Dear Friends,

When tough times strike, University of Missouri Extension steps up to the challenge. Whether it was the unstable economy, leaving some without jobs or homes, businesses having to cut back on production, local government and schools faced with budget shortfalls due to reduced tax revenues, rising health care costs or natural disasters such as flooding, MU Extension programs connected with those in need with resources to help. In this past year, Extension had more than 33,405 educational contacts with the citizens of Jackson County. In FY2009 MU Extension launched a redesigned Website that provides research-based answers to online visitors seeking information on wide-ranging topics including agriculture and natural resources, lawn and garden, home and consumer life, nutrition and health, family and relationships, community and leadership, business and careers as well as emergency management resources. In June 2009 we celebrated our move of the Eastern Jackson County Extension office to downtown Blue Springs with an Open House. We are enjoying our newly remodeled facility that includes a dedicated classroom for MU Extension programming and meetings.

Planning continues to evolve for the Mizzou Innovation Center in conjunction with the Blue Springs Economic Development Corporation and the City of Blue Springs as part of the new Missouri Innovation Park to be located in Blue Springs. The state-of-the-art, multidisciplinary Mizzou Innovation Center will ultimately provide the basis for scientific collaboration and commercial innovation links between the MU campus in Columbia and the research and private industrial community in Western Missouri. University of Missouri Extension will be an anchor tenant in the facility.

This year’s annual report gives you a sampling of the many innovative programs and economic development activities MU Extension provides that are making a real difference in the daily lives of individuals and families in Jackson County. We look forward to continuing to help the residents of Jackson County in 2010!

University of Missouri Extension provides $12.78 in services for every dollar invested by the Jackson County Legislature. Without this foundation of local funding for basic operating costs, Extension wouldn’t be able to function in the community.

Carol Jean Mays
Extension County Chair
MU Extension Jackson County

Cynthia Zluticky
County Program Director
MU Extension Jackson County
ECONOMIC VIABILITY

CARE: CREDIT ABUSE RESISTANCE EDUCATION

The CARE Program is designed to take credit education into the high school classroom to encourage young people to use credit judiciously from the very beginning. In the past three years, 71 attorneys and judges presented the CARE program to 4,300 students at 23 Jackson County Schools.

HEALTHY INDOOR AIR FOR AMERICA'S HOMES, is a national partnership involving MU Extension since 2000, continues to provide research-based educational resources for Jackson County families. The goal of the program is to educate consumers about sources, health risks, and control measures related to common residential indoor air problems. Through face to face meetings, telephone discussions, e-mail contacts, office visitors and printed information, program resources have reached over 1200 Jackson County families during 2009. One area of specific concern to Jackson County residents was that of mold and mildew control. The 3-1-1 Action Center of the City of Kansas City and United Way’s 211, have routinely recommended callers to contact MU Extension Housing Specialist for mold control information. During 2009, utilizing Extension resources, over 200 callers in Jackson County detected and removed mold and mildew problems inside their homes. Research indicates that removing one toxin from a family’s living environment saves $187 per year in medical expenses.

This past year, MU Extension client businesses
achieved nearly $256 million in government contracts, an additional $135.9 million in sales, and the creation of 7,209 jobs.

BUSINESS DEVELOPMENT

Field faculty assisted 1656 clients and their companies with business start-up and business management issues. The Career Options Program assisted displaced workers in many ways through the exploration of business ownership. That assistance resulted in:

- 267 new jobs
- $19,600,347 sales increases
- $82,303,942 in government contracts
- 50 new businesses
- 324 job retentions
- $4,272,000 in acquired assets
- $3,371,819 in business loans and investments
- 1059 people participated in business training programs in Jackson County
- 597 Client/companies receiving business counseling

FastTrac® New Venture™ PROGRAM

Providing the primary source for entrepreneurship training for dislocated workers FastTrac® New Venture™ was ramped up to meet the needs of the economy for 2009 and as a result saw a 300% increase in numbers of participants. This joint business development program with the Ewing Marion Kauffman Foundation of Kansas City guides aspiring entrepreneurs as they explore the feasibility of their ventures and learn how to develop business plans.

- 6 sessions in FY09; 32 hours of total training; 5 classes in each session
- 197 participants;
- 79 businesses started (40% of participants started businesses)
AGRICULTURE AND NATURAL RESOURCES

MASTER GARDENERS OF GREATER KANSAS CITY
Volunteers answered 2,117 hotline calls providing unbiased, research-based information on home gardening topics. More than 17,786 people in Jackson County benefit from the horticulture education provided by 260 active Master Gardeners. These university-trained volunteers donated more than 17,786 hours of service in 2009. The Master Gardeners started a 6000 sq. foot demonstration garden at Southeast Community Center in Swope Park this year. People can visit the demonstration plot in the growing season and see the performance of Plants of Merit perennials and All America Selection (AAS) annuals.

