



UNIVERSITY OF MISSOURI EXTENSION

Dunklin County

2024 Annual Report



102 Slicer St.
PO Box 160
Kennett, MO 63857

**SERVE
MISSOURI.**

**DELIVER
MIZZOU.**

 **Extension**
University of Missouri

an equal opportunity/ADA institution



Office of Extension
and Engagement
University of Missouri

Vice Chancellor's Office

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December 2024

Dear county commissioners, elected leaders and friends of MU Extension and Engagement,

As we reflect on the past year, I want to express my deep gratitude for your support of MU Extension and for your partnership in enhancing the lives of Missourians.

Your support for MU Extension fuels Missouri's agriculture, strengthens families, prepares our youth and promotes the health, well-being and vitality of our communities. Over the past year, our programs have focused on addressing key needs throughout the state:

- **Expanding access to 4-H:** To make 4-H more accessible, we've introduced more in-school and after-school clubs, reducing barriers and creating opportunities for young Missourians to develop essential skills and leadership abilities.
- **Supporting agriculture and land stewardship:** We're addressing critical issues such as succession planning for family farms, rural mental health, agricultural business management and land stewardship. These initiatives are helping Missouri's farmers plan for the future and preserve the health of our land for future generations.
- **Advancing health initiatives:** Our team of community health field specialists, covering every region of the state, works directly with local leaders to assess health needs and bring UM System resources and expertise to these communities, supporting healthier lives and stronger communities.
- **Promoting economic development:** MU Extension is helping to create economic opportunities by working with individuals, supporting businesses in their growth and collaborating with communities to enhance local vibrancy. Through these efforts, we help bring new jobs, skills and possibilities to Missourians across the state.
- **Providing essential training:** Our continuing education programs prepare Missouri's firefighters and health care workers to meet the demands of their roles with the latest skills and knowledge, ensuring they are well-prepared to serve our communities.

As you read through this annual report, I hope you feel as proud as I do of the accomplishments we've achieved together. The dedication and professionalism of MU Extension's faculty and staff are inspiring, and I am grateful to work alongside them—and each of you—as we make Missouri a stronger, healthier and more vibrant place. Thank you for your continued support and partnership. Together, we are serving Missouri by delivering the University *for* Missouri.

Warm regards,

Chad Higgins, PhD
Vice Chancellor, MU Extension and Engagement
Chief Engagement Officer, UM System

Budget and more

Appropriations budget

Income

County Appropriations 45,000.00

Total Income 45,000.00

Expense

2700 · Salaries & Wag 22053.85

2800 · Payroll Expenses 1218.92

3100 · Travel 1872.00

3700 · Telephone 3000.00

3900 · Advertising 1000.00

4300 · Rent/Lease Space 100.00

4401 · Postage Meter Renta 500.00

5100 · Supplies/Services 3455.44

5900 · Utilities 3000.00

6800 · Insurance 2200.00

7300 · Repairs/Maintenance 400.00

7060 – Programming/Mtgs 5599.79

Total Expense 45,000.00

Return on investment

University System \$262,901.00
(Salaries, Computer Equipment, travel)

For every dollar invested by the county, MU
invests! \$6.57

Dunklin County Faculty and Staff

Amber Childers – Extension Engagement Specialist

Susan Norship-Haney – Field Specialist in Community Health

Jennifer Hall – 4-H Youth Development Educator

Robyn Mulloy – Field Specialist in Agronomy

Richard Rickman – Field Specialist in Workforce Development

Ariel Abbott- Nutrition Program Associate

Sharon Sutherland - Nutrition Program Associate

Audrey Johnson – Field Specialist in Human Development

Mike Milam – Field Specialist in Ag and Environment

Tailor Wilson– Office Support Staff

Eric Johnson– Field Specialist in Nutrition & Health

MU Extension is a unique partnership.

