



# **Annual Report of Accomplishments and Results**

**Fiscal Year 2002: October 1, 2001–September 30, 2002**

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**Based on a Plan of Work for Federal Fiscal Years  
2000-2004**

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Correspondence regarding this plan should be directed to:

Lawrence S. Cote

Associate Provost and Director

West Virginia University Extension Service

PO Box 6031

West Virginia University

Morgantown, WV 26506-6031

[Larry.Cote@mail.wvu.edu](mailto:Larry.Cote@mail.wvu.edu)

304-293-5691 (voice)

304-293-7163 (fax)

## **Part I: Overview and Executive Summary**

The West Virginia University Extension Service submits the following report of its major program accomplishments for fiscal year 2002. This summary reflects accomplishments and impacts for a number of federal, state, county, grant and fee-funded programs, many of which are non-Cooperative Extension efforts not supported by USDA-CSREES funding.

USDA's review of last year's accomplishment report indicated that the impact statements were useful. Program outcomes and impacts are noted again in this year's report.

This report is structured differently than in previous years, it's more concise and includes responses to questions raised by the 2001 USDA-CSREES Review Team regarding the stakeholders' input and use of data.

### **Who We Are and What We Do**

Consistent with the concept of the engaged university, West Virginia University (WVU) is strongly committed to becoming of greater value to our state and nation. As West Virginia University's primary, geographically-distributed, public service-oriented academic unit, Extension actively partners with other University colleges, schools, regional campuses, and distributed (distance) educational delivery systems to meet the changing lifelong educational needs of West Virginians.

Through strategic partnerships with higher and basic education, government, private and nonprofit organizations, WVU Extension (WVUES) has committed to five strategic priorities based on our state's priorities:

1. Developing more, and more capable, leaders at the community, organization, and state levels
2. Helping create more, and more successful, rural and community-based businesses
3. Improving the successful development of our youth
4. Increasing the capabilities and readiness of West Virginia's future and current workforce
5. Be a direct provider of, and critical partner in delivering, education that ensures healthier West Virginians

Extension faculty and staff invest time, expertise, and efforts on these five areas of strategic focus. The initiatives represent how we, in Extension apply our unique expertise to benefit the Mountain State.

### **Challenges**

In Extension, we acknowledge that we cannot answer every question, or address our state's critical issues alone. Our greatest asset is our ability to bring people and groups together, to use the knowledge and the research of the University as our foundation, and to find innovative solutions to the unique and varied needs among West Virginia's people and communities. However, we are faced with a scenario of increased expectations from clients with fewer resources. For example, West Virginia, like many states, is anticipating a budget shortfall of \$30 million this fiscal year (FY2003), and the state is projected to have a deficit of up to \$250 million in fiscal year 2004. Prospects for increased federal and county funding are also bleak.

We are approaching the challenge in several ways.

- Extending our capacities to deliver programs: since 1996 Extension has:
  - Increased direct client contact from 122,225 to 159,930
  - Increased faculty/"client" ratio from 1 to 690 in 1996 to 1 to 1019 in 2002
  - A reduction in regular fulltime employees; increase in seasonal employees
  - Increase in single agent counties from 12 to 21
  - Decrease in county funding from \$715,138 to \$609,649
  - Stable Federal and State funding
  - Significant increase in sponsored programs (from \$996,437 in '97 to \$4,500,000 this year)
- Continue moving toward a student-centered climate in Extension; an Extension System based on deeply-connected with strategic partners at WVU, (e.g., Health Sciences Center, Davis College of Agriculture, Eberly School of Applied Social Sciences), state and federal agencies, and key stakeholder groups
- Attune to state and community needs through broader Extension Service; help create a climate more open to inventing new models for doing our work and stakeholder involvement in (a) review of vision and mission and (b) strategic plan implementation (consistent with national benchmarks and changing resource conditions, e.g. Kellogg Commission reports, 21<sup>st</sup> Century Vision for National Cooperative Extension System, WVU Compact with the state of West Virginia).
- Creation of an increasingly self-supported Continuing Education and Workforce Development Center and Center for Lifelong Learning at Jackson's Mill,
- Review Budget Status and Operational efficiencies

Extension program and support units have initiated staff reductions in order to manage Extension's budget and anticipated future budget constraints. This has been done through reassignments, merging of assignments (e.g. multi-county), and closing of vacancies. Every vacancy is carefully scrutinized and only positions that address critical needs are advertised.

In 2001, West Virginia University Extension Service recognized the need to review staffing levels of Extension's 55 county offices and establish a process and criteria for staffing and funding these offices. Following discussion among faculty and staff and key stakeholders, and several revisions of the original document, guidelines have been adopted. To provide the most effective service to the citizens of our state, a minimum staffing level has been established. At the present time, the minimum staffing level for each county Extension office includes one Extension agent (funded by WVU Extension), one office support person (funded by the county), and one program assistant (funded by the county or a WVU-county partnership)

In July 2002, a Voluntary Early Retirement program was offered to Extension employees with a federal appointment who meet the criteria (age/years of service). Up to 15 retirements were approved for the period of July 2002 through March 2003. This is one step in reaching the goal of reduced staffing obligations.

Since funding is the limiting factor in staffing, we are in the process of holding discussions with county funding bodies to increase state and county funding over the next three to five years.

This will improve salary support for all faculty and staff positions, thus helping to fulfill the staffing plan. We continue to work with our federal partners to seek increased funding. All programs and staffing decisions will be consistent with Extension's Strategic Plan.

One thing has changed in WVU Extension's 85 years of service: more colleges and schools, agencies, and businesses and nonprofit, government, and human services organizations are active partners in our work. What has not changed is our unique and powerful partnership with the people of our state and Extension's commitment to improve the lives and communities of West Virginians.

### **Stakeholder Input Process**

Statewide county-by-county public forums and mail surveys in 1999 showed that West Virginians are most concerned about the economy and job-related issues. Strong interest in the economy and young people attest to a vision for the future and a desire to ensure progress and growth. This information served as a basis for the 2000-2004 five-year federal Plan of Work.

Among the items seen as most important are:

- Helping both young people and adults to obtain the training necessary for current and emerging jobs
- Preserving our natural resources while seeking ways to accommodate both business interests and environmental concerns
- Attracting new business and expanding local enterprises
- Promoting and enabling education beyond high school for young people, often a path to suitable, stable employment
- Teaching young people to make realistic decisions for their lives, including young people at risk
- Expanding youth-oriented educational programs, such as 4-H

An ongoing system of securing stakeholder input in program planning and implementation, and quality assessment has and continues to be a primary commitment for WVU Extension. Stakeholder input is gathered annually through a number of methods. One regular approach to assess community needs and programs that could address those critical issues is through input from members of state-mandated County Extension Service committees. In each of West Virginia's 55 counties, eight-member committees serve three main functions: 1) to approve annually the employment of Extension county employees; 2) to help secure financial support for the Extension Service from the county Board of Education and the County Commission, and 3) to give guidance and support for local Extension Service programming (W.Va. State Code Chapter 19-8-1).

Committee membership, as designated by law, consists of: the president of the county farm bureau; the president of the county extension homemakers' council; the president of the county 4-H leaders' association; a county commissioner designated by the president of the county commission; a member of the board of education designated by the president of the county board of education; a county representative of the grange, and; two members who are residents of the county to be appointed by the West Virginia University Board of Governors. If any of the

above-named organizations do not exist in the county, the Board of Governors of West Virginia University may appoint an additional member for each such vacancy.

