

V(A). Planned Program (Summary)

Program # 3

1. Name of the Planned Program

Viable Communities and Appropriate Quality of Life for Individuals and Families

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
607	Consumer Economics	1%		1%	
608	Community Resource Planning and Development	5%		0%	
701	Nutrient Composition of Food	12%		7%	
702	Requirements and Function of Nutrients and Other Food Components	12%		20%	
703	Nutrition Education and Behavior	10%		7%	
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins	14%		12%	
721	Insects and Other Pests Affecting Humans	1%		1%	
722	Zoonotic Diseases and Parasites Affecting Humans	1%		0%	
723	Hazards to Human Health and Safety	6%		5%	
724	Healthy Lifestyle	1%		3%	
801	Individual and Family Resource Management	4%		0%	
802	Human Development and Family Well-Being	14%		25%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	4%		9%	
804	Human Environmental Issues Concerning Apparel, Textiles, and Residential and Commercial Structures	4%		3%	
805	Community Institutions, Health, and Social Services	1%		3%	
806	Youth Development	10%		4%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Extension	Research
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Year: 2010	1862	1890	1862	1890
	75.0	0.0	15.0	0.0
Plan				
Actual	82.0	0.0	18.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
2126651	0	421324	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
2155828	0	351151	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- The institute will conduct research and deliver extension education programs that will enable Nebraskans to strengthen their families and communities. Output efforts will help reduce food-borne illness, increase healthy eating and active behaviors, increase number of self-confident community leaders and increase the number of communities with access to tools to aid economic development, i.e. entrepreneurship.

- Increasingly, learners lead time-pressed lives and want to access educational information at their convenience. While face-to-face teaching remains an ongoing focus of our efforts, many learners may choose to access educational information online through Internet sites, module learning and ask-an-expert. Therefore, we will employ a blend of teaching strategies to accomplish our educational goals and research of reaching individuals who want just-in-time research-based information and in depth behavior changing educational experiences.

2. Brief description of the target audience

Our targeted audiences include:

1. Food processing and retail establishment owners and staff
2. Children, youth and families
3. Youth and adults in community leadership roles
4. Entrepreneurs

5. Local and state decision makers

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	10000	20000	50000	20000
Actual	15000	20000	50000	20000

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year: 2010
 Plan: 0
 Actual: 3

Patents listed

Extraction solution for recovery of cow's milk residues from processed food products

Inhibitors of FATP-Mediated Fatty Acid Uptake

Dielectric Heating for Improving Microbiological Safety of Low-Moisture Food

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Plan	10	10	
Actual	50	10	60

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- 1) Number of scholarly publications and outputs related to viable communities and appropriate quality of life for individuals and families projects accepted.

Year	Target	Actual
2010	20	30

Output #2

Output Measure

- 2) Number of extension in-depth community, family and Individual topic-related educational workshops.

Year	Target	Actual
2010	100	138

Output #3

Output Measure

- 3) Number of extension community, family and individual program-related curricula, publications and other educational resources developed.

Year	Target	Actual
2010	12	34

Output #4

Output Measure

- 4) Number of Agricultural Research Division projects that focus on community and appropriate quality of life for individuals and families issues.