OSAGE TRAILS CHAPTER OF THE MISSOURI MASTER NATURALIST PROGRAM
Sixty-nine Master Naturalists have been trained in this program that combines education and volunteer service at the community level and empowers citizens to become more involved in natural resource management and education. In 2009 they contributed 5,816 hours of volunteer service through sixteen community partnerships in Jackson County. These citizen volunteers enhance the quality and diversity of the community through conservation, protection and restoration of our natural resources.

KINDERGARTEN FARM FOOD INITIATIVE
In it’s second year the KFFI program was offered at seven Kansas City Charter and Elementary Schools. The Kindergarten Farm Food Initiative addresses issues of childhood obesity through increased consumption of locally grown fruits and vegetables. Approximately 377 kindergarten students at Benjamin Banneker, Gordon Parks, Academie Lafayette, Scuola Vita Nouva, Border Star, Satchel Paige and Della Lamb elementary schools are participating in the 35 week program. Funding is provided by the Health Care Foundation of Greater Kansas City.

HORSE SENSE
Twenty-eight Jackson County residents participated in the “Horse Sense” equine pasture management short course, which proved research-based information to those raising pleasure horses on small acreages. The course encourages wise horse husbandry for natural resource stewardship. On the exit survey 100% of participants indicated increased understanding of poisonous plants and how to identify and control them, as well as 100% gained a better understanding of soil testing, how to fertilize their pastures, increased knowledge of pasture herbicides and selection of appropriate pasture herbicides.

TECHNICAL SUPPORT
The Jackson County Extension Center served as a resource center, in which producers and homeowners were provided information and data regarding soil analysis, plant disease identification, plant and insect identification and forage analysis. Specialists helped 15 local vegetable and fruit farmers increase their knowledge of cultural methods and integrated pest management. Eighty-one 1-on-1 field and phone consultations occurred regarding forage production, row-crop management and production, plant protection issues and commercial and home horticulture. Twelve individuals completed private pesticide applicator certification in Jackson County in 2009.
FAMILIES AND COMMUNITIES

BUILDING BRIDGES
Building Bridges Intergenerational Program brought 70 schools, youth groups, nursing homes, churches and senior centers together to help bridge the generations between young and old in 2009. Providing opportunities for connections between young and old with a strong community partnership of more than 60 program partners, more than 29,324 youth and seniors have been involved in the program since 2001.

EARLY CHILDHOOD EDUCATION
A total of 388 early childhood educators, childcare providers and parents participated in workshops on early childhood education and child discipline.

EATING FROM THE GARDEN
Eating from the Garden, University of Missouri Extension youth nutrition and gardening program for fourth and fifth grade students reached more than 740 children in 26 Kansas City schools and community centers. Students plant and maintain outdoor vegetable gardens, taste new foods and participate in nutrition, plant science and environmental awareness lessons taught by 30 trained Nutrition Gardening Volunteers. Funding for this program was through the Health Care Foundation of Greater Kansas City.

FAMILY NUTRITION EDUCATION PROGRAM
FNEP provides information on nutrition, food safety and physical activity for lifelong health and fitness to low-income families.

In 2009, 20,400 low-income participants in Jackson County were reached through the adult and youth FNEP programs. In Missouri, the $1.5 million in federal dollars invested each year results in an estimated $13.1 million annual reduction in medical costs. Food Power exhibits were held in eight schools, reaching 3,505 students. The FNEP program partnered with the Kansas City Historic City Market to provide nutrition and health information, healthy recipes and samples featuring local produce. In FY09 more than 13,500 people received information at the FNEP booth at City Market.

ALIANZAS BI-NATIONAL HEALTH WEEK
“Health Has No Boundaries” continues to be the rallying cry for MU Extension in Jackson County/Alianzas and 33 local health providers, educators and advocates as the Bi-National Health 2009 unfolded this fall. This marks the 7th year this multi-cultural program has been planned and delivered in Jackson County. This year the program was a multi-venue activity with major sponsorship coming from Samuel Rogers Health Center hosting the central health activity for the multi-generational Latino Community. This included services and health screening focusing on cardio-vascular health, diabetes control, obesity reduction, dental health, vision, flu prevention, senior health, HIV testing and mental health and substance abuse counseling. An estimated 200 people attended the half day event.