Extension funding is a three-way partnership of federal, state and county government. Federal and state money, through the University of Missouri system, pay professional staff salaries, training costs, computers and communication equipment. County funds support the local office, secretarial and youth assistant salaries, staff mileage and council expenses.



Local Support

Did you know you can donate directly to *(name of county)* County Extension with a gift to be used immediately or as an endowment contribution for long term efforts. Monies put into the endowment are left forever to earn interest with the county office benefiting each year. You can also direct your donation to a specific program such as 4-H or Master Gardeners.

DUNKLIN COUNTY 2024 ANNUAL REPORT



Richard Rickman
Labor and Workforce Development

Highlights in Dunklin County include Meeting with State Representatives. Helping with boxes at helping hand. Working with students at FDREEC for Annual Career Day. Purchase of property for expansion at Kennett SEMO Health Network.

Working with BRPC in all SE counties on the CEDS for the county. Visiting the FDREEC for ribbon cutting for Delta Center Lab. Blender Bikes to South School in Kennett (summer school).

School based Drone Program for all of Southeast Missouri Schools, 2025.



Health and Human Sciences

SNAP Education

The Supplemental Nutrition Assistance Program Education (SNAP-Education or SNAP-Ed) brought \$11,145,237 in federal funds to Missouri. The funds support engagement with 74,864 Supplemental Nutrition Assistance Program (SNAP) recipients and eligible citizens of Missouri who learned about being active and healthy eating on a budget. This year we had 1,164,143 indirect educational contacts through newsletters, health fairs, food pantries, and the Show Me Nutrition helpline.

823 direct and 4,876 indirect contacts were made in Dunklin County.

Participants in SNAP-Ed learn the importance of making healthier meals and snack choices, eating breakfast more often, are more willing to try new foods, increase their physical activity, and make healthier food choices. Those who practice healthy eating and are physically active are more likely to contribute to a healthy labor force and enjoy a high quality of life throughout the lifespan.

This vital programming effort also reduces healthcare costs over the participant's lifetime, saving taxpayer money in reduced public healthcare benefits and insurance premiums.



Success Story

I've been teaching Show Me Nutrition at Southland Elementary School since the first of October. I was standing in the office, waiting for my next class to start. A parent walked in and heard me and the secretary talking. Once the secretary said my name, the lady asked, "Who are you?" I proceeded to explain that I was "Ms. Ariel" and that I come into the schools to teach Nutrition to the elementary students. She replied "OH MY GOODNESS. It's so nice to meet you. I'm this kids' mom and he comes home talking about you every Friday. He just loves you and your class so much. He loves to come home and correct me on how to fix my plate for supper. It's so funny. I just wanted to let you know that you make a difference." I told her thank you for the kind words.

NPA's Ariel Sparks, Teresa Green, Betty Roston, and Fonda Green at Field Day 2024

UM System County Impacts

COMMUNITY HEALTH ENGAGEMENT AND OUTREACH

Susan Haney

Field Specialist in Community Health



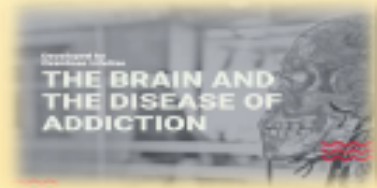
Dunklin County 2024

Engagement Work and Accomplishments:

The Southeast Regional Needs Assessment and the VOICES Survey have been completed, identifying the following key priority areas: Chronic Disease: Focus on Heart Disease; Infectious or Emerging Diseases: Focus on Sexually Transmitted Infections; Cancer: Focus on Lung Cancer.

- Key Takeaways for Dunklin County: Of the six county regions, Dunklin County has one of the lowest life expectancy at 70.9 years.
- Dunklin County has a high smoking rate, but it does appear to have decreased from 30% in 2022 to 28% in 2023, according to the County Health Rankings.
- Dunklin County exceeds the state high school graduation rate for grades 9-12 at 93.1%.
- Dunklin County is the 3rd highest county in the 6-county area, exceeding the state and US rate for heart disease mortality.
- Dunklin County has significant incidences of Chlamydia and Syphilis that are higher than the state and U.S. rates, but the HIV incidences are less than the state and U.S. rates.