Year	Target	Actual
2010	20	34

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Nebraska's will gain knowledge to make effective choices about their health, wellness and diet. The long-term goal of reducing obesity and increasing physical activity of children is essential. Individuals will increase knowledge of food selection and preparation with reduced fat and/or calories, USDA serving sizes and importance of adequate time spent in physical activity each day and increased understanding of the relationships between diet and physical activity to improve personal health. Individuals will select, prepare and eat recommended amount of fruits, vegetables, low-fat proteins and dairy and whole grains. In addition, individuals will better balance their intake of calories with their energy expenditures.
2	Nebraska's communities will have access to the tools they need to retain current residents and businesses and create opportunities for new residents and businesses. Community leaders and business owners will understand the importance of strategic planning, support business development techniques and information technology to support community's development. Businesses within communities will work to be more profitable, entrepreneurs will be supported by the communities and informational technology will be used effectively to support community growth. Communities will have planned for the future, new entrepreneurial businesses will have been created, and informational technology will be used to create partnerships between the community's public and private sectors.
3	Nebraska's youth will be informed decision makers and remain active members of their communities as they reach adulthood. This will be measured by surveys, interviews and case studies to document evidence of the benefits (impact) to a community for involving youth in the decision making process. Nebraska will have evidence of the roles and responsibilities that youth are assuming at the community level such as being included on community agendas, leading community decisions and helping establish community policies. Community members will have an increased understanding of how youth can engage with adults in a community decision making process to solve problems impacting their communities. Youth and adults will report improved decision making and problem solving skills. The number of youth engaged as partners in community civic activities will increase.
4	Food handlers will practice safe food handling procedures to reduce food-borne illness outbreaks. This will be measured by comparing annual Nebraska statistics from Nebraska Health and Human Services (NHHS) for reduced incidents of food-borne illness because of safe food handling, decreased medical costs due to food-borne illness outbreaks and decreased days lost from work. Food handlers (food service workers, food processors and livestock producers) will increase their knowledge of safe food handling practices measured by increased knowledge about adequate food handling and preparation and animal management practices. Food handlers will implement safe food handling practices for the reduction of food borne illnesses because of strategies learned through ServSafe, HACCP and Quality Assurance.
5	Families will contribute to community viability and maintain sustainable lifestyle to provide a safe and secure future for their children. Long-term: Families will increase financial assets by decreasing debts. Intermediate: Individuals and families will (1) establish long-term financial goals to guide decision making, (2) will decrease spending, and (3) will practice saving regularly. Short-term: Individuals and families will (1) evaluate spending patterns, (2) identify income and expenses, (3) make and implement a budget, and (4) develop and implement a savings plan.

Outcome #1

1. Outcome Measures

Nebraska's will gain knowledge to make effective choices about their health, wellness and diet. The long-term goal of reducing obesity and increasing physical activity of children is essential. Individuals will increase knowledge of food selection and preparation with reduced fat and/or calories, USDA serving sizes and importance of adequate time spent in physical activity each day and increased understanding of the relationships between diet and physical activity to improve personal health. Individuals will select, prepare and eat recommended amount of fruits, vegetables, low-fat proteins and dairy and whole grains. In addition, individuals will better balance their intake of calories with their energy expenditures.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	500	637

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In Nebraska, over \$454 million dollars are spent annually on medical costs associated with adult obesity—a key risk factor in the development of heart disease, strokes, and diabetes. Thirty-eight percent of Nebraska's adult population is overweight and another 27% are obese. Additionally, 27% of adults in Nebraska report no leisure time physical activities. Sadly, this epidemic also impacts Nebraska's children. One in every three (33%), or approximately 106,000 Nebraska students, is either overweight or obese. By improving nutrition and physical activity outcomes through educational program, UNL Extension can contribute to the state's overall health and decrease medical expenses for families; thus improving the state's overall economy.

What has been done

UNL Extension offers a variety of programs targeted toward improving the nutrition and physical outcomes of Nebraska's youth people and adults. Programs available include:

*Small Steps to Health and Wealth: A distance-based program that motivates adults to change their health and personal finance behaviors.

*Nutrition Education Program (NEP): A nutrition education and food budgeting program for limited resource families.

*Control Diabetes for Life: A nutrition education program for diabetic adults.

*Medicare Education Program: A program that enables Medicare beneficiaries to enroll into a prescription drug plan or switch plans depending on what is most beneficial for them.

Results

Participant evaluations show that these programs are making a difference. For example:

*Nearly 100 percent (95%) of Small Steps participants reported eating healthier and over 60% increased their physical activity levels. On average, participants lost 2.8 lbs with a loss of up to 7 pounds over a two month period.

*Eighty-four percent of NEP adult graduates improved in at least one nutrition practice while 14% of NEP youth participants increase their daily physical activity.

*Sixty-five percent of Control Diabetes participants reported eating healthier and 61% reported increasing their physical activity levels. Savings in medical care for Control Diabetes program participants could is estimated at \$510,000 annually.

*Savings for Medicare Education Program participants could equal \$440,000.

*21% of 4-H participants improved knowledge and behavior related to food preparation, MyPyramid, healthy snacking, and physical activity.

