

# 2006 MARION COUNTY ANNUAL REPORT

## 2006 COUNCIL MEMBERS

### Elected Members

#### *Townships:*

#### **Fabius-Liberty:**

Tom Chamberlain  
Michael G. Powell

#### **Warren-S. River:**

Caroline Hulse  
Lora Pfanner

#### **Miller-Mason:**

Cheryl Buckman  
Miriam Yochum

#### **Union-Round Grove:**

Becky Sharpe  
Glenn Wagner

#### *Cities:*

#### **Palmyra:**

Sandy Axton  
April Langwell

#### **Hannibal:**

Charles Anton  
Robert Yount

### Appointed Members

#### **Farm Bureau:**

Kevin Knapp

#### **4-H Council:**

Joe Kendrick

#### **4-H Teen Council:**

Keaton Kendrick

#### **FFA:**

Rachel Carlstead  
Emily Nelson  
Galen Tuley

#### **City of Hannibal:**

Al Pabst

#### **MFA:**

Kenny Lovelace

#### **County Commission:**

Randy Spratt

**University of Missouri Extension**  
Courthouse Room 201, Palmyra MO 63461 573-769-2177  
[Marionco@missouri.edu](mailto:Marionco@missouri.edu), <http://extension.missouri.edu/marion/>

Reaching Out to the Citizens  
Responding to the Challenge  
**LIVE. AND LEARN.**

## MISSION

University of Missouri Extension improves people's lives with education and research from the four campuses of the University of Missouri System and Lincoln University focusing on high-priority needs of people throughout the state. Each county extension center, with oversight by locally elected and appointed citizens, is your local link to these unbiased resources.

## INCLUSIVE PLANNING

Education is key to improving the quality of life for all citizens. University of Missouri Extension through its staff, advisory group members, unique governmental partnership and innovative collaboration at the local, multi-county and state level is committed to helping people set and reach their own goals.

## METHODS

Barn, neighborhood, community or county/multi-county meetings; workshops; conferences; short courses; consultations (e-mail, phone, web board, in-person); newsletters; news articles; TV; radio; guide sheets; videotapes; satellite downlinks; web pages; interactive television; test result interpretation; computer-aided instruction; small group-process challenges; and guided study.

## PROGRAMS

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**Greetings:**

We're pleased to offer a highlight of programs conducted this year in Marion County.

Most topics are initiated and guided through input to the Extension Council from citizens and/or content area groups.

Interaction with other agencies through a variety of networks and collaborations plus applied research projects contribute as well to the direction of the overall educational program offerings.

Several methods are used to assist a "diverse student body" in lifelong learning pursuits.

We continue to salute our many volunteers, community leaders and extension council members, past and present, who continue giving time and talents supporting the mission.

**Salute!**

Yours truly,



Michael G. Powell  
Council Secretary

**STAFF**

**Palmyra based staff serving Marion and other counties:**

David Hill – Community Development/CPD

Alix Carpenter – Agronomy

Sherry Nelson – Human Development

Don Nicholson – 4-H Youth Development

Mary Smyser – Food/Nutrition Program Coordinator

Becky Mannigel – Food/Nutrition Program Assistant

Jody Meyers – Secretary

Betty Schappaugh – Secretary

**Serving Marion County from other locations:**

Wendy Brumbaugh – Family Financial Education

Amanda Cook – Ag/Rural Development

Karisha Devlin – Agri-Business

Wendy Harrington – Business Development

Al Kennett – Livestock

James Meyer – Nutrition and Health Education

Jennifer Schutter – Horticulture

Debby Whiston – Family Financial Education

**Northeast Region Administrative Office – Palmyra:**

Dr. Soneeta Grogan – Regional Director

Ruth Jeffries – Administrative Associate

**Kirksville Telecommunications Community Resource Center (TCRC)**

Kevin Baiotto, Coordinator

Tim Arnold, Information Technology

Barbara Valentine, Administrative Assistant

## Marion County Extension Center Fast Facts 2006

- **\$56,600** - county general revenue appropriation
- **\$318,875** - matching support provided by the University of Missouri
- **\$51,222** - matching support from County schools for the FNEP Program
- **\$37,157** - donated funds to support programming
- **\$19,758** - participants fees toward program support
- **15,000** - individual assistance requests were answered
- **33,016** - people were involved in group educational activities
- **15,500** - MU guidesheets and 4-H publications were distributed
- **248,540** - pages of information and newsletters printed locally and distributed
- **113,304** - accesses (up 39%) to County's website by **28,944** visitors (up 23%)
- **57<sup>th</sup>** - average ranking of our URL visits among 250 in the [extension.missouri.edu](http://extension.missouri.edu) domain
- **49** - exams proctored for independent study high school or college students
- **140** - number of on-line MU part-time students from Marion County
- **250** - career and volunteer firefighters, law enforcement and emergency personnel trained
- **159** - horticulture, soil samples or canners tested or analyzed
- **22,256** - volunteer hours provided by 4-H youth and adult volunteers
- **\$350,000** - value of volunteer hours contributed by 4-H volunteers
- **438** - volunteer hours provided by Extension council members
- **\$6,880** - value of volunteer hours contributed by the Extension council

# AGRICULTURE

## **Agricultural Lenders' Seminars**

Marion County had nine of the forty-seven lenders attending the Northeast Missouri Ag Lenders' Seminars. They learned about Annie's Project, Crop and Livestock Outlooks, Small Business Authority and Missouri Department of Agriculture lending programs, Biofuels, and Regional Economics. On a scale from 1 to 10 with "1" being very little value and "10" being very valuable, the average score was an "8.5" with both sites averaged together. These lenders loan over \$272 million a year to agriculture operations via over 2,400 different loans in Northeast Missouri. This annual event is an excellent networking opportunity for lenders and for Extension Specialists to work and learn together improved ways help clientele.

## **Annie's Project 2 - Women Marketing Grain**

The second phase of Annie's Project is an in-depth course on grain marketing. Participants learn effective ways to market corn and soybeans and how to protect marketing plans with crop insurance. Specific topics include: Developing a Marketing Plan, Finding Market Information on the Internet, Forward Contracting, Futures Contracts and other Useful Marketing Tools, Grain Storage, Options, Puts and Calls. The group also toured the Chicago Board of Trade and Mercantile Exchange. Four of the eight in class were from Marion County.

## **Annie's Project**

This course was created specifically for farm women. The program was created by Ruth Hambleton, University of Illinois Extension, Farm Business Management and Marketing Educator, who was inspired by her mother's challenges and successes in agriculture. Annie's Project takes these experiences and shares them with farm women living and working in a complex business.

Fall 2006 programs were held via Interactive-Television simultaneously between Palmyra and Kirksville. Twenty-five women (six Marion County) attended the 6-part series in general agricultural education. Topics include: risk management, record keeping software, ownership of property, insurance, financial statements, spreadsheets, writing a business plan, estate planning, leases, communication issues, personality traits, and marketing.

Annie's Project provides farm women with the knowledge, skills, and abilities to make informed risk management decisions regarding their farm business operations. This enables farm women to become better managers, and in turn, increase the viability of their farming operation. It also gives farm women an opportunity to network and interact with other women involved in agriculture.

## **Selected Comments:**

"I was surprised by the amount of valuable information we were able to cover. I hear my husband discussing a lot of the material, but now I am better able to discuss farm plans and issues with him."

"I believe this class will bring the 'family' closer together by helping me to be a more knowledgeable participant."

"I plan to become more involved in the financial record keeping and organizational record keeping of crop and calf production."

"I think any young (or otherwise) woman marrying a farmer should take this class!"

## **Quicken: Record-keeping Made Simple**

Record keeping is one of those tasks that everyone knows has to be done, but usually puts it off until it is absolutely necessary. Keeping farm or business records makes the owner/producer a better and more efficient manager. Record keeping helps an owner/producer to better understand and evaluate their operation's financial position, explore alternatives, and make informed

business decisions. Making informed decisions based on facts is important for the financial health of a farm or business. A well managed computerized record keeping system can save time in the long run and assist a business owner in making intelligent informed decisions.