Additional input is gathered from a number of program-specific advisory committees, e.g., the Institute for Labor Studies and Research Advisory Committee, 4-H Funds Advisory Committee, and from our Extension Service Visiting Committee. Program recommendations are also solicited during farm family risk management educational dinners inquiries are made about future program topics.

Additional information regarding the process used to identify stakeholders and how the information gathered was used are covered under the section on "Program Review Process."

### **Resources**

The fiscal year 2002 operating budget for WVU Extension was \$25.65 million dollars\*, an increase of \$1.45 million over FY 2001. Federal, state, and county appropriations provide base funding for Extension infrastructure and program efforts. The operating budget breakdown shows 21 percent federal funds (\$5.36 million including 3b and 3c, EFNEP, and 3d)\*\*, 33 percent state funds (\$8.68 million), 12 percent county funds (\$3.05 million), and 21 percent grants, fees, and contracts (\$5.55 million), and 10 percent from user fees and capital (\$2.475 million). Of the total WVU Extension budget (which includes funding for numerous non-Cooperative Extension programs), 79 percent is from non-federal/USDA-CSREES funding.

\*The actual FY 2002 federal 3b, 3c appropriation to West Virginia was \$3.38 million. This figure (\$5.36 million) includes funding for EFNEP, 3d and carry forward monies.

\*\* Does not include Fire Academy (\$783,661), Jackson's Mill cottage renovation dollars, state fringes, or WVU Foundation endowed accounts.

### **Program Review Process**

A priority program inventory (based on stakeholder input) is being developed to focus resources on programs consistent with the five strategic areas. This is an organization-wide effort, which will culminate by July 2003 in the selection of core programs as well as the identification of programs to discontinue. Based on the future program emphasis, core state specialists and support positions will be identified. This state staffing plan will complement the county staffing plan.

A number of other selected program reviews were conducted in 2002, the results of which will be central to overall future program direction. For example, a national review team visited West Virginia to review the 4-H program. As a result of that report, Extension is strengthening its 100 year-old 4-H youth development program. An annual 4-H Day at the state legislature was initiated in 2002. 4-H is in the process of hiring a new state 4-H leader and is introducing a new Youth Entrepreneurship Program. Through 4-H Mini Society, offered in partnership with the Ewing Kauffman Foundation, elementary school students learn and practice entrepreneurial skills by developing their own society, creating currency, and establishing businesses. Extension has trained 235 educators to implement the program with more than 5,500 youths at 122 sites. A

3-hour graduate course has been developed and more than \$500,000 in grants secured. A W.Va. county agent is leading a multi-state team to build an entrepreneurship curriculum for offering with 4-H nationwide.

In February 2002, U.S. Department of Agriculture's (USDA) Office of Civil Rights accepted a complaint against the WVU Extension Service, alleging discrimination, misuse and misinterpretation of American Indian imagery and customs used as part of its 4-H camping program. Although confident West Virginia's 4-H program did not violate applicable laws, WVU Extension officials decided in March 2002 to discontinue all Native-American based themes from the 4-H camping program.

A report was released on Dec. 16 that represented recommendations, analysis and comments from a 40-person statewide 4-H Camping Advisory Committee. The full report on the use of Native American themes at West Virginia 4-H camps (<http://www.wvu.edu/~exten/>) recommends continuing the system of organizing campers into one of four tribes and continuing the use of tribal names that have been in place for 80 years. The report also recommends discontinuing practices, such as the wearing of feather headdresses, which could be perceived as stereotypical. The report also recommends:

- Ensuring that the present-day conditions of Native peoples are reflected in all Native American-based themes used in the 4-H camping program;
- Incorporating Native American teachers and resource persons into existing 4-H camping programs when appropriate;
- Continuing the High Council ceremony at state camps;
- Developing a statewide 4-H camping guide that addresses policies, Native American-based themes, ceremonies, and award systems;
- Providing annual training for Extension faculty, staff and volunteers on 4-H camp policies and West Virginia camping traditions.

The report has been sent to the USDA Office of Civil Rights with a request to dismiss the claim.

Another example of ongoing program needs assessment is an emerging family literacy program designed to encourage low-income parents and their children to enjoy literacy and language activities together. A Family Storyteller program could consist of weekly workshops that would show parents techniques for how to read with their children, provide time to practice those skills, and provide books along with other language activities for use at home. WVUES provided leadership to a statewide collaborative that includes five state agencies and West Virginia's First Lady Sandy Wise. A \$65,000 planning grant has been received from the Benedum Foundation, and funding from two major corporations is pending.

Similar program planning efforts are underway between WVU Extension, West Virginia State College, and the WVU College of Agriculture, Forestry, and Natural Resources. There have been no significant changes in this plan since the initial AREERA 5-year plan was submitted.

### **Multi-State and Integrated Program Summaries**

A number of Extension programs are multi-college and multi-institution. Integrated programs with the WVU College of Agriculture, Forestry, and Consumer Sciences, and the West Virginia Agricultural and Forestry Experiment Stations are conducted through 12 joint-faculty

appointments. In addition, to the programs conducted by these joint appointments numerous faculty including county extension faculty are engaged in collaborative programs with the college. Other integrated programs include youth programs in horticulture, land judging, animal judging events, and forestry.

West Virginia University and West Virginia State College (WVSC), an 1890 land-grant institution, entered into a voluntary agreement in 1997 to create the West Virginia Association of Land-Grant Institutions. This collaboration of the state's two land-grant institutions is committed to providing education that will help the citizens of West Virginia improve their lives and communities. In January 2003, the WVSC placed its first county based Extension educator in Clay County (one of our most needy counties), co-locating with a WVU agent in a shared office in that county's courthouse.

Numerous Extension faculty are engaged in multi-state programs such as: the Mid-Atlantic Crop School, Crop Advisory Board; Northeast Master Gardeners program; the Middle Atlantic Consortium of Dairy Extension Educators; Children, Youth, and Families at Risk; Family Nutrition Programs; Diabetes Education; Virtual Institute for Community Development; Healthy People Healthy Communities, Pharmacy/Extension Initiatives; Northeast Regional Agricultural Engineering Service; and other regional initiatives such as Integrated Pest Management, Water Quality, Livestock Marketing, Forestry, Sustainable Agriculture, Risk Management, Tree Fruit, Small Animal, Child Care, Parenting, and Volunteer Leadership Development.

The funds attributed to integrated and multi-state initiatives reflect only a percentage (not the total) of the federal 3b, 3c funds dedicated to the program. A total of \$3.4 million in 3b, 3c funds was allocated to West Virginia.

### **Evaluation of the Success of Multi and Joint Activities**

For fiscal year 2002, WVUES documented \$155,179 multi-state activities using Smith-Lever 3B and C funds and \$216,300 for integrated activities. The current funding level has exceeded the originally planned 5-year expenditure target of \$298,00 (based on doubling the 1997 baseline amount of \$149,000).