4. Associated Knowledge Areas

KA Code	Knowledge Area
701	Nutrient Composition of Food
702	Requirements and Function of Nutrients and Other Food Components
703	Nutrition Education and Behavior
724	Healthy Lifestyle
801	Individual and Family Resource Management
802	Human Development and Family Well-Being

Outcome #2

1. Outcome Measures

Nebraska's communities will have access to the tools they need to retain current residents and businesses and create opportunities for new residents and businesses. Community leaders and business owners will understand the importance of strategic planning, support business development techniques and information technology to support community's development. Businesses within communities will work to be more profitable, entrepreneurs will be supported by the communities and informational technology will be used effectively to support community growth. Communities will have planned for the future, new entrepreneurial businesses will have been created, and informational technology will be used to create partnerships between the community's public and private sectors.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	15	92

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Nebraskans are concerned about community vitality and economic growth. Lack of employment, per capita income, diverse populations, and keeping youth in communities are growing issues. While a few communities are growing slowly, many are decreasing in size. Entrepreneurship and innovation can help grow the state's economy during an era of globalization and rapid change.

What has been done

UNL Extension offers a variety of programs for youth and adults related to entrepreneurship and business growth. These include:

- *Red Carpet Service On-line (a unique customer service program)
- *NxBizSuccess.com (a collaborative website for entrepreneurs)
- *12E Club Video Speakers Series
- *Security Squad (focused on protecting businesses from theft)
- *Entrepreneurship Investigation (a youth focused entrepreneurship curriculum)

Results

In a two year period UNL Extension:

- *Assisted 57 business starts and transitions
- *Provided 61,399 hours of entrepreneurship-related teaching
- *Helped over 2,000 Nebraskans with their businesses

In addition, an increasing number of Nebraskans are seeking assistance from Extension in entrepreneurship and business growth. Over the last year, Extension programs experienced:

- *21.4% increase in training hours by program
- *24.5% increase in the number of clients assisted

Entrepreneurship Investigation (ESI) continues to be successful at helping youth gain the skills necessary to start their own business. For example, in of Nebraska's most rural communities, the ESI curriculum helped high school students create their own business selling signs and fence gates made with computerized shop equipment. Students applied and worked for the company the developed in positions such as sales and customer service, machine operations, advertising,

quality control, and website design. Based on that success, UNL Extension is working with the school to create a feasibility and business plan to build a high tunnel greenhouse, sell the greenhouse produce, all while focusing on a science-based curriculum. The local school superintendent touts the project as helping students be more innovative and realize the opportunities available at the local level.

4. Associated Knowledge Areas

KA Code	Knowledge Area
607	Consumer Economics
608	Community Resource Planning and Development
801	Individual and Family Resource Management
804	Human Environmental Issues Concerning Apparel, Textiles, and Residential and Commercial Structures
805	Community Institutions, Health, and Social Services

Outcome #3

1. Outcome Measures

Nebraska's youth will be informed decision makers and remain active members of their communities as they reach adulthood. This will be measured by surveys, interviews and case studies to document evidence of the benefits (impact) to a community for involving youth in the decision making process. Nebraska will have evidence of the roles and responsibilities that youth are assuming at the community level such as being included on community agendas, leading community decisions and helping establish community policies. Community members will have an increased understanding of how youth can engage with adults in a community decision making process to solve problems impacting their communities. Youth and adults will report improved decision making and problem solving skills. The number of youth engaged as partners in community civic activities will increase.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	100	121

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Empowering young people to be successful is a high priority of UNL Extension. Ensuring that they have the skills needed to pursue higher education and turn their passion into viable career opportunities is critical to the youth of our state as well as Nebraska's long-term vitality. By engaging young people in community decision making processes early-on, they are more likely to see envision opportunities to remain connected and stay within the state.

What has been done

A variety of programs are offered through UNL Extension to help young people take on leadership roles and gain skills in the decision making process. For example, the goal of the Youth and Adults in Action program offered in six different sites statewide is to grow young leaders by involving them as partners in projects targeted at specific community needs. These youth-driven projects have focused on environmental stewardship, health and wellness promotion, and community promotion. Other programs such as Health Rocks involve young people working with adults to teach younger youth strategies for effective decision making around high risk behaviors such as tobacco, alcohol, and other drug use. The Nebraska 4-H program has chosen career development and youth citizenship as two of their statewide priorities. This means that 4-H programming, regardless of content, has a specific focus on career exploration and building skills in youth advocacy.