Quicken is one of several general purpose record keeping packages that can be adapted for farming. Most of the twenty-seven people (five Marion County) participating in the four different sessions offered were farmers and small business owners. They learned how to properly set up and use the software and gained valuable knowledge on proper record keeping for their farm or business using the Quicken.

### **Beef Improvement Program**

Ten beef producers in Marion County are enrolled in the Northeast Missouri Beef Improvement program. The regional livestock specialists assist these producers with performance record programs by taking weaning and yearling weights and measuring frame scores on all calves born. Seven producers sell bulls in the annual Northeast Missouri Performance Tested bull sale.

Twelve producers from Marion County purchased bulls in the NEMO Performance Tested Bull Sale and numerous others purchased bulls off the farm from breeders enrolled in the performance tested program. This value added bull sale averaged \$2460 on 51 head.

### **Show-Me-Select Replacement Heifer Program**

Five beef producers in Marion County are enrolled in the Missouri Show-Me-Select Replacement heifer program. All of these producers sell heifers in the Show-Me-Select Heifer Sale held in Palmyra which is a value added sale and program.

Four producers from Marion County purchased heifers in the Show-Me-Select

heifer sale. In 2006 the sale averaged \$1323 on 230 head for a total sale of \$304,000.

### **Lewis/Marion County Cattlemen's**

University Extension and the regional livestock specialist work closely with the Lewis/Marion County Cattleman's Association in conducting educational meetings and tours that benefit area cattlemen.

Three educational beef meetings were held in 2006. Average attendance at the meetings was 70. Also 55 people attended the annual beef cattle bus tour. A very successful fund raising event yielded \$10,000 to support scholarships for Lewis & Marion County kids.

### **Beef Cattle Rations**

The regional livestock specialist worked individually with 35 beef producers in Marion County in developing beef rations. The use of by-product feeds was a major emphasis in many of these cases. Forage analysis was also done in several cases. A by-product feeds meeting was held in Palmyra in conjunction with the Palmyra Young Farmers. The use of wet by-products feeds was of interest to many producers.

### **Premier Beef Marketing**

The Premier Beef Marketing program was established in Missouri to help small groups of beef cow-calf producers form a marketing cooperative in order to market their calves. The calves are commingled and sorted into uniform lots so as to provide pot-load lots of calves for marketing.

NEMO Beef Marketers were organized in the 4 counties around Monroe City. The 12 members include 4 from Marion County. In 2006 they commingled and sold 500 calves. Since organizing in 1999 they have marketed over 5000 head of calves together.

When calves are sold as finished cattle, the producers in the group get complete performance and carcass data to use for improvement in their herds.

## **11<sup>th</sup> Annual Western Illinois - NE Missouri No Till and Crop Management Seminar**

One-hundred thirty-seven producers from northeast Missouri, western Illinois, and south central Iowa participated. Missouri was represented by Marion, Lewis, Pike, and Ralls counties. These agricultural producers increased their weed, disease, and fertility imbalance diagnostic skills. Producers increase their knowledge of conservation tillage practices.

We hope to increase the number of agricultural producers making pesticide and nutrient applications based on field conditions. An increasing number of producers now adopt no-till/minimum-tillage practices.

### **Northeast Missouri Agriculture Newsletter**

*Ag-Info* is a bi-monthly newsletter providing producers with timely production and marketing information and publicizes University of Missouri Extension programs. The newsletter is intended to address a wide variety of clientele, including those who are not readily available for face-to-face meetings. Producers who receive the newsletter often contact the authors for additional information. *Ag-Info* is distributed by e-mail and mail to over 949 addresses in Marion, Shelby, Lewis, Monroe, and Ralls counties. The newsletter is a cooperative effort of Alix Carpenter, Karisha Devlin, Al Kennett and Amanda Cook.

### **Private Pesticide Applicator Training**

Ten three-hour sessions, held in Marion, Lewis, Ralls, Pike, and Monroe counties,

*“Thank you for the informative session.”  
“I learned a few new things, and a few I’d forgotten.” “You talked about how easy it is to get chemical on yourself. I’m glad you told us what to do if we do mess up.”*

covered a variety of safety, calibration, and pest management issues associated with proper and safe pesticide use. Through this course, agricultural producers are able to

obtain certification or recertification of a private pesticide applicator’s license.

161 new and renewal licenses were issued at these training sessions to meet the legal need of certification by improving their knowledge of pesticides and their use. Responsible use of pesticides results in a cleaner and safer environment; improved use of pest management strategies; increased number of acres protected from pests through the use of integrated pest management; and increased profitability for agricultural producers. Evaluation forms were distributed at the completion of individual trainings. Response rate for the evaluations was between 80 and 100%, depending on location. Producers indicated that the training made them familiar with the topics covered; average evaluation score was 4.3 (where 1 = not familiar and 5 = very familiar).

### **Asian Soybean Rust**

As part of a USDA-funded national project, a local (Marion County) soybean production field was scouted throughout the 2006 growing season. Data were collected on a weekly basis regarding disease and insect presence, crop progress, and overall crop condition. One hundred leaflets were collected weekly and submitted to Columbia for microscopic analysis and determination of the presence of disease organisms. Similar scouting practices were done throughout the soybean growing regions of the United States; in the event of an Asian soybean rust outbreak in an adjacent state, these data would be used to predict the spread of the disease, and make control recommendations.

### **Management Intensive Grazing (MIG) Seminar**

This seminar is a prerequisite for obtaining cost-share funds from the NRCS and county SWCDs (Soil and Water Conservation Districts). Activities included classroom sessions, a farm tour, and on-site pasture evaluation exercises. Thirty-six participants, (2 Marion Co.), gained knowledge on optimal

harvest practices for forages, including grazing, as well as the tools necessary to design and implement an intensive grazing system. Goals are adoption of proper pasture management practices, resulting in increased forage use efficiency; reduced livestock production problems associated with fescue toxicosis; reduced soil erosion; proper fertilizer use; and increased profitability.

### **Locally Grown FoodFest**

A one-day event in conjunction with the Quincy (IL) Farmers' Market, highlights the availability of, and benefits of, locally grown foods. This project is a joint venture between University of Missouri Extension and University of Illinois Extension. Intermittent surveys and participant counts throughout the day indicated that there were approximately 200 more consumers at the Farmers' Market than normal for a Saturday in August. Forty additional producers either sold their produce, or hosted informational booths concerning their locally-grown products that day. Twenty of these producers were from Missouri.

Random interviews of consumers at the farmers' market indicated that, as a result of the event, consumers did understand the importance of sustainability in their purchases. Interviews with vendors (both established Quincy Farmers' Markets vendors, and those who were at the market for this event only) indicated that, on average, each vendor established a relationship with 15 to 25 new customers. Local restaurants have established relationships with local producers, and are identifying locally grown products on their menus.

### **Commercial Vegetable Growers' School**

A two-day short course taught by Alix Carpenter, Darla Campbell, and Jennifer Schutter, as well as the Marion County Health Department Sanitarian, Rex Pflantz, attracted 34 (7 Pike, 1 Lewis, 16 Marion, 4 Monroe, and 6 Ralls). Producers learned about weed, disease, and insect identification and control, nutrient management practices and their

financial, production, and environmental consequences, and regulations of farmers' markets. Medium-term goals are: appropriate use of fertilizers and pesticides plus increased production.

### **Drought Related Programming**

University of Missouri Extension's assistance to producers took the form of individual producer consultations, topical newspaper and newsletter articles, and information dissemination to local media. These activities included the following:

Nitrate Testing – The University of Missouri – Columbia College of Veterinary Medicine provided nitrate testing solution to Extension staff who requested it. The testing solution was used in the field and local extension centers to check the nitrate levels in plants such as corn, milo, and summer forage annuals prior to their being fed to livestock as supplemental feed. Approximately 50 tests were performed in 2006. The tests provided an opportunity for staff to provide a valuable service for producers as well as educate the producers on methods to reduce the danger of nitrate poisoning for livestock.