Responses to the following questions are documented in previous sections: Challenges, Stakeholder Input Process, and Program Review:

*Did the program address critical issues, including identification of stakeholders concerns?*

*Did the program address the needs of underserved and underrepresented?*

*Did the programs describe expected outcomes and impacts?*

*Did the programs result in improved programmatic efforts?*

Efforts continue to identify multi-state and integrated activities. The compelling force to do so is to enable WVUES to gain the greatest impact from its resources, resulting in ultimate benefit to the publics it serves.

**Cooperative State Research, Education, and Extension Service  
 Supplement to the Annual Report of Accomplishments and Results  
 Multistate Extension Activities and Integrated Activities**

**Multistate Extension Activities**

**Actual Expenditures**

<b>Title of Planned Program/Activity</b>	<b>FY 2000</b>	<b>FY 2001</b>	<b>FY 2002</b>	<b>FY 2003</b>	<b>FY 2004</b>
Livestock Marketing	\$ 13,420	\$ 14,170	\$ 15,100		
Grassland Management	\$ 24,872	\$ 26,160	\$ 26,160		
Horticulture	\$ 5,386	\$ 5,450	\$ 5,450		
Sustainable Agriculture	\$ 7,381	\$ 7,630	\$ 7,630		
Water Quality	\$ 6,710	\$ 7,630	\$ 7,630		
Integrated Pest Management	\$ 9,394	\$ 9,810	\$ 9,810		
Food Safety	\$ 18,993	\$ 19,620	\$ 21,000		
Community, Economic, and Workforce Development	\$ 13,889	\$ 15,260	\$ 15,260		
Diabetes Education	\$ 9,119	\$ 9,119	\$ 11,329		
Be Smart! Eat Smart! – FSNEP	\$ 5,058	\$ 5,058	\$ 5,058		
Child Care Providers Training	\$ 5,424	\$ 5,424	\$ 5,424		
CYFAR	\$ 9,734	\$ 9,734	\$ 9,734		
Volunteer Leadership Development	\$ 8,094	\$ 8,094	\$ 8,094		
Forestry		\$ 7,500	\$ 7,500		
<b>TOTALS</b>	<b>\$137,474</b>	<b>\$150,659</b>	<b>\$155,179</b>		

**Cooperative State Research, Education, and Extension Service  
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 Multistate Extension Activities and Integrated Activities**

**Integrated Activities (Smith-Lever Act Funds)**

**Actual Expenditures**

<b>Title of Planned Program/Activity</b>	<b>FY 2000</b>	<b>FY 2001</b>	<b>FY 2002</b>	<b>FY 2003</b>	<b>FY 2004</b>
Livestock Marketing	\$ 38,774	\$ 42,000	\$ 42,500		
Grassland Management	\$ 32,956	\$ 35,700	\$ 36,000		
Horticulture	\$ 19,386	\$ 21,000	\$ 22,000		
Forestry/Wood Products	\$ 31,017	\$ 36,044	\$ 36,900		
Sustainable Agriculture	\$ 7,754	\$ 8,400	\$ 9,000		
Water Quality	\$ 44,587	\$ 45,856	\$ 46,800		
Integrated Pest Management	\$ 19,386	\$ 21,000	\$ 20,800		
CYFAR	\$ 0	\$ 0	\$ 2,300		
<b>TOTALS</b>	<b>\$193,860</b>	<b>\$210,000</b>	<b>\$216,300</b>		

## **Part II: FY 2002 Annual Report of Accomplishments and Results Program Summary**

### **Goal 1: To achieve an agricultural production system that is highly competitive in the global economy**

#### **Executive Summary**

**Overview:** West Virginia is a state rich in natural resources and communities of people with strong rural values. The state's 21,000 farms are characterized as small, high-quality production units that, in order to survive must compete with national and global markets. The annual gross receipts from agriculture now exceed \$400 million. Eighty percent of the state is forested and over 80 percent of those forests are privately owned. Businesses related to wildlife, tourism and recreation and a growing rural non-farm population increasingly influence Extension's program efforts. To meet the varied interests and problems of the state, educational and research efforts must assist clients to create sustainable agriculture/forestry production and marketing systems that are competitive, environmentally sound, and socially acceptable.

Major Extension educational programs were developed and delivered throughout the state that related to beef and feeder calf marketing, aquaculture, grassland management, home and commercial horticulture, deer damage control, forestry and wood products, and agricultural education. Agricultural profitability, aquaculture, and managing change in agriculture are the key themes represented in this goal. To a lesser extent Extension delivered programs in areas of small farm viability, agricultural competitiveness, animal health, animal production efficiency, and niche marketing. These educational efforts included development of handbooks, spreadsheets, databases, newsletters, media articles, and programs. Other traditional means of providing agricultural education include workshops, skillathons, farm visits, field days, judging programs, exhibits, youth camps and other youth programming. These programs have been well received and have resulted in knowledge gained, increased production, and profit gains while being good stewards of the environment.

#### **Plan of Work Performance Goals**

- To enhance the reputation of West Virginia raised feeder calves, increase producer participation in various marketing options, assist producers in preparing for value-based marketing, and introduce marketing and sales alternatives to beef producers.
- To improve grassland management techniques/procedures in order to increase profits enjoyed by West Virginia's farmers.
- To increase horticultural sustainability and marketing in West Virginia
- To reduce the amount of damage caused by white tail deer to agricultural enterprises, forests and home landscapes through the education of those directly impacted and the general public.
- To better address needs of the forest and forest products industry related to woodlot management, forest policy, urban forestry, and other forest-related environmental issues.
- To enhance the agricultural knowledge of West Virginia's youths and adults and provide them with the ability to make informed decisions related to the production of food and fiber while maintaining a high-quality environment.

**Multistate/Integrated Activities** – The West Virginia Beef Quality Assurance program is in the process of developing the Mid-Atlantic Beef Quality Assurance program. This will be a collaborative effort by the following states: W.Va., Pa., Md., Va., and New York. This will result in shared resource development and reduced production costs as well as the identification of common standards.

**Outputs:**

- 2,200 Educational programs delivered
- 76,000 Participants in these programs

**Outcomes:**

- Increased number of beef marketing pools and number of producers participating
- Reduced environmental problems through reduced nitrogen fertilizer applications
- Increased quality, quantity, and marketing of aquaculture products
- Increased agricultural knowledge of the public to enhance their ability to make informed decisions about agricultural issues.

**Impacts:**

- Increased profitability of participating farmers by over 12% per head
- Increased the health and value of the animals produced by participants
- Increased revenue for farmers through farmers markets with \$1,500,000 in sales
- Reduced nitrogen fertilizer in one county resulted in \$150,000 savings
- Increased food security due to supply chain tracking activities information
- Increased participant producers’ leadership skills
- Reduced feed costs and extended the feeding production season
- Reduced overall pesticide usage and improved appropriate pesticide use
- Reduced deer damage through the use of appropriate control measures
- Increased income of participating woodlot owners by an average of seven percent

**State’s assessment of accomplishments:**

West Virginia University’s Extension Service is proud of its ongoing efforts to assist the agricultural community to optimize income while being good stewards of our resources. We continue to develop and deliver programs to demonstrate improved production techniques that allow our agricultural producers to be more competitive.

