



UNIVERSITY OF MISSOURI EXTENSION

New Madrid County 2024

Annual Report



330 Us-61
New Madrid, MO 63869
573-748-6197



Extension
University of Missouri

an equal opportunity/ADA institution



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

2023

0210 · County Appropriations	15,000.00
Retained Earnings	15,000.00

Total Income 30,000.00

2700 · Personnel Salaries	20,152.00
3100 · Travel	4092.00
3600 · Postage	80.00
3700 · Telephone Serv – Local	960.00
3900 · Advertising	0
5100 · Supplies/Services	1109.00
5600 · Professional Services	900.00
5700 · 4-H Programming	0.00
6800 · Insurance	2707.00
7100 · Soil Test Expenses	0
7300 · Repairs/Maintenance	0

Total Expenses 30,000.00

University System (Salaries, Computer Equipment, travel)	300,010.00
Donations	100.00

New Madrid County Faculty and Staff

Sarah Denkler – Regional Director

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

Audrey Johnson – Field Specialist in Human Development and Family Science

Betty Roston - Nutrition Program Associate

Jennifer Rush– Childcare Education Coordinator

Kyleigh Branch– Project Coordinator – High Obesity Program

Traven Crocker – Horticulture Specialist

Jason Morris – Regional Specialist in Ag Business

Taylor Clark – Field Specialist in Community Development

Coyita Thomas– Office Support Staff

MU Extension is a unique funding partnership.

Extension funding is a three-way federal, state, and county government partnership. Federal and state money through the University of Missouri system pays 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.

The *New Madrid* County Extension Council, faculty, and staff would like to thank the New Madrid County Commissioners for their continued support of extension programs.



Local Support

Did you know you can donate directly to New Madrid 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 donate to a specific program such as 4-H or Master Gardeners.

UM System County Impacts

COMMUNITY HEALTH ENGAGEMENT AND OUTREACH

Susan Haney

Field Specialist in Community Health



New Madrid 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 New Madrid County: Of the six county regions, New Madrid County has a mid-range life expectancy for the Bootheel at 71.0 years.
- New Madrid County has a high smoking rate, with 27% of adults who are smoking in the 6-county region.
- New Madrid County exceeds the state high school graduation rate for grades 9-12 at 95.9%.
- New Madrid County has the 2nd lowest rate of death from heart disease in the 6-county area, barely exceeding the state and US rate for heart disease mortality.
- New Madrid County has higher rates than the state for incidences of Chlamydia from 2019-2021. Syphilis and HIV in New Madrid County are lower than the state rate.

Strategic Plan for Southeast Region Summer 2024



➤ The Brain and Disease of Addiction:

I hosted the Brain and Disease of Addiction in June at the local health department, and several people from the community, as well as community partners attended.

- Scalable Tele Mental Health Pilot Program: I have participated in the Pilot telehealth program through the university and encouraged engagement in the community.



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 in New Madrid with engagement with the Community Resource Coalition and the Tele Mental Health Initiative. 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 New Madrid 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



Audrey Johnson
Human Development
Specialist

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

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

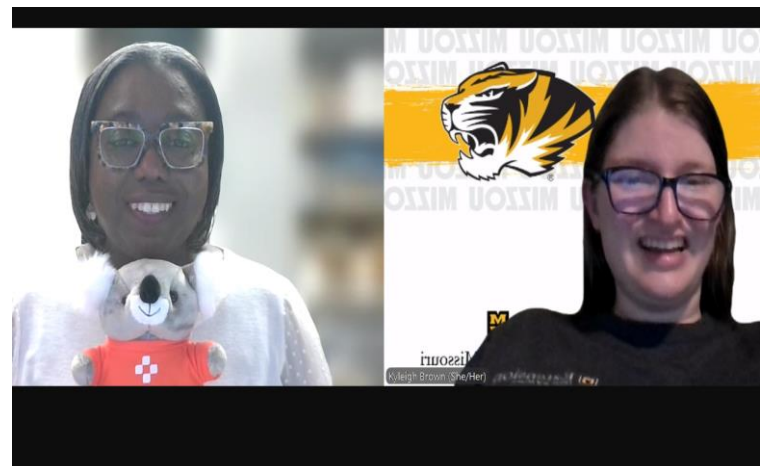
Blended Adult Mental Health First Aid(9 participants) - training to participants via zoom

- 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**



NEW MADRID COUNTY



Richard Rickman
Labor and Workforce Dev.

ANNUAL REPORT 2024

Meeting with State Reps at the Missouri State Capitol.

Career Day at the FDREEC.