Strategic Plan for Southeast Region Summer 2024



The Brain and Disease of Addiction:

- The MU Extension office in Kennett hosted the Brain and Disease of Addiction in September, and local staff participated.

Parent Link Cinco De Mayo Kennett

- EES Amber Childers and I partnered to host a booth and utilize the blender bikes!



Key Outcomes and Actions Taken:

- Poster Presentation at the National Health Outreach Conference in South Carolina in May with my 3 CHEO partners on Exploring Innovative Extension Based Approaches for Community Health Equity.
- I've actively collaborated with community partners through Regional Resource Meetings in Kennett. Additionally, I attended key events like the Missouri PQC: Community Forum on Maternal Rural Health and participated in the Suicide Prevention Conference.
- I attended the Rural Health Research Summit in Columbia, engaging in conversations about improving services in rural areas and overcoming related barriers.
- I also attended Extension and Engagement Week and obtained much-needed Professional Development and CHEO Strategic Planning Sessions to assist me in serving Dunklin County.
- I've begun offering the Brain and the Disease of Addiction and the Layperson Naloxone Administration Presentations. I have also conducted two virtual sessions of We Can Prosper Resilience Training. Most recently, I was trained in COMET Training (Changing Our Mental & Emotional Trajectory).



NHOC Poster Presentation



CHEO Strategic Planning



MU EXTENSION **Serves MISSOURI and Delivers MIZZOU** through credible statewide programs **Health and Human Sciences**

Annual Report

Mississippi, Scott, New Madrid,
Dunklin, Pemiscot, Stoddard, Cape,
Perry, Bollinger counties



Audrey Johnson
Human Development
Specialist

Keep Your Keys

People 55 and older are driving longer. **Keep Your Keys** is a driver-safety program to help seniors stay on the road for as long and as safely a possible. One KYK program was taught in each county: New Madrid(7 participants), Scott(7 participants), and Mississippi(20 participants). A total of 34 seniors attended between the three counties. 57.1% percent of participants in New Madrid county reported if something unexpectedly happened, and they were unable to drive whether for a short period or long period, they would be prepared to approach driving retirement. Mississippi county participants reported 46.2% and Scott county participants reported 83.3%.



KEEP YOUR KEYS!

Mental Health First Aid

The Youth Mental Health First Aid program is an interactive session that teaches individuals how to identify the warning signs of mental health problems. MHFA gives adults who work with youth and adults the skills they need to reach out and provide initial support to someone who may be developing a mental health or substance use problem and help connect them to the appropriate care.

Stoddard County(13 participants) - **Mental Health First Aid for Adults Blended/In Person**

- 38.5% reported this course has better prepared me for the work that I do professionally

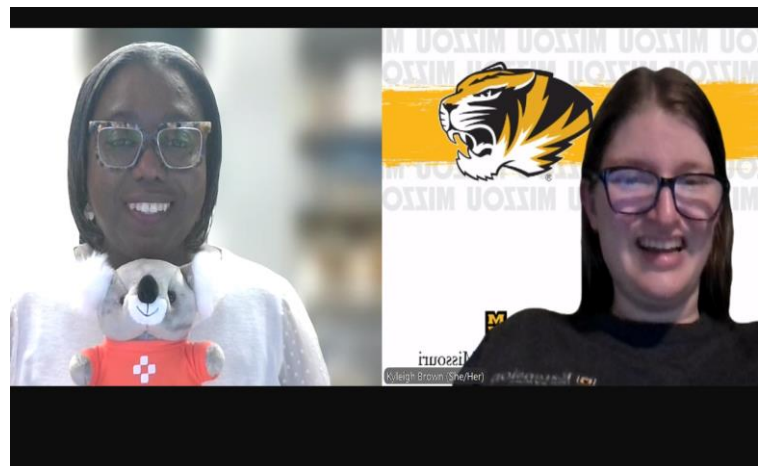
Blended Adult Mental Health First Aid(9 participants) - training to participants via zoom

- 30.8% reported the course has better prepared me for the work that I do professionally

Bollinger County(25 participants) - **Youth Mental Health First Aid**

38.5% of participants reported the course has better prepared the for the work they do professionally

Cape County(14 participants) - **Youth Mental Health First Aid**





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Business and Community

Estate Planning: What's the Worst That Can Happen???

