The Extension Council serves as an advocate for University of Missouri Extension in Jackson County. Elected and appointed members provide assistance in setting and accomplishing extension education program goals and objectives, developing the annual operating budget and determining local educational priorities.

Gloria Austin, District 3, Chairman
Pat Farrell, District 3, Vice Chairman
Linda Verman, District 3, Secretary
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DEAR FRIENDS,

When tough times strike, University of Missouri Extension steps up to the challenge. In an unstable economy, leaving some without jobs or homes, businesses cutting back on production, local government and schools faced with budget shortfalls due to reduced tax revenues and rising health care costs, MU Extension programs connected with those in need by providing helpful resources. In 2010, Extension had more than 46,394 educational contacts with the citizens of Jackson County. This annual report provides a brief overview of the many innovative programs and economic development activities MU Extension provides that make 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 2011!

Gloria Austin
Extension County Chair
MU Extension in Jackson County

Cynthia Zluticky
County Program Director
MU Extension in Jackson County

A STRONG COMMITMENT TO IMPROVING THE SOCIAL & ECONOMIC DEVELOPMENT OF MISSOURIANS

Every year, more than 1 million Missourians turn to MU Extension to gain practical knowledge, learn how to compete in the global marketplace, balance the responsibilities of work and family, protect natural resources and adapt to new technologies. Innovative programming in Jackson County includes Artist, INC, initiated in 2009, which addresses the specific business needs and challenges artists of all disciplines face every day. Artists learn business skills specific to their art and apply those skills cooperatively with their peers. To date the 125 participants gained an average 15 percent annual increase in gross art business revenue and an 115 percent annual increase in art business profits. Grow Your Farm, designed to assist agricultural producers in developing business skills, had 24 graduates in its first year. Participants learned to assess on-farm facilities, create working business and financial plans and evaluate potential business opportunities.

University of Missouri, Lincoln University, U.S. Department of Agriculture and Local Extension Councils Cooperating equal opportunity/ADA institutions

MISSOURIANS HELPING MISSOURIANS

In 2010, Jackson County residents benefited from 13,705 hours of service from 3,152 extension volunteers and partners. The total value of these volunteer services is $256,283, based on the worth of $18.70 per hour for volunteer time as set by the Independent Sector for Missouri.

Missouri Leaders Honor Roll designees were: Luanne Blankman and Rachael Whitfield, of Hillcrest Ministries, for their work with Rent Smart; Cassie Bruns for eight years of service to the 4-H club program; Trent DeVreugd, of LINC, for support of the 4-H After-school program; David Ross for support of Eating from the Garden and local food systems; and Sara Schell for her service as a Master Gardener and Master Naturalist.

TEAM NUTRITION PROJECT

Nutrition training helped centers improve food service capabilities and meet Eat Smart Guidelines aimed at preventing childhood obesity. Through this project, the Li’l Britches Daycare Center, in Lone Jack, received a $5,000 grant to modernize its facilities.

HEALTH MANAGEMENT

Programming for chronic disease prevention and management was offered for group presentations. Topics included Vitamin D Deficiency, Choosing a Quality Fish Oil Supplement and Preventing Dementia Through Diet.

AFTER-SCHOOL & SUMMER ACADEMICS

4-H Boosts Positive Life Skills

MU Extension reached more than 6,441 Jackson County youth through 4-H clubs and enrichment programs. 4-H engaged 6,157 youth and 243 adults in projects related to science, engineering and technology. A national study shows active 4-H members spend almost 10 times more of their out-of-school time engaged in science-based activities than their non-4-H peers. Overall, Jackson County 4-H was supported by 637 youth and adult volunteers.

4-H AFTER-SCHOOL PROGRAMS

A 7-year period. After-school professional development training was offered to 480 educators through an $11,000 grant from the National 4-H Council and the MetLife Foundation.

MU EXTENSION IN JACKSON COUNTY 2010 ANNUAL REPORT
FAMILY NUTRITION AND EDUCATION PROGRAM

Family Nutrition Education Programs reached 49,713 low-income participants with nutrition education in Jackson County during FY10. FNEP provides information on nutrition, food safety and physical activity for lifelong health and fitness.