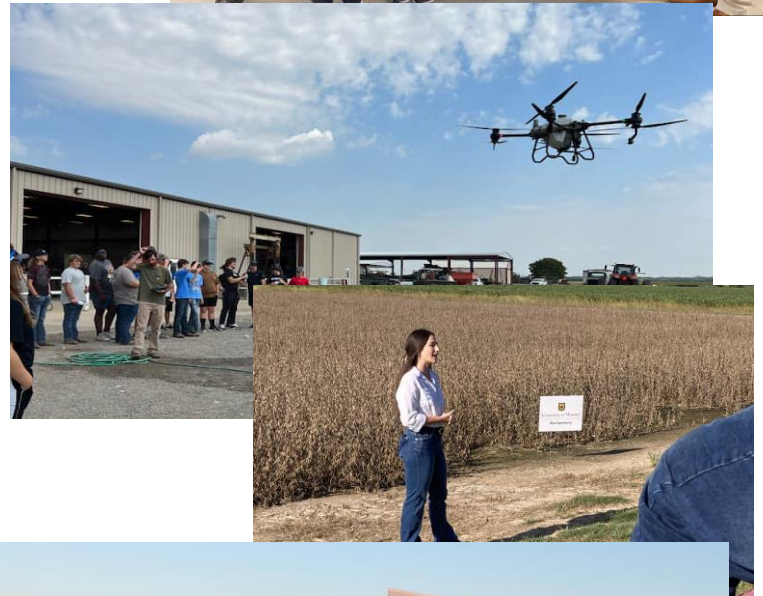
Robyn at MO Rice Field Day.

New SEMO Health Network in New Madrid.

Teaching at Immaculate Conception, New Madrid.

✓ The greatest outcome has been the continued opportunity to collaborate with all Extension Specialist across the Southeast Region.

- Rural Immersion Program in Bootheel in Southeast MO.
- Grand Opening of SEMO Health Network facility in New Madrid.
- New Drone Program collaboration with staff of Fisher Delta REEC.





Jennifer Hall
4-H Educator in Youth Development

New Madrid County

Missouri 4-H

Local Impact and Stories



The 4-H Youth Farm Animal Art Show was held in April. Youth from Kindergarten through 12th grade were invited to participate. The entries were then separated by grade and displayed at the New Madrid County Library in New Madrid for three weeks. At the end of the exhibit, participants were honored at a cookies and punch reception.



4-H Sewing SPIN Club. was held in October and participants learned basic sewing techniques like cutting patterns, simple machine stitching, hemming, and the basics of embroidery. In this class, 100% of participants stated that sewing would be a continuing hobby for them because of what they learned in this class.

Camp BLAST! was held in June at the New Madrid Elementary School. Campers were eager to complete STEM projects while learning about pre-historic science theory, chemistry, space exploration and environmental sciences. We incorporated lessons on character building, safety, and physical activity. We partnered with Fresh Start in Charleston to offer lunch to each participant in the three-day camp. 100 percent of students who attended stated that they learned something they didn't know before and would love to return to camp next summer.



New Madrid 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.

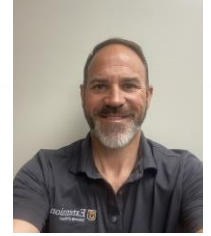
Cell Tech-101-Workshop teaching basic cell phone usages for aging adults on how to navigate apps and features.

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



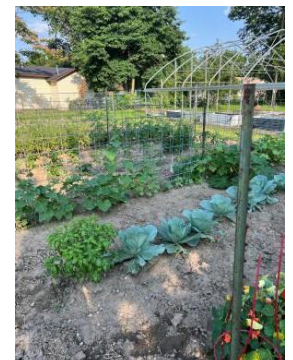
Annual October Crunch Off Event to promote local foods



Stay Strong Stay Healthy



Senior Planet Computer-Cell Tech



Growing your Own Food



New Madrid County

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





Jason Morris, PhD
Regional Agriculture
Business Field Specialist

New Madrid County

Agriculture and Environment

Local Impact and Stories

Farm Tax Workshops

MU Extension hosted and taught Farm Tax Workshops for farm businesses and farm and ranch families. The content included Corporate Transparency Act, TCJA, estate & gift tax sunset, conservation tax issues, managing high/low-income years, Section 179 and depreciation, sales & exchanges and retirement and social security planning.

The online participants planned to take some action before the end of the year. The planned actions included: reviewing farm records (70%), meeting with tax preparer before the end of the year (67%), communicate with family members (50%) and fifty percent plan to review resources before purchasing begins in 2025.