Jennifer R. Williams, JD
University of Missouri Extension



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This class uses the fictional family pictured above to demonstrate the consequences of not having an estate plan.

Jennifer R. Williams taught an estate planning class in Dunklin County to **5 adults**, educating them on the importance of completing an estate plan.

“I now understand how long-term care is paid for, especially if Medicaid is involved, and I intend to plan better in case I need long-term care.”



Economic
Opportunity

Dunklin County

Health and Human Sciences

Nutrition and Health Activities

Stay Strong, Stay Healthy structured exercise program for older adults that includes a variety of exercises to help build muscle and increase bone density. Classes are held twice per week for 8 weeks.

Crunch Off: The Missouri Crunch Off is a statewide event to celebrate Farm to School Month by crunching any Missouri grown food anytime between October 1 through October 31.

Women's Conference : The 19th Annual Multicounty Women's Health Estimate approximately 120 participants and approximately 28 exhibitors with at least two representatives at each table.

Food Preservation workshop: Hands on workshop teaching basics of home food preservation based on current USDA canning guidelines.

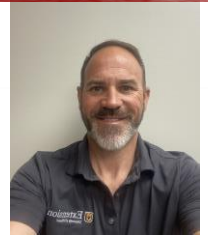
Cell Tech-101-Workshop teaching basic cell phone usages for aging adults on how to navigate apps and features.

Board Membership

Bootheel Behavioral Health
Health in the Heartland:
SEMO Health Educators Coalition

Eric Johnson

Field Specialist in
Nutrition and Health



Food Preservation classes: Water Bath Canning and Steam Canning



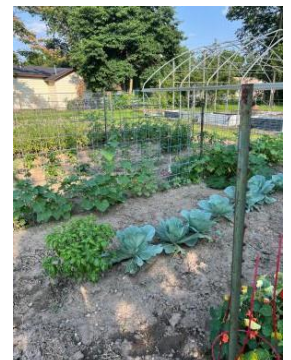
Annual October Crunch Off Event to promote local foods



Stay Strong Stay Healthy



Senior Planet Computer-Cell Tech



Growing your Own Food



Taylor Clark
Field Specialist in Community Development

Local Impact

- ❖ Neighborhood Leadership Academy (Facilitator)
- ❖ Connecting Entrepreneurial Communities Conference (State Team Member)
- ❖ Propel Program w/ Sikeston Regional Chamber
- ❖ Women's Conference
- ❖ Missouri Drug Coalition
- ❖ Missouri Telehealth Network: Building Healthy Communities (Hub Team Member)
- ❖ Senior Planet: Chrome Essentials/Smart Phones (Facilitator)
- ❖ Missouri Eats Southeast Region (Team Member)
- ❖ Non-Profit Technical Assistance (Team Member)
- ❖ The Missouri Crunch Off
- ❖ MBRC Low Birth Weight Conference





Traven Crocker
Field Specialist in Horticulture

Dunklin County

Agriculture and Environment

Local Impact and Stories

Exhibits and More: Members displayed flowers, plants, and canned goods at the Butler County event and played key roles in planning.

Mums Sale: Members successfully hosted a fundraiser selling over 50 plants.

Veterans Hospital: Members assisted with planning and implementing improvements to the grounds.

Women's Day Event: Members hosted a full-day event to help women veterans learn about gardening and supported fundraising through sales.

Facebook: Members maintained an informative presence for members and the public.