### **Topical Information Packets –**

- When nitrate testing was performed for producers, information on managing nitrate levels in feeds was also shared with those producers. A packet of information, containing information on reducing the risk of nitrates in feeds for livestock, was given to those who had potential nitrate problems. The packet was also provided to several agribusinesses that were receiving questions about nitrate levels.
- A packet of information on aflatoxin in corn was prepared and made available to farmers, agribusinesses, and insurance companies, to provide information on methods for detecting aflatoxin in corn, as well as methods to market or feed to livestock corn containing aflatoxin.
- Informational packets on treatment of corn stalks, wheat straw, and low-quality hay with anhydrous ammonia were prepared and made available to producers. Cost estimates were calculated to assist producers in determining the financial feasibility of this option.

- Sources of hay for sale were compiled into a list which was maintained for clients looking for hay to purchase.

### News Articles and Radio

At the height of the drought, five newspaper articles on drought-related topics were written by staff and distributed to area news media. Topics included using soybeans for hay and silage; nitrates in growing plants; using by-products to supplement pastures; aflatoxin in corn; and estimating silage value. Articles from state extension staff were also used by several papers. Some regional staff was interviewed by both area radio and

newspaper reporters, concerning various drought-related topics. At least six of these interviews were conducted.

*Ag Info* Newsletter issues featured drought-related topics, including:

- Feeding drought damaged crops
- Hay supplies for purchase
- Supplementing pastures and hay with by-products
- Fall pastures
- Estimating the value of silage
- Estimating soybean yields
- Making soybean hay and silage
- Aflatoxin and crop insurance
- Herbicide and fertilizer carryover

## BUSINESS AND WORKFORCE

As entrepreneurs and innovators, Missouri's small businesses are becoming a more diverse group that continues to make the state's economy productive. There are approximately 500,000 small businesses in Missouri. Nearly 98 percent of all businesses with employees are categorized as small businesses. In assisting the owners and managers of those businesses, MU Extension contributes to a county's economic development and the well-being of its citizens and communities.

### Impact 2006

In Marion County business development program specialists and business counselors with MU Extension, Missouri Small Business Development Centers (MO SBDC), Missouri Procurement Technical Assistance Centers (MO PTAC), Missouri Small Business and Technology Development Centers (MO SBTDC)—including the MoFAST program, and the Missouri Market Development program served 38 people and their companies with business start-up and management counseling, training, and other assistance.

Overall, the University of Missouri's Business Development Programs (BDP) served 11,176 people and their businesses state-wide. The

total impact for all businesses assisted by the BDP was:

- New jobs: 6,054
- Sales increases: \$168,908,759
- Government contracts: \$186,010,945
- New businesses: 83
- Jobs retained: 570
- Loans and investments in business: \$73,666,326
- Businesses turned around or failures prevented: 18
- Acquired assets: \$24,863,597
- Government investment in commercialization: \$8,720,277 in SBIR proposals submitted
- Clients/companies receiving business counseling: 3,540
- Business training attendees and conference participants: 6,048
- Information transfers: 1,588

The business development faculty contributing to these business successes are from the programs identified. These staff have regional and statewide assignments working with businesses in counties across the state.

### **The Business Development Program Delivery Network Includes:**

10 Business Development Specialists headquartered at University of Missouri Extension centers; the University of Missouri campuses at Columbia, Kansas City, St. Louis and Rolla; and state colleges and universities across Missouri. The named programs delivered through this network include:

- ❖ **Missouri Small Business Development Centers (MO SBDC)** – Funded by the U.S. Small Business Administration, this \$1.6 million award is matched on the local level by state university hosts and private sector partners. Services include individualized business counseling and a wide variety of educational opportunities.
- ❖ **Missouri Procurement Assistance Centers (MO PTAC)** – Funded by the U.S. Defense Logistics Agency for \$495,000, this program helps businesses win government contracts for a wide range of products and services.
- ❖ **Missouri Small Business Technology Development Centers (MO SBTDC)** – Some centers throughout the state are staffed with specially trained counselors who can assist high-technology and high-growth firms with a variety of management, production, financing, technology development and commercialization issues. One of the products offered through those centers is the MoFAST SBIR/STTR assistance. Specialists in this area work with university faculty and other innovators to win awards in support of the commercialization of technology.
- ❖ **Missouri Market Development Program** – This program, which is funded at \$100,000 by the Environmental Improvement and Energy Resources Agency via the Missouri Department of Natural Resources, helps business owners find markets for recycled materials and helps other businesses in

securing funding for manufacture of new goods using those recycled materials.

- ❖ **Career Options** – Improving individual capacity is the focus of the MU Extension Career Options program, which is funded through a partnership with the Missouri Department of Economic Development Workforce Development unit. This program assists displaced workers and others in many ways, including through the exploration of business ownership and career repositioning following company closings, layoffs and other employment-related changes.

### **Affordable Community Education (A.C.E.)**

A permanent site for a Community College serving this area is no longer a dream. Six acres west of Hannibal were donated in September 2005. The ongoing challenge is to raise \$2.6 million to construct an educational facility that can be leased to Moberly Area Community College (MACC) as it continues to address workforce skills needs.

A.C.E., with University of Missouri Extension research and data mining skills, fiscal analysis and organizational management support, continues evaluating post-secondary educational needs of individuals and employers, funding options and economic development potential via enhanced offerings at MACC-Hannibal. Enrollment is up 28% over last year.

Bi-monthly sessions involve 20-35 participants including state, county and city elected officials, business and educational leaders, interested citizens and community college students from “catchment area.”

The Northeast Missouri Community Development Corporation, a group of bankers and utility leaders formed to promote economic development in the region, has made an initial investment in the form of a loan to A.C.E. for \$150,000 to create a new community college campus for the MACC-Hannibal Area Higher Education Center.

# CHILDREN, TEENS & FAMILIES

## 4-H Teaches Caring and Competence

Though we refer to it day-by-day as just "4-H," our full name, 4-H youth development, is truly descriptive of what we do: help young people become caring, competent, contributing members of their community.

Results, released in October, from the first five years of a national study shows that in 4-H we really do just that. In fact, 4-H stands out from other organizations in how we help young people gaining the skills and attitudes that define youth development. Those skills include: competency in mastering new skills, confidence to become independent, the importance of being connected to others, character, and generosity toward others.

What sets 4-H apart is that young people also learn to contribute to their community. 4-H is the only organization that provides young people with the opportunity to grow to this next level.

Richard Lerner, a Tufts University faculty member who is leading the study, also discovered that when 4-H teams up with other youth groups, those young people can gain the skills and attitudes of contributing to others.

In Missouri, we provide 4-H members with a lot of opportunities and support to contribute in meaningful ways. Many of our clubs are just like yours and include several activities throughout the year that helps their community.



### A Community of Youths Learning Leadership, Citizenship and Life Skills

One of every 10 Missourians between the ages of 5 and 18 participated in a Missouri 4-H program in 2006.

Ongoing participation in extracurricular activities, such as 4-H, can lead to long-term payoffs. Regardless of family background, studies find that teens who consistently participate in extracurricular activities from 8<sup>th</sup> through 12<sup>th</sup> grade are 70 percent more likely to attend college. The College Board's Trends in Higher Education Series highlights benefits to individuals and society when young people attend and complete college. For example, over their lifetime, college graduates will earn an average of \$2.5 million, or \$1 million more than peers with only a high school education.

Communities reap long-term benefits by supporting programs like 4-H. Youth engaged in the programs are 60% more likely to vote than their non-engaged peers. In addition, 4-H youth are more likely to

volunteer and contribute to their communities than youth participating in other youth programs.

A study commissioned by the Ohio State University explored the economic impact of Extension programs and offers one way to measure the impact of 4-H programs.

**Assuming that a 4-H experience motivates just 10 percent of Missouri's 100,700 4-H members to receive a bachelor's degree, 10,070 degrees would be earned. The College Board study suggests that this would mean an additional \$19,100 in earnings per year for those with a degree. Increased annual earnings for just this group would be nearly \$201.4 million!**

#### Sources:

- Zaff, Jonathan F., and Kristin A. Moore, Angela Romano Papillo, Stephanie Williams.
- "Implications of Extracurricular Activity Participation During Adolescence on Positive Outcomes." [Journal of Adolescent Research](#) (Vol. 18, Issue No. 06, November 2003).
- Technology Partnership Practice Battelle. "Ohio State University Extension: A Generator of Positive Economic Impacts for Ohio." January 2005 <http://extension.osu.edu/about/econimpact.php>. Baum, Sandy, and Kathleen Payea.
- "Education Pays 2004: The Benefits of Higher Education of Individuals and Society." College Board, Trends in Higher Education Series. [www.collegeboard.com](http://www.collegeboard.com) Balsano, A. B., Theokas, C., Phelps, E., Lerner, J. V., & Lerner, R. M. (2006, May).
- Cacophony and Change in Early Adolescent After-School Activities: Implications for Positive Youth Development. Paper presented at the European Association for Research on Adolescence Conference. Antalya, Turkey.