2024 Program Highlight

Bee Producers at risk: For the second year in a row, I invited Dr. Tim Evans, Assoc. Prof. & State Ext. Specialist, Veterinary Medicine from MU, to help find solutions facing local beef producers. In addition, Dr. Evans presented at two cattlemen's association meetings. This year, we transversed five counties and met with numerous producers. We have secured future endeavors to host farm and field days. Originating from a one county visit, this small project has grown into a program encompassing many counties.

Some of the questions and comments were:

"How can I get Dr. Evans to my farm?"

"Will and can he come back next year?"

"Why have we not done this before?"





New Madrid County

Agriculture and Environment

Traven Crocker
Field Specialist in Horticulture

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



New Madrid County



Maude Harris, EdD



- **Diabetes Research (Scott, Mississippi, New Madrid, Pemiscot, Dunklin, and Stoddard Counties)** Face to face interviews with type 2 African American Diabetic participants studying self-management and stress. Poster session at Gerontology Society Scientific Meeting.
- **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.
- **Matter of Balance:** Reviews information to help reduce the fear of falling and increase activity levels among older adults. 8 two-hour sessions.
- **Community Garden in Sikeston:** Produce used for food preservation workshops, fresh vegetables donated to residents, and gardening education.
- **Tai Chi for overall Health and Fall Prevention:** 16 sessions
- **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.
- **Virtual Diabetes Self-Management Program:** interactive group workshop delivered via Zoom and is taught each week for six weeks.
- **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.

Ongoing Efforts in Scott County and Surrounding Area:

USDA Garden Grant Distribution, Health Fairs, County Fairs, Local Producer Product Distribution Events, Annual Women's Conference, ECHO Outreach and Education Group, Eat Smart in Parks Initiatives, High Obesity Grant Team Initiatives, MU Extension Resilience Team Initiatives
Actively participating in council meetings, planning meetings, boards, coalitions, committees and community events. Currently serving: Scott County Transit Board, Bootheel Behavioral Health, Health in the Heartland, SEMO Health Educators Coalition, and the Retired Senior Volunteer Board





MU EXTENSION **Serves MISSOURI and Delivers MIZZOU**

through credible statewide programs

Business and Community

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

Jennifer R. Williams, JD
University of Missouri Extension

 Extension
University of Missouri

SERVE **MISSOURI.**
DELIVER **MIZZOU.**



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 New Madrid County to **9 adults**, educating them on the importance of completing an estate plan.

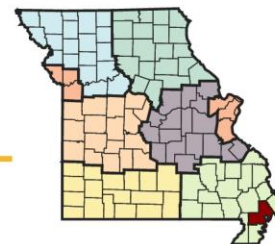
“I was unaware of beneficiary deeds in Missouri and will certainly execute such when I update other documents.”

“‘What’s the worst thing that could happen’ is way worse than I ever imagined!”



Economic
Opportunity

Missouri Grand Challenges: Local Solutions



NEW MADRID 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: *Business Dynamics*

Business Growth/Change

The rate of business change reflects the net gain or loss in total establishments. The report area saw a net gain of 64 businesses between 2011 and 2021. There were 509 establishment "births" and 445 "deaths" contributing to the change. The rate of change was 17.93% over the ten year period, which is higher than the state average of 9.32%.

Establishment Net Change Rate

17.93%

New Madrid

Missouri 9.32%

Data Source: US Census Bureau, [US Census Business Dynamics Statistics](#). 2011-2022.

Largest Job Sectors

Understanding the local economy is vital to describing a community. In this region, the largest sector by employment size is Retail trade, which employs 1,597 people. The average wage for the industry is \$37,189. Manufacturing and Government and government enterprises are the next largest sectors, and they employ 1,260 and 901 workers, respectively.

Job Sector	Total Employment	Average Wage
Retail trade	1,597	\$37,189
Manufacturing	1,260	\$75,626
Government and government enterprises	901	\$58,465

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

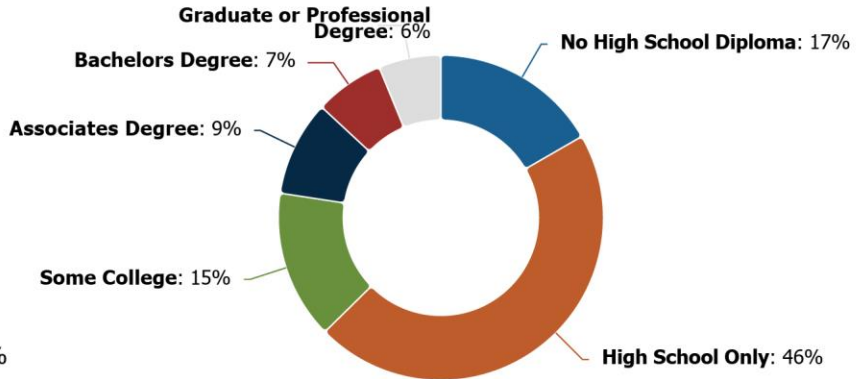


CHALLENGE 2: Educational Access and Excellence: *Educational Attainment*

Adult Educational Attainment

Educational attainment shows the distribution of the highest level of education achieved in the report area, and helps schools and businesses understand the needs of adults, whether it be workforce training or the ability to develop science, technology, engineering, and mathematics opportunities. Educational attainment is calculated for persons over 25 and is an estimated average for the period from 2017 to 2021.