Service and Teaching Activities:

Ag Day in Carter County: Members hosted a hands-on learning experience for students, who rotated through various learning stations.

Demonstration Garden: Members provided exceptional landscaping and maintenance for the Popeye's Garden at the Westwood Blvd. and Kanell Blvd. intersection.

Two educational classes were held for the Juvenile Justice Center in Butler County. The life skills class topics included an introduction to gardening, seed starting, and propagation. There were 18 youths present.

Sierra Girls Program: Members organized a summer program for girls at the Sierra Osage Treatment Center





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Business and Community

Estate Planning: What's the Worst That Can Happen???

Jennifer R. Williams, JD
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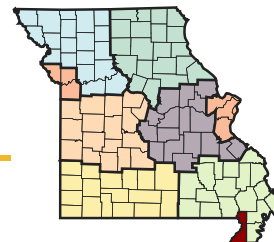
“I now understand how long-term care is paid for, especially if Medicaid is involved, and I intend to plan better in case I need long-term care.”



Economic
Opportunity

Missouri Grand Challenges: Local Solutions

DUNKLIN COUNTY



Knowing Missouri's Needs

MU Extension asked Missourians to share the greatest challenges they and their communities face.

We heard that feedback and made big changes in the way we work with council and local partners to improve lives. Locally, a network of county engagement and subject matter specialists now share MU's knowledge, research and engagement, targeting programs, information and assistance in:

- agriculture and environment
- youth and family
- business and community
- health and safety

For each grand challenge, MU Extension and Engagement targets a specific gain by 2023:



Economic opportunity

Increase MU Extension and Engagement's economic impact to the State of Missouri from \$1 billion to \$1.5 billion overall, and from \$88 billion to \$100 billion in agriculture, the top economic sector



Educational access and excellence

Increase participation in postsecondary education from 66% to 70%



Health and well-being

Improve Missouri's health ranking from 40th to 35th in the nation

Knowing Local Challenges



CHALLENGE 1: Economic Opportunity: *Economic Mobility*

Average Earnings per Job

Average earnings per job can reflect the type of economy, skill of employees, and availability of jobs and workers in an area. Average earnings is calculated by dividing total full-time and part-time employment by total earnings. Earnings is the sum of three components of personal income--wages and salaries, supplements to wages and salaries, and proprietors' income. Full-time and part-time jobs are counted at equal weight. Both employment for wages and salaries and proprietors employment are included, but the employment of unpaid family workers and volunteers is not included. Average earnings per job is a measure of the wages paid at jobs in the county not the earnings of people who live in the county. The dollar figures shown are not adjusted for inflation.

2022 Average Earnings (\$)

\$39,739

Dunklin



Missouri

\$62,528 🤖

Data Source: US Department of Commerce, [US Bureau of Economic Analysis Regional Economic Accounts](#). 2007-2022.

Cost-Burdened Households (30%)

Cost-burdened households, where housing costs exceed 30% of total annual household income, is one measure of the relationship between cost of living and income. Households with high housing costs have fewer dollars remaining for other expenditures and are more likely to live paycheck-to-paycheck. The 22.07% of households in the report area are considered cost-burdened. This is below the state average of 23.80%.

Cost-Burdened Households, Percent

22.07%

Dunklin

Missouri

23.8%

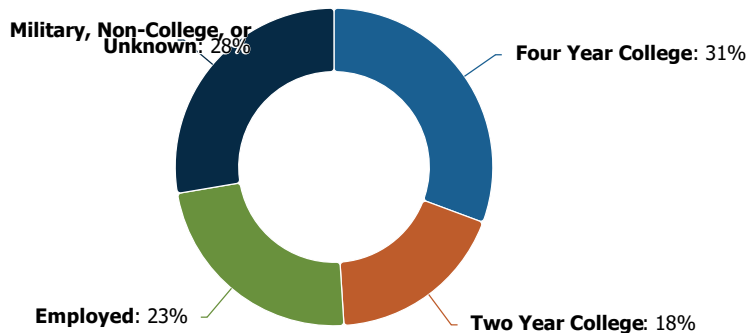
Data Source: US Census Bureau, [American Community Survey](#). 2019-23.