## **4-H in Marion County**

### **4-H clubs**

*4-H participants = 225 in eight community clubs*

Marion County 4-H clubs offer long-term educational experiences in which members learn life skills such as decision making, public speaking and working with others. Members learn by doing under the guidance of adult volunteers, who teach projects ranging from aerospace and arts to veterinary science and sport fishing. Clubs also involve children and teens in community service, camping and educational trips.

### **4-H members supported by 107 youth and adult volunteers**

*Time valued at 107 volunteers x 208 hours x \$15.71 per hour*

Volunteers create, support and are part of the 4-H community. National statistics suggest that the average volunteer contributes 208 hours per year. Valuing their time at \$15.71 per hour, based on average Missouri incomes, the contribution of Marion County 4-H volunteers was worth nearly \$350,000 in 2006!

Source: The Independent Sector. "Giving and Volunteering in the United States."

<http://www.independentsector.org/programs/research/gv01main.html>

### **4-H Livestock Judging**

The livestock specialist worked closely with the youth staff in conducting a county

livestock judging day for 4-H members in Marion and surrounding counties. After county teams were selected, he also helped prepare those teams for the state judging contest by holding training sessions. The livestock specialist served as contest coach. The Marion County Jr. team placed second at state contest.

### **4-H and FFA Ham Curing**

The livestock specialist coordinates the 4-H and FFA ham curing project that is conducted in Marion County. Forty 4-H and FFA members participated in the projects by attending two ham curing meetings and then showing their hams at the fair.

### **PQA Youth Training**

A Pork Quality Assurance Training session was held for 4-H and FFA youth in Marion County. Over sixty kids and parents attended this meeting where kids learned more about quality assurance with their project animals.

### **4-H school programs = 522 in 43 classrooms**

Marion County 4-H school enrichment programs are short-term educational experiences that supplement learning in the classroom. Most are led by teachers or 4-H volunteers. The most popular 4-H school program in Marion County is Hatching Chicks in the Classroom. "Going the Distance" is the second most popular program in Marion County.

### **4-H Camp Highlighted in 2005 and 2006**

4-H Camp is one of the many highlights of the 4-H year for local youth. Camp is planned, conducted and evaluated by 4-H Youth Development Specialists Don Nicholson and Patty Fisher with the involvement and assistance of about twenty-five teenaged Camp Counselors. Over 150 youth and teens take part in one of two 4-H Camp programs, held at Camp Inlow near Philadelphia, Missouri.

At summer camp, children experience and develop life's fundamentals in a safe, protective, well-structured environment. Walking the trail, foraging on nature hunts or singing by the campfire, they learn valuable skills like teamwork, leadership and the positive side of competition, and they acquire friends and self-esteem.

4-H youth and parents identify 4-H camp as having a strong, positive impact on life skills development in youth. In 2005 and again in 2006, nearly 400 4-H members, ages 10-13, across Missouri and nearly 150 parents were surveyed to assess their perceptions of the Missouri 4-H Camping program's effectiveness in building life skills in youth.

The results were overwhelmingly positive. As a result, Don Nicholson, 4-H Youth Development Specialist, presented a Research Report on this study at the American Camping Association National Conference in Chicago, IL; and again in 2006 at the National Association of Extension 4-H Agents National Conference in Milwaukee, WI.

The Missouri 4-H research report is due for publication in Camping Magazine, the national publication of the American Camp Association. In addition, 4-H faculty and staff whose camps participated in the study were awarded the Excellence In Camping Teamwork Award at the North Central Region level for National Association of Extension 4-H Agents.

Specific results from Marion County 4-H campers and their parents were very similar to the state-wide results.



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### **Caring for Our Kids Program Helps Parents**

Parenting is the most important job most adults get to do and yet... we have little or no instruction on how to go about raising our children. Many of us simply follow the example our parents presented us with – good or less than optimal. Sometimes those techniques don't work well and/or we have other things going on in our life that impact our ability to parent. Learning a different way to handle situations with our children and caring for ourselves can help us to care for our children. Sherry Nelson, Human Development Specialist, offers a parenting class called **Caring for Our Kids**. This five session series covers the following topics:

- 1) Abuse and Neglect – information covers the different types of abuse and neglect, factors related to their occurrence and long-term effects on children. (one session)
- 2) Child Guidance and Discipline – development stages and that relationship to possible discipline techniques parents can use and parenting styles. (two sessions)
- 3) Dealing with Anger, Stress, and Communicating Effectively – recognizing anger and situations that cause stress, developing ways to deal with anger and stress, using

communication with our children and others more effectively. (two sessions)

Participants come from Marion, Ralls, Lewis, Shelby, and Monroe counties. Some are self-referrals and others are referred through the Division of Children's Services (DCS), lawyers, or the courts. 24 individuals completed the class and received a certificate of completion. Session evaluations indicate they learned new material as well as hearing information they had heard in previous settings. Most were able to indicate ways in which they intended to use the material. Nearly all of the participants indicated that they enjoyed the classes and felt that they received valuable information that would help them.

A DCS supervisor said she and her staff appreciate the classes for their clientele. More importantly she said "on the occasions when we have to go back into homes or make home visits, we see these parents trying to implement what you have taught them in the parenting classes". Another DCS supervisor from the St. Louis area stated she saw a dramatic improvement in how the client was acting with the children even after only having attended two of the classes.

## **Marion County Teen Pregnancy Rate Drops by More Than 10 Percent**

Ten years ago Marion County ranked 93 out of 114 Missouri counties with 114 being the highest teen pregnancy rate. The most current ranking (2005) finds Marion at 68. This represents a drop of more than 10% which was a goal set by the Community Health Assessment Resource Team (CHART) Teen Task Force.

The CHART Teen Task Force (CTTF) is a local coalition formed in 1995 to serve Marion, Clark, Lewis, Shelby, Monroe, Ralls and Pike counties. Sherry Nelson has served on this coalition since 1996. Annually the coalition sponsors three major events funded by grants to CTTF:

1) CHART Teen Health Fair (attended by 542 youth and 341 adults), Judy Soper, Scotland County MU Extension Nutrition Specialist provided a food and nutrition booth. Sherry Nelson provided a booth along with members of Citizen Corps and CERT (Community Emergency Response Team) regarding those programs as they relate to disaster preparedness.

2) Teen Pregnancy Prevention month includes media messages via billboards, TV, and radio. Teen focus groups were conducted at Hannibal High School with 34 students giving feedback on issues regarding teen sexuality and teen pregnancy issues. We worked to encourage students to participate in a National Teen Pregnancy Prevention Quiz at:

<http://www.teenpregnancy.org/national/quiz/>.

3) *It's Time to Talk* month had several educational events. A poster contest for middle and high school students had 196 participants from four counties. CTTF has the winner's poster made into a billboard and placed near the school they attend. Winners also receive a cash prize. Dr. Ahlum and Laura Rupp's "Can We Talk" luncheon for mother and daughters was attended by 13 mothers and 14 daughters. Mothers ranked

the group sessions, speakers, and information either good or excellent and that it would improve their ability to talk with their daughters about sexuality and other developmental issues. The daughters ranked the speakers, information and group sessions from average to excellent. They also felt that the information would be helpful to improve their communication with their mothers.

CTTF offers other educational resources. *Real Care Baby II* and *Empathy Bellies* are used by several of the high schools. Consistent feedback from teens using these teaching aids indicates they plan to delay having children.

## **Marion County Crusade Against Cancer**

The Marion County Crusade Against Cancer Coalition's (MCCAC) completed its 5<sup>th</sup> year of colorectal screening. The area MCCAC served for this project increased by several sites and counties. All pharmacies in Marion County distributed kits along with the Marion County Extension office, several Hannibal Clinic locations and Hannibal Regional Hospital. Sherry Nelson, Human Development Specialist for Marion County Extension, has served as a core member of this group from its beginning in 2001.