The $1.5 million in federal funds invested each year for teaching families healthy eating habits results in an estimated annual reduction of $13.1 million in future medical costs.

University of Missouri Extension does not discriminate on the basis of race, color, national origin, sex, sexual orientation, religion, age, disability or status as a Vietnam-era veteran in employment or programs.
4-H AFTER-SCHOOL AND SUMMER ACADEMIC PROGRAM
These Extension programs are designed to help students enhance personal growth, develop leadership skills and achieve academically. In partnership with the Local Investment Council (LINC) and Kansas City urban schools, 4-H provides quality after-school and summer school youth development programs. The 4-H contract with LINC totals more than $2 million over a six-year period. The after-school and summer programs involve more than 600 elementary and middle school youth in nine schools.

4-H YOUTH DEVELOPMENT
Jackson County 4-H Clubs offer long-term educational experiences in which members learn life skills such as leadership, citizenship, decision-making, public speaking and working with others. Extension reached more than 6,146 youth through 4-H clubs, enrichment programs, special interest groups and camps. Jackson County 4-H community clubs and after-school clubs had an enrollment of 867 youngsters. Members learn by doing projects ranging from aerospace to veterinary science and sportfishing. Last year 4-H had 458 adult and youth volunteers. The school enrichment programs are short-term educational experiences that supplement or enrich learning in the classroom. Jackson County 4-H values its relationship with schools and welcomes the opportunity to provide educationally sound, fun, action-oriented, experiential curriculum for use in classrooms. In 2009, there were 5,283 participants in 4-H school enrichment programs.

4-H POWER UP TRAINING - Provided training to over 500 after school providers in Jackson County through a $10,000 grant from MetLife that directly improved the quality of these programs by impacting personal development and academic performance.

FIRE AND RESCUE TRAINING INSTITUTE
Continuing professional education is offered to more than 22,000 career and volunteer firefighters, who serve nearly 1,000 local fire departments and fire protection districts; 657 firefighters and emergency personnel in Jackson County participated in MU Fire and Rescue Training education in FY2009. Every hour of instruction translates directly into safer firefighters and safer communities.

MU DIRECT AND CENTER FOR DISTANCE & INDEPENDENT STUDY
High School and University credit courses were provided through the internet, interactive television and independent study to 1000 Jackson County residents. A total of 1,962 registrants participated in MU Direct non-credit conferences, workshops and seminars.

4-H is growing future scientists. Studies show that 4-H’ers have three times greater interest in science than non-4-H peers, and they are 70 percent more likely to go to college. One of every 10 Missouri youths gains crucial life skills through 4-H.
VOLUNTEER SERVICE

In 2009, Jackson County residents benefited from 12,493 hours of service from 2469 extension volunteers and partners. The total value of these volunteer services is $221,876, based on the worth of $17.76 per hour for volunteer time as set by the Independent Sector for Missouri. Extension trains, supports and coordinates the efforts of a variety of volunteers, including 4-H leaders, Master Gardeners, Master Naturalists, Building Bridges, and Family Nutrition Education Program volunteers.

2009 MISSOURI LEADERS HONOR ROLL

Ella Hackney, Carolyn Lidge, Rochelle Netten and Judge Jerry Venters were recognized for their outstanding contributions at the Jackson County Extension Council Annual Meeting. Hackney, was honored for her contributions as a 4-H leader and member of the Jackson County 4-H Foundation and Lidge as a leader and seven year volunteer for the Master Gardeners providing leadership for the Master Gardener Hotline. Netten was recognized for her contributions to the Building Bridges Intergenerational program and Judge Venters for his contributions to the Credit Abuse Resistance Education (CARE) program over that last five years.

JACKSON COUNTY FARM FAMILY OF THE YEAR

The 2009 Jackson County Farm Family was the John and Becky Campbell Family Farm of Grain Valley.

Extension delivered $2,636,364 in programming value in 2009 in Jackson County, serving residents of all ages and all racial and socio-economic groups.

FINANCIAL REVIEW

EDUCATIONAL CONTACTS

MU Extension had 33,405 educational contacts with Jackson County residents in 2009 (48.1% Caucasian, 38.8% African American, .4% Native American, .8% Asian American, .7% Pacific Islander, 2.5 % 2 or more, 8.6% Race Unknown and 10.1% Hispanic).

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<td>USDA nutrition grant</td>
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<td>Value of volunteers</td>
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