**Total expenditures** by source of funding and FTE for goal

Federal Smith-Lever	\$ 950,000	11.53 FTE
State matching	\$ 830,000	16.12 FTE
County matching	\$120,000	3.15 FTE

## **Key Theme 1: Agricultural Profitability**

**Brief Description:** Agricultural profitability programs were in the forefront of Extension agricultural programs in FY2002. Extension specialists and county agents developed and delivered multiple agricultural profitability programs throughout the state. These programs included beef and feeder calf production and marketing; home and commercial horticulture, grassland management, and deer damage control. These programs were conducted with significant face-to-face contact in regional and local meeting to share and demonstrate methods and processes designed to make the farmer more competitive, increase his/her revenue while being a good steward of the environment.

The beef quality assurance and feeder calf sales program was designed to demonstrate that cattlemen could produce a good product and be a good steward of land resources. This program included both classroom and hands-on learning activities. The goal was to help farmers develop a product that was greater in quality and value while increasing the farmer's income and enhancing product reputation. In addition to education, Extension assisted with the sales process by helping develop new marketing pools. Collaborators include W.Va. Department of Agriculture, W.Va. Beef Industry Council, Penn State Extension, Southern States Cooperative, and a host of local agricultural groups.

Grassland is the basis for agriculture in West Virginia. The primary agriculture industries, ruminant livestock and poultry require grassland for their sustainability. Extension has developed programs to provide least cost and high quality forage conditions. Areas of focus include rotational grazing, reduction of nitrogen fertilizer, increased calf weaning on high quality pastures, and optimized winter feeding. Coordinated educational meetings were conducted across the state during the winter. Noted speakers were brought in for these dinner meetings. These were followed by next day in the field educational programs. Other programmatic activities included extended grazing season demonstrations, reduced fertilizer demonstrations/research; poultry litter application projects and a host of field demonstrations.

Homeowner and commercial horticulture programs continued to be delivered throughout West Virginia. These programs offered training to commercial groups and individuals on sustainable production and marketing of crops. In addition, programs to beautify lawns and landscapes were offered to homeowners and the public. There were over 100 programs delivered on pesticide training that included certification credits for participants. Additional support and consultations were provided on pest control recommendations and soil samples. Collaborators included W.Va. Department of Tourism, direct marketing associations, W.Va. Farm Bureau, W.Va. Department of Agriculture, and other related organizations and groups.

The deer damage control objective is to reduce the amount of damage caused by white-tailed deer through education. Regional seminars were conducted to share information on means to help control deer damage. As a result of this program, two additional cities have adopted an urban deer hunting program to reduce the deer herd. Fencing and repellants are also being utilized to control this problem. Collaborators include the W.Va. Farm Bureau, W.Va. Department of Natural Resources, and the W.Va. Division of Forestry.

The Forestry and Wood Products program centered around 29 educational programs throughout the state to train woodlot owners, loggers, municipal leaders and the general public. Information was also distributed through newsletters and other fact sheet information to interested parties. Collaborators included the Appalachian Hardwood Center, West Virginia Forestry Association, USDA Forest Service, and various other state and local organizations and associations.

**Impacts:** More than 28,000 people attended 650 regional and local agricultural education programs conducted by Extension in 2002 related to agricultural profitability. Results of these programs included a 12% increase in average return on calves for those farmers selling through the quality assurance program over the sale barn value. Sale barn commissions not having to be paid due to farmer participation was estimated to be \$30,000 in savings. Reduced nitrogen fertilizer in one county resulted in \$150,000 savings. Extension's support facilitated the generation of \$1,500,000 in 38 farmer markets and 150 direct market outlets. Master Gardner volunteers devoted over 30,000 hours of service to their community to assist and enhance the appearance of their communities as a result of this program. Woodlot participants increased their income by approximately 7 percent due to improved management practices resulting from Extension's programming.

**Source of funding:** Smith-Lever, State and County matching, grants

**Scope of Impact:** Multistate Extension effort for Beef Quality Assurance program and State Specific for remainder of programs. Integrated Research & Extension – with the College of Agriculture. Integrated with West Virginia State College Extension, as both provided service to the Charleston Community Garden program, after school program, and to senior centers. Introductory horticulture education and other support were provided.

## **Key Theme 2 – Aquaculture**

**Brief Description:** Aquaculture in West Virginia is continuing to show promise. To grow, the industry needs guidance in a variety of ways, including facilitating technology transfer. Extension can nurture aquaculture's development by helping assess existing production practices and helping develop mine water resources for commercial production of food-size salmonids. The development of mine water resources is an important economic development initiative. Extension has partnered with producers to increase the quantity, quality, and value of this commodity in West Virginia. Site visits, direct responses to information requests, and fish health surveys were the primary modes of assistance provided. There has been further exploration of fee fishing development. A \$685,000 Aquaculture grant was secured to assist future efforts.

**Impacts:** Production and quality improvements were demonstrated. In one location, harvest weight was increased by 50 percent over the previous year's figures. A matching grant in the amount of \$75,000 was obtained from a coal company to develop a new site. A \$685,000 grant was successful in securing funds to do additional aquaculture work.

**Source of funding:** Smith-Lever, State and County matching, grants

**Scope of Impact:** State Specific; Jointly worked on an aquaculture research project with W.Va. State College. This was in the form of high energy diet field trials at the High Appalachia, Inc. trout farm. These collaborative efforts resulted in a 40 percent increase in production efficiencies.

### **Key Theme 3 - Managing Change in Agriculture**

**Brief Description:** Agricultural lands in West Virginia continue to decline. Tremendous growth is taking place in urban territories surrounding cities. Much of this urban sprawl has reduced farmland. Community and land use decisions are being made without adequate knowledge of the importance agriculture plays in everyone's life. Because of this Extension continues to deliver educational programs on the importance and relevance of agriculture in our world and community. These educational programs take place in varied settings that include in-school programs, workshops, fairs and exhibits, and youth camps. The goal of this program is to enhance the agricultural knowledge of West Virginia's youths and adults and provide them with knowledge and the ability to make better informed land use decisions as it relates to agricultural needs while maintaining a high-quality environment. Collaborators included W.Va. Department of Agriculture, Boards of Education, and various other local boards and associations which support youth and agriculture endeavors.

**Impact:** More than 27,000 people attended Extension's agricultural education programs in 2002. In addition to knowledge gained, individuals marketed over \$2,275,000 generated from 4-H and FFA livestock sale proceeds. An additional \$590,000 was returned to the community groups and organizations from youth project livestock sales in 2002.

**Source of funding:** Smith-Lever, State and county matching, private gifts, fees

**Scope of Impact:** State Specific

## **Goal 2: A Safe and Secure Food and Fiber System**

### **Executive Summary**

#### **Program Overview**

Although the U.S. food supply is of high quality and among the safest in the world, the Center for Disease Control and Prevention estimates that up to 33 million cases of food-borne illnesses occur each year. These illnesses contribute directly to as many as 9,000 deaths per year and lead to estimates as high as \$9.4 billion per year in associated medical costs and loss of productivity. The incidence of food-borne illnesses could be greatly reduced with the adoption of established food-safety practices in the production, transportation, storage, preparation, and service of food. Extension's close ties to the people and institutions of West Virginia represent a unique opportunity to extend timely and factual information on food safety practices to targeted audiences that included food service managers in restaurants, hospitals, nursing homes, schools, childcare facilities, 4-H camps and similar establishments, food processors, and consumers.

#### **Plan of Work Performance Goal**

Reduce the overall incidence of food-borne illnesses in West Virginia.