MCCAC's work paid off again as the number of individuals screened with fecal occult blood test kits increased. Colorectal cancer has no notable symptoms until the disease is well advanced so early screening of people 50 years and over or with a family history is crucial. Colorectal cancer is the second leading cause of cancer deaths in the U.S. This year's effort resulted in the distribution of 808 kits. 449 were completed and returned which is a 55% return rate. There were 13 positive tests and these individuals were contacted to encourage them to follow up with their physician for any necessary treatment. The return rate is very high when compared with similar type projects. This is considered a model program for the Heartland Region.

### **Life Skills Trainer Certification**

The North East Community Action Corporation (NECAC) offers life skill classes to county residents. NECAC management personnel were advised to make sure their staff was certified to teach life skills. When the management started looking for training, they were directed to the Building Strong Families program conducted by University of Missouri Extension. Sixteen county coordinators were certified as Building Strong Families program facilitators.

### **Northeast Local Wellness Policy Workshop**

As part of the Northeast Local Wellness Policy Workshop sponsored by the Marion County Health Department, Judy Soper, Nutrition and Health Education Specialist,

presented two sessions for school administrators and food service managers responsible for developing local wellness policies. Participants learned information regarding nutrition-related programming available through extension, persons to contact to make arrangements for scheduling programs and nutrition guidelines for policy development.

### **Big Truck Night**

MU Extension had a booth at “Big Truck Night” sponsored by Parents As Teachers and the Hannibal School District. We handed out nutrition and health information. According to the Hannibal Schools, more than 1,000 people attended the event geared to educate fathers of young children about early childhood development and parenting skills.

## **COMMUNITY RESOURCE DEVELOPMENT**

### **What is Community Capacity Development?**

As we have worked with communities in the county we’ve established a very basic definition of community capacity. We like to say that community capacity development is acquiring the knowledge, the skills and the attitudes necessary to improve and sustain one’s community. It’s important to have a good working definition of this since we don’t want to limit the term to mean just a good core of experienced leaders, or a strong local government staff or even one or two really active service clubs. Capacity is a more inclusive term and the dimensions of knowledge, skills and attitudes can be considered in this way:

- **KNOWLEDGE**—An understanding of the past (heritage), of current conditions and future trends. A good example is the knowledge that your community’s economy was built by someone locally who started off as an entrepreneur.
- **SKILLS**—Group process techniques such as giving and receiving information, making decisions, managing conflict. Engaging the rest of the community in a town hall meeting to discuss ways to support local entrepreneurs is an example of how those skills work together.
- **ATTITUDES**—An open and curious approach to new ideas and approaches and an understanding that change can be useful. Making the change from industrial recruitment strategies to a focus on entrepreneurship is an example of this capacity.

University Extension works with many audiences in a community who want to be and are instruments of community capacity development.

## **Leadership Development Via Community Action**

### **Salt River Community Health Center**

A nonprofit organization has been formed to offer medical care and eventually dental and mental health services, primarily for residents of Clark, Lewis, Marion, Monroe, Ralls, and Shelby Counties. \$200,000 in grants has been received, a building leased, staff recruited and additional funding sought to sustain services targeted to begin in February 2007 with proposed locations on the edge of Hannibal and in Kahoka. Extension staff members, Jim Meyer and David Hill, worked with the founding board, other volunteers and the Missouri Primary Health Care Association to document the need, find funding sources and develop an organization to focus on the uninsured and the underinsured in these counties; anyone, however, will be able to receive services including non-Missouri residents.

### **Fundamentals of Community and Economic Development 101**

This workshop for Elected and Volunteer Leaders offered overviews of the economic development process using a series of ten 35-45 minute presentations. Participants learned what economic development professionals do and where to go for assistance. NE Region Extension Specialists taught the "Developing a Strong Community" and "Growing New Businesses" units. County Electric Cooperatives and the Mark Twain Council of Governments were among the 19 partners in the session coordinated by the Northeast Power Cooperative.

### **"Tools and Techniques"---Future Planning While Addressing Immediate Issues**

This venture evolved from a gathering of anyone interested from area small towns into continuing dialog and a series of educational sessions on topics of immediate need.

Our audience includes people from towns in what we are calling the Northeast Initiative ---

Rtes 61/15 and 36/136 Corridor boundaries and points in-between and a bit beyond. We held two visioning sessions followed by requested technical assistance topics.

Community leaders met three times for education and discussions on Cooperatives, Alternative ownership, Non-traditional regional partnership structures for business, Community-based Entrepreneurship, and Community asset identification (retail, living wage jobs and related labor issues).

A session featured techniques used in Fairfield, IA for creating an entrepreneurial community, such as recognition and rewards, peer mentoring and networking events, boot camps for entrepreneurs, and a loan pool for downtown development.

At the most recent session, community leaders identified assets, strengths and weaknesses in the "Corridor." Task groups formed to address asset development and how to fill in the gaps. Collaborators are The Federal Reserve Bank of St. Louis, MU Extension, Culver-Stockton College and area Community Betterment Organizations.

## **Housing Affordability and Availability**

### **4<sup>th</sup> Tri-State Workforce Housing Summit**

This is a day of discussing plans to address continuing housing needs in the Tri-State area. Community leaders looked at ways to expand housing opportunities in the "state of mind," 35 counties linked by the Mississippi River. Featured topics were: new dollars designated for the region, impact of new homeowners and incentives to offer down payment and closing cost assistance.

Roundtable discussions were financing workforce housing development, linking job creation with housing issues, getting housing higher on the national issue agenda and the role of local governments in housing development.

A key result of the Extension lead roundtable identified the need to assess the current state of the local housing market in the Tri-States so the “Summit Committee” can develop a presentation for our Congressional delegation of priorities agreed upon by the previously competing entities in order to simply put more people in their own home.

### **Multi-County Housing Dialog Series**

Partnering with the North East Area Community Action Corporation (NECAC)’s, affordable housing initiative, this effort reaches all southern tier counties of Northeast Missouri. Specialists, at quarterly meetings in Hannibal since February 2001, contribute information, data, deliberation and networking skills to the effort. Marion, Lewis, Pike and Ralls Counties are in this discussion cluster.

Lenders, developers, realtors, NECAC staff and board, city and county officials join in discussions and deliberation regarding demolition of blighted houses, rehabilitation of existing structures, lower cost new construction options, innovative financing for first-time buyers plus creative public/private funding packages to encourage single family housing construction in the \$75-90,000 price range. Average attendance has been 20 persons with a range of 10 – 30 per session.

A spin-off of this effort is a \$250,000 grant to NECAC and the Perry State Bank-Hannibal to make repairs to 25-30 homes. This is in addition to the 85 families in the region who became home owners this year.

### **American Dream Downpayment Initiative**

This is a partnership between the Missouri Housing Development Commission and University of Missouri Extension plus participating lenders.

The program serves people ready to assume the responsibilities of homeownership and household budget management. Successful applicants receive one or combinations of

below-market interest rates, down payment assistance and cash assistance payments. The goal is financial stability of Missouri families. Our work with hometown lenders and real estate professionals allows first-time home buyers an opportunity to continue to be an integral part of their own communities. Participants: Marion – 6; Region – 38.

### **Tourism, Recreation and Historic Preservation**

Community improvement participants are stepping forward to form partnerships with other groups in their own towns, the surrounding area, across the county and across the region. After several years of skills development, idea generation and encouragement, participants are shouldering initiatives for shaping their community or neighborhood destiny.

The primary “theme” is to extend the visitor trail north and “intercept Branson visitors” heading south to stop and tour.

### **Festivals & Special Events Workshop — Growing Your Event**

A Tri-States Extension session for 35 people involved in community events focused on:

*Nuts & Bolts* — An array of experts on insurance, food safety, sanitation, scheduling, parades, and other issues.

*Regional Cooperation* — It may seem logical to have your event all to yourself, but if you want to draw in people from outside your community, partnering with other groups or neighboring communities offers a variety of reasons for prospective visitors to attend multiple events during the same time span.

