall Forum
 - Planning for partner programs in 2025 with Altoona Boys & Girls Club as well as the Altoona Library
 - Interviewed by the Milwaukee Journal Sentinel about programs supporting immigrant populations through our Juntos program.
- **Horticulture**
 - Collaborated with Eau Claire ADRC Dementia Care specialist to plan 2025 programs that address mental and physical wellness through an environmental and therapeutic horticulture lens
 - Continued with outreach on the health and wellness benefits we gain from plant-based activities by presenting or providing information at various locations including UW Eau Claire, UW Stout, Age Your Way Conference and the WI Dept of Corrections wellness day
 - Worked with colleagues to update horticulture information on County Extension websites and post season-related resources and continue to provide horticulture information in our monthly “Extension in the Valley” e-newsletter
 - In 2024, provided 402 individuals who contacted the County Extension offices in Chippewa, Eau Claire and Dunn Counties plant advising services

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, safe and affordable housing, and access to physical activity and healthy eating
 - Collaboration with community partners to develop the 2025 Community Health Improvement Plan priorities.
- 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
- Partnership with ECASD continues to expand Juntos programming in support of academic success

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): Analyze data from adaptive nitrogen management on-farm research project and deliver nutrient management educational programs to provide information and impact on farm profitability and ground and surface water protection.

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Action Item (Agriculture, Crops and Soils Program): Deliver 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.

Action Item (Agriculture, Crops and Soils Program): Deliver Pesticide Applicator Training program to provide private applicator training and certification to farmers on pesticide laws, handling, application, and safety to protect themselves and the environment.

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) : Participating on community advisory committee for emergent community land trust shared-equity housing model.

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 processes for County, DHS and CJCC to strengthen partnerships and collaboration internally and with community partners.

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

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**
 - Deliver Pesticide Applicator Training
 - Launch Manure Applicator Training program, curriculum, and workbook
 - Analyze data from on-farm research projects and plan delivery of educational programs around data results
 - Coordinate Chippewa Valley Forage Council Seminar.
 - Deliver online courses on grain marketing for organic and women farmers.
- **Health and Well-Being Institute, Behavioral Health program**
 - Curriculum improvement for the WeCOPE course.
 - Curriculum development for the Professional Quality of Life (ProQOL) programming.
- **Community Development**
 - Complete strategic planning process for Eau Claire Department of Human Services
 - Begin strategic planning process for Eau Claire County Board of Supervisors
 - Facilitate decision making and prioritization of Eau Claire County Economic Development Committee.
- **FoodWise**
 - Support Augusta, Locust Lane, and Longfellow Elementary schools with their chosen school meal service enhancement strategies.
 - School programming with expanded Harvest of the Month information to families
 - Hiring of Nutrition Educator

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- **4-H**
 - Increase information and marketing of 4-H
 - update website & develop project specific brochures
 - Implement partner programming with Altoona Boys & Girls Club and Altoona Library
 - Start conversations regarding adaptation of Juntos curriculum to Hmong audience
- **Horticulture**
 - Complete the UW Madison Plain Language Certificate course to hone my communication skills
 - Continue to plan and develop programs for 2025 which includes co-chairing a workgroup addressing environmental pollution issues within horticulture and incorporating adaptive gardening strategies in gardening
 - Explore programming opportunities related to sustainable landscape strategies
 - Work with FoodWise and Affinity House to plan several garden lessons

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