**Multistate and Integrated Activities:** *Germ City – Clean Hands, Healthy People Interactive Hand Washing Education* educational resource is being piloted and evaluated in five states including West Virginia. This collaborative effort is aimed at evaluating the outcomes and impacts of this program. WVU Extension Service is a co-principal investigator on this research effort.

#### **Outputs**

- Multiple educational programs were delivered around the state on various topics of food safety, refrigerator and freezer safety, and food handlers training.
- Over 5,000 participated in food safety educational programs throughout the state
- Fact sheets, newsletters, computer assisted presentations, and demonstration were the primary practices used to provide this education

#### **Outcomes**

- *Germ City* pilot program was evaluated and will be expanded
- Participants consistently (over 90%) learned significant information.
- Participant follow-ups indicated they were applying what they learned
- Over 90% of participants passed post-program exams

#### **Impacts**

- Significant change in behaviors could lead to greater safety and reduced food safety problems

**State's assessment of accomplishments** – The concern for safe food is obvious. Significant numbers of people participated in these educational programs and it was demonstrated that the participants learned and implemented important practices in their food handling activities. While there is still much work to be done, this has been an area of success.

## **Key Theme 1 – Food Handling**

Extension specialists and county agents combined to develop and deliver a broad range of educational programs aimed at food handling/food safety issues. The audiences were food service managers and workers; volunteers associated with handling food at facilities like “soup kitchens” and shelters; and the general public.

The *ServSafe* and *Food Handlers Training* programs were aimed at food service managers and their workers. Regional educational programs were offered. Each of these programs ended with a test to see if the participants would qualify for a food handlers permit certification. Over 97% of the participants were able to meet the knowledge requirements for the food handlers’ certification. Collaborators included local health departments and local school systems.

*Teaming Up for Safe Food and Food Safety Education for New Member Agencies of the Mountaineer Food Bank* targeted volunteers associated with soup kitchens and public shelters. The objectives for these programs are to increase their knowledge and understanding of food safety and improve their application of this knowledge to reduce food safety problems. Over 300 individuals were provided training, representing 82 different agencies and 75 food pantries from those regions. Exit exams confirmed that they expected significant changes in behavior to occur as a result of this training. Collaborators included the Benedum Foundation (providing travel and material grants), Mountaineer Food Bank, and various local and regional food bank groups.

*Germ City* is an interactive hand-washing demonstration, exhibit, and education program obtained from USDA–CSREES that was piloted in two locations in 2002. Other programs targeting the general public included a program on *Refrigerator and Freezer Safety* and the *Food Safety Education for Consumers* program. The first two programs were used at the State Fair where thousands had the opportunity to see and learn the key educational concepts. The original participants of the *Refrigerator and Freezer Safety* program were contacted six months following training and they were still monitoring temperature safety. It was discovered that the original safety information had been shared with others – friends or neighbors, and they too had begun monitoring temperature in their refrigerators. Collaborators included USDA–CSREES, W.Va. Department of Education, Marshall University, and various local groups.

**Impacts** – More than 5,000 individuals from various groups and organizations received instruction on food handling/food safety topics. Of those taking formal educational programs, over 90 % passed post-instructional exams that qualified them for food handlers’ certification. The instructional activities, when used as prescribed, result in reduced food safety problems.

**Source of Federal Funds** – Smith-Lever, state and county matching, grants

### **Total expenditures by source of funding and FTE for goal**

Federal Smith-Lever	\$70,000	0.85 FTE
State matching	\$60,000	1.19 FTE
County matching	\$10,000	0.23 FTE

**Scope of Impact** – State specific

### **Goal 3: A Healthy, Well-Nourished Population**

#### **Executive Summary**

#### **Program Overview**

West Virginia continues to battle high rates of heart disease, cancer, and diabetes among its citizens. Education and changed behavior offers the hope of reducing the consequences and onslaught brought on by these diseases. Extension has developed and delivered health and nutrition programs aimed at reducing these diseases and the problems that accompany them. These programs included: *Active for Life*, *Cancer Education*, *Diabetes Education*, and the *Family Nutrition Program*. These programs used traditional instruction, demonstrations, diagnostic assessments, and exercise workouts. Groups targeted for this education included individuals with the ailment or those assisting the afflicted elderly living in community dwelling facilities, and limited resource families and individuals.

#### **Plan of Work Performance Goal**

WVU Extension will promote the physical health and well being of limited-resource families and individuals through changes in behaviors. The focus of these behaviors was dietary quality, food shopping, and food safety.

#### **Multistate/Integrated Activities – State specific**

#### **Outputs:**

- Over 150 health programs were delivered to over 4,600 participants
- 2,000 adults and 5,600 youth participated in Family Nutrition Program activities
- 37 Nutrition Outreach Instructors delivered these programs in 29 counties of the state

#### **Outcomes:**

- Participants have indicated that they will make behavioral changes which could lead to improved health

#### **Impacts:**

- Ninety percent of the Family Nutrition Program limited-resource participants demonstrated positive changes. These changes over a lifetime could lead to reduced incidence of osteoporosis, cancer, and heart disease.
- Increased strength, balance, and flexibility in the elderly should result in a higher quality of life for these individuals
- \$97,000 was raised for cancer support in a two county region.

**State’s assessment of accomplishments:** Extension’s efforts to educate and modify the health and nutrition behaviors of its people are critical to their long term health. These educational efforts are showing positive behavior changes that could lead to improved health.

#### **Total expenditures by source of funding and FTE**

Federal Smith-Lever	\$220,000	2.70 FTE
State matching	\$190,000	3.77 FTE
County matching	\$ 30,000	0.74 FTE

## **Key Theme 1 – Human Health**

**Brief Description:** Extension developed and delivered three programs that targeted human health issues in 2002. These programs are discussed below.

*Dining with Diabetes* was a program that focused on increasing the healthy food choices for the diabetic's diet. This was accomplished by delivering a series of Diabetes Cooking School which included cooking demonstrations, taste testing and discussions of diabetes related topics. Follow-up "reunions" were held six months following the program to get feedback and offer support. These programs took place in 35 counties. Participants included those with diabetes and those who care for someone with diabetes. These programs also offered health information about eye and foot care issues related to diabetes.

The *Cancer Education* program was targeted at both youth and adults. Approximately 2000 3<sup>rd</sup> grade elementary students in a multi-county region were presented programs concerning the problems, risks, and consequences of tobacco products. Another program targeted 18-24 non-college-aged youths. The group was provided information about anti-tobacco use. They were surveyed to determine their attitudes, behaviors and experiences. This information will be used to develop and implement strategies for future tobacco education and cessation programs. A third program targeted those who were affected by cancer. These included survivors, patients, and their families. These programs were done in collaboration with local educators, health associations, various national cancer organizations, and other interested groups.

The *Active for Life* program targeted the elderly who live in community dwellings. Volunteers were recruited and trained to offer these programs which included exercises and health related information. Strength, balance, and flexibility are the key components. This program is conducted in 20 of the state's 55 counties. Fall prevention information has also been incorporated into these programs to reduce the occurrence and the associated problems. A \$5,000 seed grant was obtained to support this topic. Program participants have undergone physical fitness testing and other evaluative activities. This program was done in collaboration with the WVU School of Medicine, local senior centers, and other local interested parties.