*Event Gardening* — Several successful events in towns developed and grew. Discussion themes: promotion, fundraising, and more with a panel discussion.

*Bringing People Downtown* — Scheduling events in downtown business district is beneficial to merchants and the community. Downtowns suffer in our smaller communities, and events help get people thinking about how to change that.

*Promoting Cultural and Heritage Events* — Highlight the history you have in your own town focusing both on events designed to attract non-residents and those that are designed as part of an event targeted to community members.

### **Historical Society Development**

A good many folks in the region have ties to the Civil War and Railroad Eras. Research, grants and other funding searches for historical building renovation and restoration helps the organizations establish and accomplish their goals. It is rewarding to work with dedicated and energetic memberships celebrating not only the cultural heritage of the county, but attempting to make the area a destination versus a way-station for travelers.

The Shortline Railroad group currently involves participants from St. Louis to Canton tracing the route via aerial photography and topographical maps seeking out people in the towns along the way who might have information for the good of the cause of cultural heritage tourism and historical interpretation.

We assist cultural heritage interpretation groups manage a really full plate of ventures via nonprofit organizational board development, organizational management and funding resources development education.

### **“River Road Artists”**

A collaborative of arts leaders, arts educators, arts organization leaders and board members, community arts volunteers, and all those interested in the arts Northeast Missouri meets monthly. Those convening form a

network for idea and program sharing, arts resources, an opportunity to work regionally and a unified voice for the arts.

Participants come from Canton, Center, Shelbina, Palmyra, Monroe City, Louisiana, New London, Perry, Clarksville, and Hannibal plus rural areas surrounding these towns and locations in Adams and Pike counties in Illinois.

MU Extension prospects to find resources for developing the group and its leadership.

## **Nonprofit Organization Development**

### **Building Stronger Nonprofit, Voluntary Organizations Via Distance Learning**

These workshops provide interactive, informative, and educational approaches to improving the management, leadership, and fund-raising skills of key staff and volunteers.

Sessions were: Board Development and Effectiveness Planning, Fund-raising Basics; and Successful Grant Proposals. This is a partnership with the St. Louis Area Nonprofit Services Consortium and the Nonprofit Management & Leadership Center at University of Missouri St. Louis conducted at the new MU Extension Inter-active Television (ITV) site in Palmyra.

Ten organizations also signed up for individualized ITV consulting sessions on topics of their choice via this program. 100% of the evaluations rated this program offering as excellent.

### **Tri-States Nonprofit Organization (NPO) Consortium Development**

MU Extension in Northeast Missouri, Cooperative Extension in Adams and Brown Counties in Illinois, local United Ways and Quincy University informally support development and delivery of educational workshops and other resources to Nonprofit Organization (NPO) staff and boards in 18 Tri-State counties. Efforts this year moved

beyond discussion to begin providing more frequent, available and affordable education or services opportunities to build board and staff capacity. This included training, consulting, networking, funding and support information.

Illinois partners jointly received a \$250,000 grant from the Kellogg Foundation to open a Nonprofit Service Center. It's housed on the Quincy University campus. An executive director was hired to supplement efforts of partner staff on both sides of the Mississippi River. Illinois Extension shares staff with the "Center for Effective NPOs". Part of the funding supports workshops for area NPOs.

On the Missouri side programming and funding was sought to affordably serve the educational needs of NPOs with limited or volunteers only staff and their boards. MU Extension in Marion County was a successful applicant for anonymously donated funding forces on delivering Interactive Television workshops to NPOs in rural areas of Missouri. Illinois residents are welcome to come over the same way Missouri NPOs have participated in the Kellogg funded effort in the Quincy, IL area. These ITV sessions began in April of 2006 in Palmyra.

### **Estate Planning for EVERYONE!**

MU Extension in partnership with the Missouri 4-H Foundation conducted a 4-county workshop (Marion, Monroe, Ralls and Shelby) drawing 108 persons to learn about: Estate Planning for EVERYONE!

Could you use an extra \$20,000-\$50,000 or more to support programs in your community or county(s)? Silly question isn't it, but it is quite possible.

Generally speaking, most of us want to retain control of our assets while we are alive, but are willing, if asked, to give some of those assets to a favorite charitable organization(s) upon our death.

Did we hope people that attend will consider including the 4-H Foundation and your local 4-H program in their estate plans? You bet! But more importantly, we provided good solid information for those who haven't proceeded very far with estate plans, or are just beginning. No sales pitch! Presenters had nothing to sell but emphasized Estate Planning options of gifting for the benefit of communities and community organizations.

### **Worlds of Wonder (WOW) --- A Hands-On Discovery Place**

The CD Specialist assists with developing a more effective and inclusive management structure to meet the challenges of opening a Children's Museum for the Tri-States.

This group revised its board make-up and functions by restructuring and better defining committee tasks and communications linkages. Some new members have come on board while some have left as the workloads shift along with family obligations.

Committee "job descriptions" were developed along with organization flow charts. WOW's implementation teams now can graphically see how communication and program processes should work. Former board members transitioned to specific educational leadership roles enhancing people power while limiting their obligations to WOW. Participants can focus on any or all phases of organizational development, organizational management or program delivery. Board representation expanded to include membership from two Illinois counties and four Missouri counties.

On May 15, 2006 WOW received property in downtown Hannibal valued at almost \$1 million to be converted into a children's museum "with walls" after several years outreach programs in the Tri-States.

WOW received funding from the Tracy Foundation in Mt. Sterling, IL, BASF

Corporation in New Jersey, the General Mills Foundation, Minneapolis, MN and the Riedel Foundation, Hannibal, MO to conduct hands-on education programs for K-8 public, private and home schooled students. Programs deal with physical science, health/nutrition, wildlife and the environment.

### **Funding Source Awareness**

Bi-weekly summaries of grants available to enhance community improvement efforts of area non-profits, local government public entities and civic groups e-mailed to contact person or office in each county and community on request. Known multiplier from current list of 150 grows to about 1000 contacts regionally. Switchboards in this county are the County Clerk's office and Health Department, Hannibal and Palmyra City Departments, Chambers of Commerce, Historical Societies, Rural Electric Coop, Caring Communities, United Way, Libraries, Community Betterment groups, Schools, PYRFEECT, NEMO Development Corp., and Mark Twain Council of Governments.

Presentations were e-mailed to people and organizations in the territory: "Are You Here Looking for \$\$\$\$ OR Do You Have a Vision, Plan and Program AND Just Need to Find Some Funding?", "If You Need \$\$\$\$ Now, It's Probably Already Too Late! SO Next Time..." and "Helpful Hints On Getting That Grant."

Grants valued at \$2,765,300 in Marion County can be attributed to the effort by organizations using our funding sources awareness effort.

### **Public Issues Education**

#### **Taking Back Democracy Forums**

Four sessions discussed reclaiming the public's role in Democracy. Participants practiced deliberation techniques to discuss societal concerns, weighed drawbacks and tradeoffs and looked at how to find a shared sense of direction before making decisions.

Topics included: Rebuilding the country's moral foundation, using one's web of connections, reinventing citizenship and bringing people back into politics. The event was part of the National Issues Forum project sponsored in part by the Kettering Foundation in Dayton, Ohio. Local survey results fed into a national report of local deliberations across the country.

Participants commented:

- *Community is the product.*
- *People can make a difference.*
- *People want to make a difference.*
- *Everyone can learn leadership.*
- *We can blend internal and external resources.*
- *We work to engage parts of the community not likely to step forward.*
- *People can create their environment.*
- *Citizenship is learned through interaction.*
- *The best understanding of issues and situations is the start of effective change.*
- *People have a right to be engaged or heard.*
- *We must remember the unforeseen consequences of actions and how they affect people not readily visible.*

#### **Data Mining Training Conducted Simultaneously at 7 ITV locations in NEMO**

The University of Missouri's Office of Social and Economic Data Analysis, OSEDA, collaborates with partners in the analysis of social and economic data in ways that contribute to improvements in the economic and social well-being of people and communities.

OSEDA maintains an electronic library of demographic and economic data for Missouri and the United States including reports, projects and presentations.

48 regional participants at 7 ITV sites learned where to find population profiles, economic data, health care information, communizing

patterns and much, much more. They learned how to pose a demographic picture of the social and economic situation, trends, challenges and opportunities in a community, county or region.

