University of Missouri Extension

MISSOURI’S ONE-STOP SOURCE FOR PRACTICAL EDUCATION ON ALMOST ANYTHING
DEAR FRIENDS,

The year 2013 was a time of many accomplishments for University of Missouri Extension in Jackson County. Although the economy continued slow recovery, our educational programming dependably improved the lives of families, neighborhoods and communities in Jackson County. In the past year, 81,813 educational contacts with 15,779 hours of programming were coordinated and facilitated within the county. The generous funding provided by the Jackson County Legislature was leveraged to provide $11.18 in services for every dollar invested by the county. This investment in the community will be enhanced even more in 2014 as the MU Extension office in Kansas City was recently relocated to a site adjacent to the River Market. The downtown office is easily accessible via the Metro Bus line and is along the upcoming Downtown Streetcar route. MU Extension looks forward to serving the residents of Jackson County in this new facility with expanded programming.

Rich Boulton
Extension County Chair
MU Extension in Jackson County

Matt J. Brillhart
County Program Director
MU Extension in Jackson County

NUTRITION EDUCATION CENTER TO PROVIDE SIGNIFICANT LEARNING OPPORTUNITIES FOR RESIDENTS

The Nutrition Education Center, supported by the Health Care Foundation of Greater Kansas City, is just one advantage gained by the relocation of the western office of MU Extension in Jackson County. The new location in the Oldham Building, at 105 E. Fifth St., in Kansas City, is in the heart of the River Market community. Easily accessible by car, the site is on the Metro Bus route and the Downtown Streetcar system slated for completion by 2015. 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. MU Extension in Kansas City will gain more exposure for these enhanced programming activities thanks to the organizational and financial support of the University of Missouri and the Jackson County Legislature. The Oct. 1 Open House, with the assistance of faculty, staff and volunteers, attracted an estimated audience of 150, including prominent administrators, elected Jackson County officials and key officials from Jackson County municipalities.
MU Extension contributes to local economic development through growth in jobs, sales, innovation, technology development and commercialization. The 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 2013, the program assisted 1,282 clients/companies through individualized business counseling and 428 individuals through training programs. The economic benefit from these projects included $33,376,826 in increased sales, 20 new businesses, 255 new jobs and $19,123,778 in loans and investments.

**BUSINESS DEVELOPMENT**

Cynthia Calbert, MD, of Lee’s Summit, began coaching her daughter’s 4-H Horse Bowl and Hippology teams in 2007. Both these disciplines require extensive knowledge of the horse, with competitors ranging in age from 8 to 18 years old.

In 2013, at the National Hippology Competition, the team earned the Reserve National Champions title. Geana Snart placed Second Overall in the Individual Competition.

“Team members put a lot of effort into studying for the quizzes, and I enjoy working with them,” says Cynthia. “Many of the competitors are interested in becoming veterinarians.”

Cynthia’s daughter, a Pre-Veterinary Medicine Scholar at the University of Missouri, credits her 4-H experience as a stepping stone for her success.

**FAMILY FINANCIAL EDUCATION**

The Volunteer Income Tax Assistance Program offers free tax help to people who make $50,000 annually or less, and need assistance in preparing their tax returns. Ten AmeriCorps Members traveled to Kansas City to implement this program. During the six-week project, a total of 722 tax returns were completed. MU Extension Family Financial Education partners included the MoTax Initiative, Metropolitan Community College, Internal Revenue Service, AmeriCorps, Northeast Chamber of Commerce, North-East Kansas City Public Library and Don Bosco Community Centers.
MASTER GARDENERS OF GREATER KANSAS CITY

Master Gardener volunteers answered 1,270 hotline calls in 2013. Speakers Bureau volunteers gave 81 home gardening presentations to community organizations, which were attended by 1,244 participants. The 323 active Master Gardeners contributed more than 19,423 hours of volunteer service. A total of 28 new applicants enrolled in the training classes. The Master Gardeners are increasingly involved with Kansas City midtown and downtown residents, especially among the minority population. Volunteers established the Swope Park Community Center Demonstration Garden, Harvesters Demonstration Garden, Ivanhoe Neighborhood Garden, Pendleton Heights Neighborhood Garden, Urban Green Dreams Palestine Neighborhood Garden and the 18 Broadway Sustainability Demonstration Garden. The group received The Philly Awards Second Place Under $1 Million Dollar Budget Special Event Campaign sponsored by Nonprofit Connect.