CHALLENGE 2: Educational Access and Excellence: *College and Career Readiness*

Post High School Report

The 12-month post-graduation activity of recent high school graduates can inform communities about postsecondary education, career readiness, and characteristics of the future workforce. In 2022, of 300 graduates surveyed in the report area, 92 went to a four-year college, 55 to a two-year college, 70 directly entered the job market. The remaining 83 are reported as in the military, not in college, or unknown.



Data Source: [Missouri Department of Elementary & Secondary Education](#). 2022.



CHALLENGE 3: Healthy Futures: *Healthy Weight*

Obesity (Adult)

This indicator reports the number and percentage of adults aged 20 and older self-report having a Body Mass Index (BMI) greater than 30.0 (obese). Respondents were considered obese if their Body Mass Index (BMI) was 30 or greater. Body mass index (weight [kg]/height [m]²) was derived from self-report of height and weight. Excess weight may indicate an unhealthy lifestyle and puts individuals at risk for further health issues.

Note: In 2021, the CDC updated the methodology used to produce estimates for this indicator. Estimated values for prior years (2004 - 2017) have been updated in this platform to allow comparison across years. Use caution when comparing with saved assessments generated prior to November 10, 2021.

Percentage of Adults Obese, 2016

39.4%

Dunklin



Missouri

33% 🧐

Data Source: Centers for Disease Control and Prevention, [National Center for Chronic Disease Prevention and Health Promotion](#). 2021.

Physical Inactivity

Within the report area, 7,251 or 34.5% of adults aged 20 and older self-report no active leisure time, based on the question: "During the past month, other than your regular job, did you participate in any physical activities or exercises such as running, calisthenics, golf, gardening, or walking for exercise?" This indicator is relevant because current behaviors are determinants of future health and this indicator may illustrate a cause of significant health issues, such as obesity and poor cardiovascular health.

Note: In 2021, the CDC updated the methodology used to produce estimates for this indicator. Estimated values for prior years (2004 - 2017) have been updated in this platform to allow comparison across years. Use caution when comparing with saved assessments generated prior to November 10, 2021.

Adults Age 20+ with No Leisure Time Physical Activity, Percent

34.5%

Dunklin

Missouri

21.4%

Data Source: Centers for Disease Control and Prevention, [National Center for Chronic Disease Prevention and Health Promotion](#). 2021.



CHALLENGE 4: Agricultural Growth & Stewardship: *Agricultural Economy*

Jobs Derived

Missouri has a diverse agriculture industry, strong in crops and livestock, as well as food and forestry processing industries. These industries remain a significant part of Missouri's economy, supporting more than 1 in every 10 jobs, on average. In 2021, agriculture, forestry, and related industries in Missouri were estimated to contribute: 456,618 jobs, \$93.7 billion in output and \$31.8 billion in household income. [Learn more about Missouri Agriculture's Economic Impact.](#)

Percent of Jobs Derived from Agriculture

24.3%

Dunklin

Missouri

23.55%

Data Source: Missouri Department of Agriculture, [Missouri Agricultural and Small Business Development Authority](#). 2021.

Value Added

Value-added agriculture refers to production, manufacturing, marketing or other services that increase the value of primary agricultural commodities. In 2021, the total value-added derived from agriculture, forestry and related economic activity was an estimated \$34.9 billion. Meat processing, food processing, animal and pet food manufacturing, and crop production and related industries are Missouri's top value-added products: \$9.5 billion and 155,425 jobs from livestock production and related industries alone. [Learn more about Missouri Agriculture's Economic Impact.](#)

Percent of Total Value Added from Agriculture

32.1%

Dunklin

Missouri

21.98%

Data Source: Missouri Department of Agriculture, [Missouri Agricultural and Small Business Development Authority](#). 2021.