Participants can now turn the information into knowledge to help organizations plan for the future, prepare for capital projects and complete grant applications. They were also the first to request advanced data mining sessions.

Area councils of government and regional planning commissions are co-sponsored the presentation along with MU Extension offices and the host site affiliates. Audiences were: local officials, social human services agency staff, community betterment groups and professionals, school district personnel and the interested public.

One commented: ***"The more I know about this topic the more I know what I don't know. This session was a big help to me in my job."*** Another saw some ways to link from their webpage to other resources.

### **Demographic Research**

Periodic summaries of population issues, employment and labor force trend information sent to local decision-makers and nonprofit organizations.

**Information/Resources Referrals via e-mail, phone, postal packets & referrals to Extension URLs to numerous organizations, businesses and individuals on a variety of public issues.**

### **Leadership Development**

This is part of our work with all audiences, even though we tend not to conduct regular

classes on the topic. We do leadership development by community action as people who call upon Extension for assistance, conduct projects and address local issues.

Skills are developed among rural and town residents, local government officials, homemakers, officers and members of agricultural commodity groups and other volunteer or community organizations, 4-H club leaders and members plus many others.

Our definition for these purposes is the fostering of competencies that enable one to influence people's thoughts, feelings and behavior. Competencies refer to skills knowledge, attitudes and behaviors. We often use the terms skills and competencies interchangeable.

Competencies and skills developed include:

- Solving problems
- Projects or activities
- Forming and working with groups
- Planning for group action
- Managing meetings
- Communicating effectively
- Developing proficiency in teaching
- Mobilizing for group action
- Understanding and developing oneself
- Understanding financial matters
- Understanding leadership
- Understanding social change
- Arbitrating, Developing resources
- Developing followers
- Changing behavior
- Clarifying attitudes
- Working creatively
- Working Collaboratively

Leadership development is taught in all of the previously summarized settings.

### **State, Federal and County Partnership**

University of Missouri Extension programs are funded by county, state and federal appropriations, grants, contracts, and private donations. Local funding provides office

space, clerical, office supplies and equipment, building maintenance, travel expenses of field extension faculty conducting educational programs in Marion County and a portion of local communication expenses.

The county extension council acknowledges and appreciates financial and people power assistance, County and City governments, the 4-H Development Council plus residents and businesses contributions to Extension program support.

University of Missouri Extension compensates 4 faculty, 2 program coordinators, 1 para-professional and 1.5 support staff based in Marion County.

MU Extension supports all staff: in-service training expenses, including travel and lodging, metered postage for programming, plus cost shares on computer related equipment, internet access and publications. This year's University of Missouri Extension support was approximately \$318,875.

<b>Marion County</b>	
<b>University Extension Council</b>	
<b>Annual Financial Report</b>	
<b>Year Ending December 31, 2006</b>	
<b>Revenues</b>	
Appropriations	\$ 56,600.00
Investment income	1,488.34
Gifts/grants/contracts	484.41
Resales/education services	1,438.98
<b>Total Revenue</b>	<b>\$ 60,011.73</b>
<b>Expenses</b>	
Salaries and Wages	\$ 37,292.45
Communications	4,226.72
Travel	7,661.52
Supplies/Services	5,449.83
Repairs/Maintenance	36.84
Working Capital	5,344.37
<b>Total Expense</b>	<b>\$ 60,011.73</b>
<b>Revenue less Expense</b>	<b>\$ 0.00</b>

# EMERGENCY PREPAREDNESS

## Marion County Citizen Corps and Marion County CERT

Marion County Citizen Corps (MCCC) and Marion County CERT (Community Emergency Response Team) are two local efforts aimed at helping the citizens in Marion County to prepare for disasters.

Depending on the size and scope of a disaster, citizens may have to provide the first response efforts until emergency responders arrive. This time lag can be as long as 72 hours.

This preparedness effort has been entirely funded by Homeland Security monies from the State Emergency Management Agency (SEMA). Sherry Nelson, MU Extension Specialist, has served as chair for both groups and secured funding for both. Total funding for the CERT FY 2004-05 & FY 2005-06 was approximately \$12,600. Marion County Citizen Corps grant funding was approximately \$8,000.

The primary mission of MCCC is ***“to develop a community that is safer, stronger, and better prepared to respond to the threats of terrorism, crime, public health issues, and disasters of all kinds.”***

Marion County CERT’s mission coincides in that their goal is ***“to teach Marion County citizens the skills needed to aid first responders in catastrophic disaster and emergency situations.”***

This past year MCCC and Marion County CERT participated in the CHART Teen Health fair, Hannibal Business EXPO, General Mills Employee Health and Safety Fair, and the

CHART Wellness fair to offer education regarding preparedness and how they can become involved with either group.

Two other presentations were made to American Legions in Palmyra and Hannibal. These efforts reach over 2,000 people.

Currently there are 30 people in Marion County who have taken the CERT class.

Topics covered include:

- Family preparedness
- fire safety
- light search and rescue
- first aid
- disaster medical operations
- team organization
- disaster psychology
- terrorism, and
- a hands on disaster practical.

One of the goals of CERT and Citizen Corps is to make this program a sustainable effort and encourage Marion County citizens to be proactive in disaster preparedness.

As part of this sustainability Sherry Nelson made arrangements with SEMA for a CERT Train the Trainers class in Hannibal in October of 2006. Fourteen people attended the class with eight of the participants residing in Marion County.

Additional efforts are underway to secure training equipment and supplies as well as funding. One source of that funding was to secure a United Way Venture grant to develop a disaster resource manual for the Mark Twain Area United Way counties which will be placed on a rewriteable CD that can be updated.

# ENVIRONMENTAL RESOURCES

## **Youth Watershed Honors Retreat**

Forty-five 7<sup>th</sup> and 8<sup>th</sup> grade students participate through an application process that helps applicants learn about the watershed in which they live.

The two-day event consists of activities dealing with watersheds, water quality, and water stewardship. Students learn to map a watershed and use computers for web-based watershed.

They participated in an exercise designed to teach them how to reach win-win conclusions via a public discussion exercise. They traveled to the Clarence Cannon Wholesale Water Commission facilities for a tour and lab lesson.

## **Environmental Education Day**

About 750 teachers and students, grades 4-8, turned out for The U.S. Army Corps of Engineers at Mark Twain Lake's 15<sup>th</sup> Environmental Education Day. Part of the EE Day is a water festival. Around 475 students learned about conservation issues at Water Festival stations.

The Water Festival is a joint effort of the Corps, University of Missouri Extension, Clarence Cannon Wholesale Water Commission and area resources agencies including the Conservation Dept., Soil and Water Conservation Districts and 4-H Clubs. EE Day provides students a hands-on opportunity to learn what is currently being done to promote, protect, and enhance our precious natural environment.

## **On-site Sewage Education for Installers and Real Estate Professionals**

This program is presented for contractors, installers, and real-estate professionals. Continuing education credits are available for those needing them, and the information presented makes participating professionals more knowledgeable in their career and informed of current laws and regulations dealing with waste.

The following are summaries of topics that were taught.

- ❖ ***On-Site Issues: Introduction and Overview*** - Environmental, human-health, and water-quality issues and how this impacts real-estate transactions and property development
- ❖ ***Environmental Regulations: Site Development and Construction*** - Department of Natural Resources (DNR), Missouri Department of Health and Senior Services (DHSS), and County Health Department (CHD) regulations governing on-site sewage, wastewater treatment, and stormwater control and how this affects site development and new construction
- ❖ ***Site Selection: Soils and Setbacks*** - Need for soil profiling, finding and utilizing soils information; setbacks, site suitability, and lot size; and how that affects development of home sites
- ❖ ***Safety Issues and Environmental Hot Spots*** - Regulatory, safety, and liability issues affecting property transfers (Missouri One Call, abandoned wells)

# HOME , GARDEN AND LANDSCAPING

## **Missouri Master Gardeners**

Five Marion County residents attended 12 three-hour training classes on various gardening topics for a total of 36 hours of classroom training. Participants are required to complete 30 hours of volunteer service their first year to become a certified Master Gardener. Each year after that they must complete 20 hours of volunteer service to remain an active Master Gardener.