OSAGE TRAILS CHAPTER OF THE MISSOURI MASTER NATURALISTS

In 2013, 161 active Master Naturalists contributed more than 6,194 hours of volunteer service through 18 community partnerships in Jackson County. A total of 28 new volunteers entered training. A broad range of service activities were offered, including teaching at local nature centers, local river cleanup efforts, tree plantings, glade restoration and invasive species removals.

CHRONIC DISEASE PREVENTION

A total of 715 adults participated in chronic disease prevention education classes. The goal was to reduce the risk of heart disease, cancer, diabetes and/or osteoporosis through dietary and fitness changes. Support was provided by a weekly nutrition segment featuring healthy recipes on WDAF-TV Fox 4.

HOME FOOD PRESERVATION CLASSES

The Quality for Keeps series provided participants with hands-on experience in learning safe procedures for preserving fruits and vegetables. A grant from Ball funded canning demonstrations on six Saturdays at the City Market.
In 2013, more than 1,500 mature adults participated in local MU Extension Health and Wellness programs. Offerings included Seated Tai Chi for Arthritis and Bi-lingual Tai Chi for Arthritis. The oldest participant in the exercise classes was 100 years old. Movements were modified to meet the needs of participants who used canes, walkers and wheelchairs. Ninety percent of the attendees reported better health, with improved flexibility and reduced joint pain.

EATING FROM THE GARDEN
This nutrition and gardening program reached more than 1,200 children and 200 adults in 2013. Beyond elementary classroom students, staff, teachers and parents received nutrition and gardening education. Additional initiatives offered in schools and community centers included rain barrel installations, composting, chef demonstrations and lunchroom tastings. Participating children received healthier food options both at school and at home.

HUMAN DEVELOPMENT
HEALTHIER LIFESTYLES FOR SENIOR CITIZENS

FARMERS’ MARKET NUTRITION EDUCATION VOLUNTEERS
The Cooking Core, a group of 36 trained volunteers, provided nutrition information to 7,218 clients at 16 farmers’ markets in three counties in 2013. The volunteers provided 590 hours of service. At a volunteer rate of $19 per hour, the value of the Cooking Core’s summer-long service was $11,210. Vendors donated $600 in fresh produce for the demonstrations, reaping increased sales. Produce information sheets were translated into Spanish. National workshops showcasing the program were presented at the Urban Conference in Kansas City in May and at the Extension Galaxy Conference in Pittsburgh, Pa., in September.
Family Nutrition Education Programs reached a low-income audience of 13,972 youth and 7,215 adults in Jackson County during FY2013. 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. Participants learned to manage their food dollars by using shopping lists, comparing prices and planning meals in advance. They learned to prepare food with less salt and studied the nutrition facts on food labels. Many reported their children ate breakfast more often.

Introduced to MyPlate guidelines, one parent realized she had been serving inappropriate portions to her four-year-old daughter. She credited the FNEP nutrition classes with helping her daughter reach a correct target weight.

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<tr>
<th>2013 FUNDING FOR JACKSON COUNTY PROGRAMS</th>
<th>2013 FINANCIAL REVIEW</th>
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<tbody>
<tr>
<td>Jackson County Legislature</td>
<td>Salaries &amp; benefits $130,332</td>
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<tr>
<td>USDA nutrition grant</td>
<td>Contracted Services 4,000</td>
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<tr>
<td>4-H Afterschool grants</td>
<td>Rent &amp; utilities 101,506</td>
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<tr>
<td>Value of volunteers</td>
<td>Travel 29,925</td>
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<tr>
<td>Local grants</td>
<td>Telephone &amp; Internet 7,080</td>
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<tr>
<td>Educational activities &amp; services</td>
<td>Supplies 9,000</td>
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<tr>
<td>University of Missouri Extension</td>
<td>Printing 9,955</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$3,474,435</strong></td>
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<td><strong>Audit &amp; insurance</strong></td>
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<td><strong>Equipment</strong></td>
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<td><strong>Postage</strong></td>
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<td><strong>Staff training</strong></td>
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<td><strong>Misc.</strong></td>
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<td><strong>Council operations</strong></td>
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<td><strong>TOTAL</strong> $312,729</td>
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MU Extension delivered $3,474,435 in programming value, serving residents of all ages and all racial and socio-economic groups. A total of 81,813 educational contacts were made (41.45% Caucasian, 48.29% African American, 16.98% Hispanic, 1.73% Asian American, 45% Pacific Islander, .35% Native American, 7.26% Two or More Ethnicities).
### HEALTHY CORNER STORE INITIATIVE

Identifying and encouraging small convenience and grocery stores to provide healthier food options to local communities was the focus of the Healthy Corner Store Initiative. Four stores were identified in 2013 with the goal of adding nine more in 2014. Community events were held to promote the stores’ interest in providing healthy food options in addition to the normal convenience store fare. Demonstrations were held to show healthy recipes that could be prepared from food options in the stores. The project continues with identifying local community leadership, organizing neighborhood activities to promote nutrition and healthy food choices and supporting stores with their business plans and product acquisition options.