**Impacts** – Participants have been given dietary information about healthful and flavorful meals. Youth participants have received lessons on the problems, risks, and consequences of tobacco use. If appropriate behavior changes and choices are made, they can lead to a healthier life. Increased strength, balance, and flexibility in the elderly should lead to greater quality of life by reducing injuries from falls.

**Source of Funds** – Smith-Lever, state and county matching, and grants

**Scope of Impact** – State specific

**Key Theme 2 – Human Nutrition**

The Family Nutrition Program is a program that took place in more than half of the counties of the state. Low-income adults and children are the target of this program. Participants receive multiple lessons to improve their dietary quality and food choices, food shopping, food safety, and food security. Food recalls are used to monitor and assess progress in the program. This program is funded through the FSNEP Grant (USDA-FNS) and the EFNEP Grant (USDA-CSREES).

**Impact** – Ninety percent of the family nutrition program graduates demonstrated positive improvements in their food group servings as recorded in their food recalls. Maintained over a lifetime, these behaviors can lead to a higher quality of health.

**Source of Funds** – Smith-Lever, state matching, and grants

**Scope of Impact** – State specific; WVU Extension Service provided W.Va. State College Extension Service with nutrition education resources developed by WVU. These resources were used to deliver nutrition education to youth in their K-6 after school facilities.

## **Goal 4: To achieve greater harmony between agriculture and the environment**

### **Executive Summary**

It is important that Extension continues to maintain the quality of our environment to ensure our future. Agriculture utilizes chemicals that if misused can drastically affect our environment and quality of life. Pesticides are examples of products that are in continual need of evaluation for their utility as pest management tools. WVU Extension provides educational programs to inform and instruct private and commercial applicators of changes of regulation, application, and availability of chemicals and the safe handling of these products. Extension provides information on federal and state regulations and policies. Participants receive certification upon successful completion of these courses.

### **Plan of Work Performance Goal**

- To provide update training to commercial and private pesticide applicators in the state.

### **Outputs:**

- 11 educational training programs delivered
- 1250 participants

### **Outcomes:**

- 795 private applicators recertified
- 450 commercial applicators recertified

**Impacts:** Those in attendance demonstrated a gain in knowledge that they would use regarding future pesticides applications. This should result in reduced environmental degradation.

**State's Assessment of Accomplishments:** This is a significant issue that requires continual monitoring and education to reduce risks and maintain the quality of the environment.

### **Total expenditures by source of funding and FTE for goal**

Federal Smith-Lever	\$80,000	1.00 FTE
State matching	\$70,000	1.38 FTE
County matching	\$ 10,000	0.27 FTE

### **Key Theme 1 – Pesticide Application**

The Extension specialist and his support staff have developed and delivered training programs that incorporate recent and appropriate information into their training programs which are delivered throughout the state. These programs are targeted to the private and commercial pesticide applicators. The nature of these programs relate to the safe handling and proper use/application of these chemicals. These programs offer the opportunity to be licensed and certified to apply restricted use pesticides as required by the West Virginia Department of Agriculture. Another program was developed and delivered to a public group interested in becoming urban pest management advisor. These “advisors” were trained in the area of pest management so that they could advise their neighbors on pest issues and proper management. Thirty-two individuals were trained as advisors.

**Impacts:** Almost 1250 commercial and private applicator participants from around the state were recertified for use of pesticide materials. Of these recertified individuals, 64% indicated that they were going to make changes in their pesticide use practices. Thirty-two individuals were trained as urban pest management advisors.

**Source of Funds** – Smith-Lever, state matching, and grants

**Scope of Impact** – State Specific

## **Goal 5: Enhance economic opportunity and quality of life among families**

### **Executive Summary**

**Overview:** Goal 5 includes a broad range of topics and programs offered by WVU Extension Service. Twelve key themes encompassed this wide range of topics reported against in this goal. Each of these themes has one or more Extension program included. These topics range from community and economic development programs, safety programs, to youth – adult – family development programs. The needs for all of these programs are great. WVU Extension continues to find new partners to build collaborations so that together we might accomplish more for the benefit of those in need. Some of the programs listed below are conducted without federal funds, but because they are a part of our engaged University – Extension effort, we included them.

### **Plan of Work Performance Goals**

- To enhance knowledge and skills to facilitate good community planning and development.
- Help communities strategically plan and implement projects to enhance and develop the community's appearance to make it more attractive and desirable to live and work there.
- To help communities improve and develop their economic viability.
- To deliver quality and cost effective training to firefighters and emergency/safety personnel.
- To reduce agricultural accidents and illness'.
- To reduce workplace safety and health hazards.
- To inform labor groups of their responsibilities and rights as workers.
- Increase the quality, affordability, accessibility, and availability of child care services.
- Empower and strengthen the capacity of families to nurture, support, and guide children.
- Improve family resource management skills and practices.
- Enhance the development of youth.
- Develop appropriate skills and abilities of Extension volunteer leaders.

### **Multistate/Integrated Activities – State specific**

#### **Outputs:**

- Over 1,800 educational programs delivered
- Over 49,000 participants

#### **Outcomes:**

- Work is underway to assist communities with various economic development activities.
- New tourism initiatives around the state are being developed
- Enhanced workforce and fire safety initiatives have been implemented
- Multiple family, youth, and adult programs are being implemented
- Volunteer leadership is being enhanced around the state

**Impacts:**

- Increased recycling in communities and receipt of \$20,000 support grant
- New Farmers Market resulted in over \$35,000 in sales with Extension’s assistance
- Extension provided assistance in two counties to help support a \$216 million expansion by one firm and a \$2 million water and sewer expansion project.
- Potential cost savings due to improved fire and workplace safety programs
- Child care expanded in one county as a result of \$350,000 grant
- Reading ability of 3,300 elementary children increased by average of 4.5 months, word identification increased by an average of 2.0 months, reading comprehension increased by an average of 6.0 months.
- A stronger and more capable volunteer leadership pool due to trainings

**State’s Assessment of Accomplishments:** Extension’s efforts in community and economic development, safety concerns, and human development are all critical to the future of West Virginia. There is a solid base of work that has begun in these areas and additional targeted programs are being developed and will be delivered in the future.

**Total Expenditures by source of funding and FTE**

Federal Smith-Lever	\$2,570,000	31.19 FTE
State matching	\$ 2,240,000	43.60 FTE
County matching	\$ 330,000	8.51 FTE

**Key Theme 1 – Community Development**

**Brief Description:** The needs for community development assistance are broad in scope and large in number throughout the state. Extension has multiple programs to assist communities in this area. These programs are targeted at local government officials and others who have an interest in community development. WVU, Extension Service, and other collaborators conducted two sessions annually of a Local Government Leadership Academy. A Community Development Institute was also developed and modeled after those in Texas, Idaho, and Arkansas to provide education on topics such as community problems, goal setting, partnerships, economic development, human resource development, and quality of life issues. Additional technical assistance was provided to local governments to assist them with some of their community development problems. Some activities completed in the past year include development of formal job classification and pay system for employees, team building exercises, strategic planning for county Economic Development Authorities, and other community planning activities. Extension has conducted a program called Community Appearance/Aesthetics. The purpose of this program is to help communities strategically plan and implement projects intended to enhance and develop the community’s appearance and to make it more attractive and desirable to live and work there.