Eighteen Marion County Master Gardeners Service projects included planning, planting and maintaining the new Master Gardener Demonstration Garden in downtown Hannibal; community beautification in city parks, at local churches, and other areas in the cities of Hannibal, Palmyra, and Monroe City. Other service included assisting elderly adults and senior citizens with yard work; giving programs or presentations for local clubs and organizations; working with school children on gardening projects; planning and putting on the "Spring Forward" gardening workshop for the public; and having a plant sale open to the public in Hannibal.

## **Salt River Master Gardeners**

This group of certified Master Gardeners meets monthly with Alix Carpenter as advisor. The group has an educational program at each meeting, and serves as mentors to newly graduated Master Gardeners. Meetings also serve as a clearinghouse for information and assistance with volunteer projects. This group sponsored their fourth annual day-long garden-related educational event, "Spring Forward", in March 2006, which was attended by 85 gardening enthusiasts and Master Gardeners from Missouri (Marion, Lewis, Monroe, Pike, and Ralls counties) and Illinois. The group also hosted a plant sale in Hannibal, which raised approximately \$650, which was used to fund a scholarship for a John Wood Community College horticulture student from Missouri, and the demonstration garden/community beautification project the group installed in

downtown Hannibal. Members of this group have developed curriculum for, and taught, groups at the Hannibal Public Library, local (Monroe City, Hannibal) elementary and middle school children, local garden clubs, and numerous other groups.

They reported a total of 1167.75 hours of service and continuing education in 2006. Of that, 991.75 were service hours. The Federal Bureau of Labor Statistics reports the value of volunteer time is \$18.04. This amounts to \$17,891.17 worth of their time on projects benefiting Marion County.

Master Gardeners provide sound horticultural information to home gardeners, recommend adapted plants, and provide information to home gardeners and homeowners regarding soil testing, pest identification and environmentally responsible methods of irrigation, fertilization and pest management. Community beautification projects result in increased tourism, and reduced cost to local municipalities.

## **Flower Arranging Programs**

Ten people from Marion County participated in Monroe City. They learned tips on flower arranging and how to select flowers and foliage from their yard to create a low-cost flower arrangement. Each person made their own flower arrangement in a pumpkin to take home and enjoy. Five Marion County residents attended Holiday Flower Arranging in Monroe City. Each participant made their own holiday arrangement to take home and enjoy.

## **Horticulture Newsletter**

Seventy-seven people from Marion County receive "Garden Talk", a monthly newsletter from the area horticulture specialist. Items inform them of timely gardening tips and other important gardening information. The newsletter lists upcoming horticulture events and activities.

# NUTRITION AND HEALTH

## **School Wellness**

University of Missouri Extension was a major partner in school wellness policy changes. Ellen Schuster, MU Extension State Nutrition Specialist, worked with the Department of Elementary and Secondary Education (DESE) to develop a foods assessment template for school districts to follow.

On the local front Nutrition Specialist, Jim Meyer, serves on the Hannibal School District's school wellness team. He offered advice and resources to make improvements in the district's wellness policy. Some recommendations adopted are: replace full sugar drinks in vending machines with drinks containing less sugar, allow elementary students recess before lunch, and change the policy on classroom snacks to encourage more healthful snacks. Jim helped develop a list of appropriate snacks that was shared with parents.

## **CHART Wellness Taskforce**

As members of the Community Health Assessment Resource Team (CHART) Wellness Taskforce, faculty help promote physical activity. "Heartwise", an event promoting healthy ideas for the heart, reached 378 persons. The "Bod Pod" measured body fat composition of 22 people. Advice about nutrition and physical activity was stressed.

The CHART Wellness Association sponsored the second annual Senior Olympics. To compete at the National Senior Olympics, athletes fifty years old and up must first qualify at a local event and the State games. Before we started our local games, there was no local qualifying event in Northeast Missouri. This year we had about 100 participants ranging in age from 50 to 91. The Senior Games not only promote physical activity, they also bring visitors to Hannibal and increase tourism. Many of the participants stayed overnight in Hannibal and

also ate meals and shopped. The economic impact to Hannibal was not calculated, but the games are a helpful contributor.

The CHART Wellness taskforce sponsored "100 Hungry Ants" program as part of its contribution during United Way's week of caring. As part of the program, students were given a snack of raisins and peanut butter spread on a stalk of celery. The program emphasizes healthy eating and staying physically active.

## **Heartwalk**

The Heart Association raised about \$47,000 via this event. One fundraiser leading up to the Heartwalk was the "Mississippi River Run." An MU Extension booth had approximately 160 people receive a variety of nutrition and health information.

## **Portion Distortions**

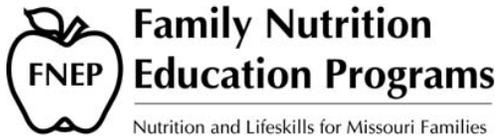
This is a worksite wellness program at the Hannibal Career and Technical Center. We teach what a normal portion of food looks like and how one can cut unnecessary calories in the diet.

## **Fit to be Healthy Kids Challenge**

As part of the Healthy Lifestyles taskforce, we sponsored 5 daycare providers in a challenge to help providers increase fruit and vegetable consumption, increase physical activity, and decrease television viewing or total screen time of 3-5 year olds. We had approximately 100 children in five different centers participated. Centers received \$1,000 each by meeting program goals.

## **Childcare Training**

We trained Hannibal Children's Center and Head Start Daycare staff. Sessions were: nutritional education and socializing, healthy habits in young children and strategies to teach these principles. Feedback was positive with all providers stating they had learned a new strategy they would try.



University of Missouri Extension Family Nutrition Education Programs (FNEP) provides information on nutrition, food safety, and physical activity for lifelong health and fitness.

Nutrition education for youths provides information in kid-friendly terms and lessons with hands-on activities. Activities include opportunities for taste-testing healthy foods and practicing skills that lead to good health. Education for adults includes nutrition, food safety, physical activity, and food resource management.

For youths who participated in Family Nutrition Program (FNP), results summarized for the state revealed the following positive impacts:

Two thousand nine hundred fifty-six (2,956) teachers whose classrooms participated in FNP gave us feedback\*. Here is what the teachers told us:

- 97% want the program again
- 97% said class response was excellent or good
- Most enjoyable parts of the program: activities, games, and tasting food!
- 99% (2,916 teachers) reported one or more changes in students after FNP

<b>Student changes reported by teachers</b>	
<b>Student changes</b>	<b>Percent of teachers who reported each type of student change</b>
More aware of nutrition	95%
Make healthier meal and/or snack choices	62%
Eat breakfast more often	42%
More willing to try new foods	66%
Improved hand washing	82%
Improved food safety other than hand washing	34%
Increased physical activity	47%

<b>Teachers' Changes (self-reported)</b>		
<b>Percent of teachers who made each type of change</b>	<b>Percent of teachers already practicing the behavior</b>	<b>Percent of teachers who model or talk about the behavior in front of students</b>
45% More aware of nutrition	50%	68%
38% Make healthier meal and/or snack choices	53%	67%
25% Eat breakfast more often	59%	49%
30% More willing to try new foods	55%	56%
25% Improved hand washing	71%	70%
27% Improved food safety other than hand washing	65%	44%
29% Increased physical activity	49%	54%
44% Make/offer healthier food choices for students	36%	

\*Evaluation data was collected on students who participated in a variety of curricula from Pre-Kindergarten through Grade 12.

Becky Mannigel is the Nutrition Program Assistant (NPA) for Marion County. For 2005/06, Becky reached a total of 2,733 students in Marion County.

Positive teacher and student feedback keep the Family Nutrition Program coming back year after year impacting participants to understand and apply the importance of healthy nutrition and physical activity habits in their lives beginning at an early age.

“Success Stories” are comments and observations made by teachers, students, parents and the NPA themselves that are shared throughout the state so others can hear first hand what is being said about the program. Here are some examples:

- “Becky is terrific with the class and very knowledgeable with the students”
- “Love this program!”
- “Mrs. Mannigel does an absolutely wonderful job. The lessons are always hands – on and the children love her visits.”
- “Wonderful, fun, and educational!”