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### 4-H YOUTH DEVELOPMENT

**BUILDING LIFE SKILLS AND CONNECTING TO COMMUNITY**

MU Extension reached 4,014 Jackson County youth through 4-H enrichment programs in 2013. Local community clubs had 195 members who learned by doing through projects related to science, engineering and technology. The 4-H Afterschool program served 1,289 elementary and middle-school youth, helping students enhance personal growth, develop leadership skills and achieve academically. Special interest programs, such as conferences, distance learning and day camps, often reach youth with special needs, such as those living in group homes or youth who are physically or mentally challenged. Overall, Jackson County 4-H was supported by 280 youth and adult volunteers. Valuing volunteer time at $19 per hour, their contribution was valued at more than $532,000.
2013 JACKSON COUNTY EXTENSION COUNCIL
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.

Rich Boulton, District 3, Chairman
B. Allen Garner, District 2, Vice Chairman
C. Jo Riggs, Raytown, Secretary
Valencia Broadus, Kansas City, Assistant Secretary
Jan Troester, Lee’s Summit, Treasurer
Kim Roam, District 3, Assistant Treasurer
Gloria Austin, Independence
Barbara Barry, District 1
Alexa Barton, Grain Valley
DeWayne Bright Sr., District 1
Ingrid Y. Burnett, District 1
Mary Cowan, District 2
Greg Dieckmann, Farm Bureau
Susie Gouldsmith, District 3
Viannella Halsall, District 1
Drew Kelley, District 2
Hope Robinson, Grandview
Lyle Shaver, District 3
Wayne Vinyard, District 2
Keith Wheeler, Blue Springs

2013 MU STATE EXTENSION COUNCIL REPRESENTATIVE
B. Allen Garner

URBAN REGION, 1106 W. Main St., Blue Springs, MO 64015
816.252.7717

Cindy Zluticky, Regional Director
Milly Carter, Regional Administrative Associate

MU EXTENSION FACULTY AND STAFF IN JACKSON COUNTY

Matt J. Brillhart, County Program Director

Agriculture
Lala Kumar, Horticulture Specialist
Catherine Bylinowski, Horticulture Educator

Families and Communities
Marsha Alexander, Housing and Environmental Design Specialist
Dr. Nina Chen, Human Development Specialist
Karen Elliott, Nutrition and Health Education Specialist
Angela Lanigan, Nutrition & Health Education Specialist
Shatomi Luster, Family Financial Education Specialist
Rachael McGinnis Millsap, Eating from the Garden Coordinator

Family Nutrition Education Program
Rachel Gordon, Project Coordinator
Juliann Hadfield, Program Manager

FNEP Staff
Nadine Boles, Pat Carner, Jackie Coleman, Ruby Gomez, Andrea Grelle,
Sara Hazan, Guadalupe Hernandez, Veronica Hernandez, Eugenia Houston,
Sonia Jackson, Juana Lopez, Dana Martin, Keri Preston, Gwen Reaws,
Donnell Roberts, Juanita Robertson, LaChelle Simpson, Pamela Smith,
Ara Staab, Teri Tillman, Carol Zagar

4-H
Beth Rasa Edwards, 4-H Youth Development Specialist
Susan Smith, Youth Educator

4-H Program Assistants
Shelli Botts, Lucinda Carr, Naomi Reynolds

4-H Afterschool Program Associates
Lucille Douglass, Shachunda Hampton, Christine Hines, Liliana Lopez,
Gustavo Salazar, Katie Thomas, Isha Williams

OFFICE SUPPORT STAFF
Crystal Lutgen, Office Manager/Bookkeeper
Sara Hill, Receptionist/Administrative Assistant
Karen Colby, 4-H Secretary
Sherrie Norman, Administrative Secretary
Claudia Bill-Copping, Receptionist/Administrative Assistant
Linda Byers, FNEP Administrative Assistant
Rita Ortiz, FNEP Secretary

JACKSON COUNTY
1106 W. Main St., Blue Springs, MO 64015
Office: 816.252.5051     Fax: 816.252.5575

105 E. Fifth St., Suite 200, Kansas City, MO 64106
Office: 816.482.5850     Fax: 816.482.5880

E-MAIL: JACKSONBLSP@MISSOURI.EDU
WEB: EXTENSION.MISSOURI.EDU/JACKSON