In the report area, 14.8% of adults have at least some college education and 16.4% of adults have an associate's level degree or higher. However, 46.0% stopped their formal educational attainment after completing high school, and 16.7% of adults did not complete high school.



No High School Diploma

16.68%

Missouri 8.69%

New Madrid

Data Source: US Census Bureau, [American Community Survey](#). 2018-22.

Data Source: US Census Bureau, [American Community Survey](#). 2018-22.



CHALLENGE 3: Healthy Futures: *Mental Health*

Deaths of Despair

Untreated mental health conditions, substance abuse, and stress have caused an epidemic of "deaths of despair" across the United States. Research shows that deaths due to suicide, alcohol-related disease, and drug overdose have caused the first decreases in U.S. life expectancy in the 21st century. Within the report area there were an estimated 70 deaths of despair, or 59.33 deaths per 100,000 population between 2011 and 2017. This rate is higher than the state rate of 52.01 per 100,000, and represents an increase of 26.18% since the 2001-2007 report period.

Poor Mental Health Days

Self-reported mental health status is a widely used measure of health-related quality of life. In 2018, adults in the report area averaged of 5.9 mentally unhealthy days per month, which is higher than the state average of 5.3. This measure of mental health status has worsened since 2014, when adults in the report area averaged 5.0 mentally unhealthy days per month.

Average Poor Mental Health Days per Month, 2018

Mortality Rate,
2014-2020
59.33

Mortality Rate,
2014-2020

Missouri 52.01 😞

5.9

Missouri 5.3 😞

New Madrid



New Madrid



Data Source: Centers for Disease Control and Prevention, [Behavioral Risk Factor Surveillance System](#). Accessed via [County Health Rankings](#). 2021.

Data Source: Centers for Disease Control and Prevention, [CDC - National Vital Statistics System](#). Accessed via [CDC WONDER](#). 2014-20.



CHALLENGE 4: Agricultural Growth & Stewardship: *Soils Testing*

Recent public initiatives and USDA programs are putting a focus on producers to improve the health of their soil. The USDA-NRCS defines soil health as the continued capacity of the soil to function as a vital, living ecosystem that sustains plants, animals and humans. A variety of practices can improve soil health, including regular monitoring, sampling and testing protocols. The MU Soil and Plant Testing Laboratory provides testing and unbiased, research-based recommendations for economically viable and environmentally safe nutrient management practices across Missouri.

Report Area	Agriculture	Home and Garden	Community Areas	Research	Total
New Madrid	0	2	0	312	314
Missouri	13,742	4,773	421	6,406	25,342

Data Source: [University of Missouri Extension Soil and Plant Testing Laboratory Annual Summary, 2022.](#)

2024 MU Extension Reach Report

New Madrid County



The MU Extension offers programs in **four key areas** to support communities across the state:

- **4-H** empowers youth with hands-on learning experiences that build essential leadership, citizenship, and life skills, ensuring they are prepared for success in school, careers, and life.
- **Agriculture and Environment** focuses on producing food and increasing profits while sustaining farms and natural resource management.
- **Business and Communities** builds ecosystems that support local workforce growth, business development, and thriving communities.
- **Health and Human Sciences** promotes wellness and educates Missouri citizens and decision-makers to improve the quality of life for individuals and families.

Each area is designed to address local needs and strengthen Missouri's communities.



Footprint

2 Offices and Properties

Research farms

Fisher Delta Research, Extension, and Education Center

No data

1 SBDCs and Other Assets

[New Madrid County Extension](#)

[New Madrid County Faculty and Staff](#)



Population: 16,041



4-H Youth Development

56 participants

4 chartered clubs

7 volunteers



Agriculture and Environment

378 Contacts

378 Plant Production & Technology Contacts



Business and Community

278 Contacts

12 Business Development Contacts

266 Community Leadership Development Contacts



Health and Human Sciences

24,485 Contacts

24,310 Nutrition & Health Contacts



First Responder Education

Fire Rescue Training Institute (FRTI)

15 Number of Students