**Impact** – Local elected officials and other community development leaders have gained knowledge which will allow them to develop and conduct programs and activities which will help their communities. Beautification and clean-up projects have improved the aesthetics of those regions. Improved signage, downtown revitalization and restoration projects have also enhanced some communities. A \$20,000 recycling grant was obtained to support recycling and

because of the effort, recycling is on the increase in this community. Many other community development activities are in process.

**Source of funding:** Smith-Lever, state and county matching, private gifts, fees

**Scope of Impact:** State Specific

### **Key Theme 2 - Jobs/Employment**

**Brief Description:** West Virginia has one of the lowest per capita income levels and labor-market participation rates in the United States. The need for more and better-paying jobs and economic development is needed throughout the state. The goal of the Business Retention and Expansion program is to facilitate the building of self-reliant local economies and improve business climates. The program promotes job growth by helping communities identify the concerns and barriers to survival and growth that local businesses face. This approach is community-based and focuses on existing businesses. This program targeted audiences such as state and local chambers of commerce, local and regional economic development authorities, the W.Va. Economic Development Office, state and regional workforce investment boards, and local and state policy makers. Program activities included formal presentations and assessment assistance to various communities.

**Impacts:** Extension assistance in two counties helped support a \$216 million expansion by one firm and a \$2 million water and sewer expansion project. Extension assisted with evaluations to help businesses and governmental agencies and developed a research report on Workers' Compensation Program in West Virginia.

**Source of funding:** Smith-Lever, state and county matching

**Scope of Impact:** State Specific

### **Key Theme 3 - Tourism**

**Brief Description:** Tourism offers West Virginia communities an economic alternative to communities and individuals throughout the state and offers other enhancements to these communities. The Recreation and Tourism program at WVU Extension Service has been geared toward elected officials, community leaders and others interested in community development. Extension has assisted communities evaluate their fair and festival events to try to strengthen and improve them. Extension has partnered with WVU Division of Forestry to develop a network of forest heritage tourist destinations in the eastern part of the state. This collaboration has also extended into parts of Western Maryland. Extension is developing a Virtual Institute which will be capable of providing web-based educational modules and information on various community and economic development issues.

**Impacts:** One community developed a farmers' market as a result of Extension's assessment. This market generated over \$35,000 in sales. Other efforts resulted in two professionally developed feature films and one theatrical production about local history.

**Source of funding:** Smith-Lever, state and county matching

**Scope of Impact:** State Specific

#### **Key Theme 4 – Fire Safety**

**Brief Description:** The Fire Safety Extension program at WVU provides training and assistance to fire and emergency responders. The goal is to improve emergency preparedness and reduce life and property loss. Classroom training programs and in-the-field learning opportunities are featured. This training is offered in local and regional settings and includes a broad range of topics. A unique program started this year was a mobile Airport Rescue training program. This program was delivered at six on-site locations. It permitted simulated airplane fire conditions for the participants. This program was monitored by FAA officials. Collaborators included the State Fire Marshal's Office, FEMA, National Fire Academy and other local emergency agencies.

**Impact:** More than 17,000 individuals participated in over 1,200 fire safety courses throughout the state. This increase in knowledge and skills should result in savings of lives and property.

**Source of funding:** State funds, fees, and grants

**Scope of Impact:** State Specific

#### **Key Theme 5 – Workforce Safety**

**Brief Description:** Improved workforce safety is one of the goals of the Safety and Health Extension program at WVU. Educational programs have been developed and delivered in support of this goal.

The Workers Compensation Small Business Health & Safety Initiative was developed to assist small businesses improve workplace safety. Safety and Health Extension offered training programs, facility safety inspections, industrial hygiene evaluations, and provided safety resource documents. These programs are delivered by WVU graduate students in various health and safety programs. This gives the students valuable experiences while being assisted with WVU faculty. These businesses may not have been able to otherwise obtain this safety assistance. Six month follow-up has determined that changes and improvements have been made.

The AgriAbility program is funded through USDA to educate and assist agricultural workers with disabilities. Safety and Health professionals have worked primarily to inform the public and other related groups of this program. This was done through the use of a display, brochures, and distributing information at various agriculture meetings around the state. Extension agents identify disabled farmers and farm workers. Safety and Health Extension then refers these persons to other funded agencies that are contracted to provide the needed assistance.

The Agromedicine program has attempted to open and improve communications between the agriculture and medical communities to better deal with those who suffer farm related injuries and illnesses. Many of these are poorly understood by medical practitioners in clinics and

emergency rooms. As a result of the Agromedicine program, a Farmedic Training program was delivered, the state Dept. of Agriculture has hired a full time Agromedicine person, and there have been links developed with Poison Control Center. These efforts should lead to better medical treatment for those injured. Sharing of information was the major activity of this program for the past year.

The Fall-Safe Partnership was a pilot program to determine whether Safety and Health Extension and construction contractors could reduce construction fall hazards through implementation of a fall hazard management program. Sixteen construction contractors participated in this program. The program was build around training, safety committees, inspections and accountability were the core of the program activities. Positive results have come from this pilot program. It has since been expanded to 40 additional construction contractors.

**Impacts:** Small businesses have received health and safety consultations which they might not have been able to obtain and this has resulted in improved workplace safety and hopefully reduced injuries and corresponding Worker Compensation costs. The pilot Fall-Safe program has found that the intervention group of contractors has shown more improvement in site program and site hazard scores than the control group. Again, this hopefully will result in a safer workplace.

**Source of Funding:** Grants, state and county matching, fees

**Scope of Impact:** State Specific

### **Key Theme 6 – Worker Preparation**

**Brief Description:** Worker preparation is an ongoing need. The Institute for Labor Studies and Research provides outreach and support to labor union members. This is done through single courses as well as week long residential summer school programs. The focus of these programs is to make the worker knowledgeable of their responsibilities and rights. Over 75 educational seminars were conducted throughout the state. Some of the topics of these offerings included: Economic Development, Steward Training, Family Medical Leave Act, Grievance Handling, Arbitration, Construction Hazard Awareness, and Building Leadership. Week long residential summer school programs provided a host of safety, skill, and other training opportunities.

**Impacts:** Participants enhance their skills and knowledge as a result of these programs which they could take back and apply to their work environments.

**Source of Funding:** State matching, fees, grants, private gifts

**Scope of Impact:** State Specific: W.Va. State College partnered with WVU Extension Service to develop and deliver workforce preparation programs in five Clay county communities. They used asset-mapping assessment for the purpose of improving their future community development plans.

### **Key Theme 7 – Child Care**

**Brief Description:** The goal of the Child Care program is to increase the quality, affordability, accessibility, and availability of child care services for pre-school and after school child care. This was primarily accomplished through educational outreach with community agencies and organizations that interface with these entities. The Penn State University developed Better Kid Care resource materials were widely distributed to providers and parents. Training sessions were offered to improve the quality of these child care facilities. One county was able to expand its child care facilities by securing a grant with the help of Extension.

**Impacts:** Over 150 child care training programs were offered around the state to over 1000 child care providers who accommodated over 8000 children. A \$530,000 grant was obtained to expand child care facilities in one county and more child care grants are being submitted.