Nutrition education for youth provides information in kid-friendly terms and lessons with hands-on activities. Students have opportunities to taste-test healthy foods and practice skills that lead to good health. Education for adults includes nutrition, food safety, physical activity and food resource management.

This past year FNEP partnered with 4-H, Don Bosco and the KC School District to work with the After-school Soccer Academy. Students were encouraged to maintain good attendance, keep their grades up, participate in the 4-H and FNEP program and attend soccer practice. The reward was to play soccer. Students learned about healthy eating before, during and after practices and games; reading labels; food safety; and making overall healthier choices.

FINANCIAL REVIEW

EDUCATIONAL CONTACTS

MU Extension delivered $2,712,739 in programming value, serving residents of all ages and all racial and socioeconomic groups. A total of 46,394 educational contacts were made (47.64% Caucasian, 33.75% African American, 7.10% Hispanic, 1.03% Asian American, 48% Pacific Islander, 1.6% Native American, and 7.27% Two or More and 9.66% Race Unknown).

BUSINESS DEVELOPMENT

MU Extension’s Business Development Program provides research-based education and technical assistance to Jackson County business owners to help them improve the competitiveness and success of their small businesses. In 2010, the program assisted 564 clients/companies through individualized business counseling and 835 individuals through training programs. The economic benefit from these projects included $121,122,538 in increased sales, 30 new businesses, 1,551 new jobs, $44,721,700 in acquired assets, $19,004,660 in new financing for client businesses and $261,689,198 in government contracts.
AGRICULTURE AND NATURAL RESOURCES

MASTER GARDENERS OF GREATER KANSAS CITY

Master Gardener volunteers answered 2,361 hotline calls in 2010, providing unbiased, research-based information on home gardening topics. They distributed more than 2,000 MU Extension guide sheets. More than 12,500 people in Jackson County benefited from the horticulture education provided by the 306 active Master Gardeners. These university-trained volunteers donated more than 17,786 hours of service. There were 45 new applicants enrolled in the fall Master Gardener training class. Accelerated training was also offered for the urban core community. Of the 30 attendees, a third were minorities.

OSAGE TRAILS CHAPTER OF THE MISSOURI MASTER NATURALISTS

In 2010, 51 active Master Naturalists contributed more than 6,200 hours of volunteer service through 18 community partnerships in Jackson County. A total of 33 new volunteers entered training. A broad range of service activity was offered, including teaching at local nature centers, providing support at public events, stream monitoring, invasive species removal, planting native seedlings, construction of fledging towers, local river cleanup efforts and support of controlled burns.

COMMUNITY DEVELOPMENT

Community development activities in Jackson County were closely related to Co-chairing the Urban Initiative Task Force focusing on disparity in access to health care. Self-managed care with diabetes has been selected as the chronic disease state of focus. The community partner is Swope Health Services, with designated outcomes related to its 900 outpatients. The non-clinical nature of the plan is designed to decrease the 35-percent rate of second-appointment no-shows. Connecting clients with MU Extension programming will reduce inconsistent self-managed care that currently results in emergency room visits.

FOOD FROM THE FARM

Food from the Farm connects 304 kindergarten students and their families to local farms to encourage eating local fruits and vegetables and teach students the source of their food. Kindergarten teachers present nutrition and agriculture lessons. Students have fruit and vegetable tastings twice weekly and make two trips to Fahrmeier Farms in Lexington.

AGRONOMY SERVICES

Crop and pasture management consultations were provided for 90 local producers. Pesticide Applicator License Training certified a class of 22 applicators. A total of 386 soil samples were analyzed.

HUMAN DEVELOPMENT

LIVING HEALTHY WITH CHRONIC CONDITIONS

Through community partnerships with senior housing, community centers, faith-based organizations and education institutions, the Tai Chi for Arthritis program reached 1,035 people in Jackson County. The oldest participant was 101 years old. The majority of participants reported reduced joint stiffness, pain and fear of falling with improved balance and flexibility.