**Source of funding:** Smith-Lever, state and county matching

**Scope of Impact:** State Specific

### **Key Theme 8 - Parenting**

**Brief Description:** Parents living in isolated areas surrounded by poverty and limited social services face obstacles to effectively raising their children. Extension's goal is to empower and strengthen the capacity of families to effectively nurture, support and guide their children. This was in part accomplished by delivering programs to facilitators of various agencies and organizations who work with underserved youth and parents. Training programs were delivered to help improve parenting skills. A Family Times Newsletter supported this work. In addition to these training activities, a Family Calendar was developed to target parents of fifth graders to provide parenting support and offer family experience enhancement activities. These programs were done in collaboration with local boards of Education, the Family Resource Network, and other local interested groups. An impact evaluation will be completed in 2003.

**Impact/accomplishments:** In the first year, over 20 parenting support groups were established and facilitators trained. Over 4000 Family Calendars were distributed to the parents of 5<sup>th</sup> grade students in eight counties. A Family Times Newsletter was developed and distributed to almost 3500 parents that affected over 5,000 children.

**Source of Funding:** Smith-Lever, state and county matching

**Scope of Impact:** State Specific

### **Key Theme 9 – Family Resource Management**

**Brief Description:** Wise family resource management is important. Today youths are spending more of their own and the family's dollars. Therefore, a need exists for financial education for youths. Extension has joined with the State Treasurer's Office and the State Department of Education to deliver financial planning programs. The primary resource used is the High School Financial Planning Program provided by the National Endowment for Financial Education. School teachers have been recruited and trained to deliver these programs within their

instructional practices. Other collaborators have been local banks, credit unions, and other local financial entities.

**Impacts:** Almost 200 teachers have been trained to use these financial planning resources. About 2000 students have participated in this program to date in five counties of the state.

**Source of Funding:** Smith-Lever, state and county matching, grants, private gifts, fees

**Scope of Impact:** State Specific

### **Key Theme 10 - Literacy**

**Brief Description:** Energy Express is an award winning youth literacy and nutritional supplement program developed by WVU Extension Service. This program, now in its 10<sup>th</sup> year, has been developed to promote school success of children living in low-income communities by providing summer learning experiences. Energy Express is a six-week program taking place in 43 counties to approximately 4,000 first- through sixth-grade children. Local volunteers and AmeriCorp members were employed and worked with local board of education and school teachers to provide this reading enhancement program. Volunteers provided mentoring support to the children. This program also offered free or reduced lunch meals.

**Impacts:** Evaluation of this program has demonstrated meaningful increases in student reading capacities. Reading ability increased an average of 4.5 months, word identification increased an average of 2.0 months, and passage comprehension increased 6.0 months as a direct result of this summertime intervention program.

**Source of Funding:** Smith-lever, state and county matching, grants, private gifts, and fees

**Scope of Impact:** State Specific

### **Key Theme 11 - Youth Development/4/H**

**Brief Description:** Youth development activities included a broad range of programs and activities. These included a comprehensive program review (by external reviewers), Entrepreneurial Education Program, Youth Resiliency Program, and the 4-H Residential Camps program.

In 2002, the WVU Extension Service - Center for 4-H and Youth, Family, and Adult Development underwent a comprehensive review by external reviewers. The purpose of this review was to facilitate planning, priority setting and decision-making for the Center. From this review recommendations came forward that would strengthen the program's efforts to empower youth, to enhance program access, equity, and opportunity for youth, and to increase the capacity of our program's environment as extraordinary places to learn. These recommendations are now being acted upon by an implementation team. Three areas of priority are 4-H policies and guidelines, camping and Native American issues, and State 4-H Program Leader.

The Entrepreneurial Education program was developed in collaboration with the Kauffman Foundation to provide educational exposure to West Virginia's youths to this aspect of the world of work. This program was created to promote the entrepreneurship capabilities and readiness of West Virginia youth and adults, and increase rural and small community-based business and economic development. A new curriculum aimed at middle school students was piloted in two sites in West Virginia this past year. Following this pilot activity in West Virginia and two other states, this program will be available for use in middle schools throughout the United States. This curriculum is designed for the students to learn through real life experience. The students deal with issues like How do I start my business -- the identification of business opportunities? How do I find customers -- marketing? Where do I find Money to get started -- sources of capital? This is an experienced-based interdisciplinary learning program. West Virginia Extension Service plans to expand the distribution and use of this entrepreneurship program in the future.

The Youth Resiliency program was developed to increase statewide capacity to support community-based programs in West Virginia for children, youth, and families who are at-risk (CYFAR). This was accomplished primarily through developing and enhancing local collaborative efforts. Poverty workshops for faculty and staff were held statewide that built upon the work of Dr. Ruby Payne and her knowledge of poverty. Four locally-based low-income collaboratives were identified and targeted for support and development to better meet their youth development needs. Support activities included literacy programs, the use of technology for student literacy, and to strengthened collaborations. One collaborative site provided the opportunity to partner with West Virginia State College Extension.

The 4-H Residential Camping program accommodated over 11,000 campers ages 9-11 in 2002. Camps provide participants the opportunity to develop relationships with caring, supportive adults who have the potential to make a difference in the lives of these youth. These camps ran 4-5 days in length and offered educational activities for the participants. Additionally, camps provided an environment to develop social skills, life skills such as communications and teamwork, and leadership skills. Camping in-service programs were offered to camping facilitators to prepare them for what they needed to conduct their camps. Two emphases for the year were healthy lifestyles and human fitness. Pilot evaluations of these two programs provided positive results of knowledge gained and improved attitudes toward these topics. Collaboration was developed with local boards, associations and other groups in support of the camping effort.

**Impacts:** Changes are underway in the 4-H and Youth, Family, and Adult Development Center as a result of the national program review. Entrepreneurial Education will expand in West Virginia in the future and bring valuable experiential learning to participants. The camping program supplements youth development efforts by extending the learning opportunities and ties it to an enjoyable and unique environment.

**Source of Funding:** Smith-Lever, state and county matching, private gifts, fees

**Scope of Impact:** State Specific; W.Va. State College collaborated with WVU Extension Service by creating a CYFAR site and teaming with the existing WVU CYFAR program. This

site serves an average of 50 students a day. The site offers after-school tutoring, homework assistance and other educational programs. This program has demonstrated improvements in the children's reading and language skills.

W.Va. State College, in partnership with WVU Health Sciences, hosted a one-week residential camp that focused on forensic science and leadership development for 47 low-income and/or minority 10th grade students. It is the goal of this program to grow a greater interest in the health science profession area for these youth.

### **Key Theme 12 – Leadership Training and Development**

**Brief Description:** Volunteer leaders are critical to Extension programming efforts. These volunteers are accepting more responsibility for planning and delivering Extension supported programs. Yet this shift needs to be accompanied with appropriate skills and abilities. Extension has developed and delivered multiple programs aimed at developing needed skills in the volunteers. Thirty seven counties have moved forward with this training for their volunteers. Volunteer participants were provided personal skill assessments/evaluations. Other training topics included: management skills, new leader organizational skills, child development, serving a diverse clientele, development of task descriptions, and officer roles and responsibilities.

**Impacts:** Over 130 training and educational programs were offered around the state on training and developing stronger volunteer leaders to over 5000 volunteers.

**Source of Funding:** Smith-Lever, state and county matching

**Scope of Impact:** State Specific