Results

Several of the Youth and Adults in Action teams have successfully competed in Nebraska's Community Improvement Program and been recognized for their efforts in developing young leaders. One youth member stated: "This program has taught me how to look at community issues and address them. I have grown in my presentation and leadership skills and am now more involved in my community."

While the youth advocacy program is still in the developmental stages, results are beginning to emerge. For example, based on the suggestions of young people, a new 4-H Ambassador group is being developed. These Ambassadors will make contacts with local and statewide decision makers and work to expand public/private partnerships by sharing the 4-H story with business and industry representatives.

Nebraska 4-H is also serving as a catalyst in helping youth attend post secondary education. For example, 95% of high school seniors surveyed between 2007-2010 who were enrolled in 4-H are pursuing education after high school, with 80% staying in Nebraska and 24% planning to attend the University of Nebraska-Lincoln. In addition, 62% of seniors discussed post-secondary options with their 4-H leader or 4-H staff and 65% of seniors felt that their 4-H project impacted their college decision.

4. Associated Knowledge Areas

KA Code	Knowledge Area
802	Human Development and Family Well-Being
806	Youth Development

Outcome #4

1. Outcome Measures

Food handlers will practice safe food handling procedures to reduce food-borne illness outbreaks. This will be measured by comparing annual Nebraska statistics from Nebraska Health and Human Services (NHHS) for reduced incidents of food-borne illness because of safe food handling, decreased medical costs due to food-borne illness outbreaks and decreased days lost from work. Food handlers (food service workers, food processors and livestock producers) will increase their knowledge of safe food handling practices measured by increased knowledge about adequate food handling and preparation and animal management practices. Food handlers will implement safe food handling practices for the reduction of food borne illnesses because of strategies learned through ServSafe, HACCP and Quality Assurance.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	2000	8239

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Because of the strong reliance on an agricultural economy, a safe and secure food supply is vital to Nebraska. Safe food handling results in reduced food borne illness and the associated health care costs.

What has been done

UNL Extension offers a variety of programs targeted toward improving safe food handling practices in efforts to reduce food-borne illness. For example, ServSafe targets foodservice workers. Farmers Market Vendor training provides research-based information to vendors reaching both rural urban audiences. HACCP planning and implementation training is offered to small business owners and meat processing plants. In addition, Nebraska is part of a multi-state USDA food safety grant targeting families with young children. This project uses social marketing strategies to raise the awareness of and change behaviors related to the proper storage and disposal of leftovers.

Results

Participant evaluations show that these programs are making a difference. For example:
*ServSafe participants increased their knowledge of safe food handling practices by 40%.
*ServSafe Starters' participants increased their knowledge of proper cooling methods by 39% and minimum cooking temperatures by 27%.
*Right Bite When the Temperature is Right participants learned how to calibrate a thermometer and will use it when cooking meat and poultry.
*56% of adult NEP participants improved in at least one food safety practice.
*As a result of attending Farmers' Market Vendor Training, participants reported a 32% gain in their knowledge about Food Safety in the Field. Participants stated that they will use the information in their on-farm operation and at their booth at the Farmers' Market.

4. Associated Knowledge Areas

KA Code	Knowledge Area
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins
721	Insects and Other Pests Affecting Humans
722	Zoonotic Diseases and Parasites Affecting Humans
723	Hazards to Human Health and Safety
805	Community Institutions, Health, and Social Services

Outcome #5

1. Outcome Measures

Families will contribute to community viability and maintain sustainable lifestyle to provide a safe and secure future for their children. Long-term: Families will increase financial assets by decreasing debts. Intermediate: Individuals and families will (1) establish long-term financial goals to guide decision making, (2) will decrease spending, and (3) will practice saving regularly. Short-term: Individuals and families will (1) evaluate spending patterns, (2) identify income and expenses, (3) make and implement a budget, and (4) develop and implement a savings plan.

Not Reporting on this Outcome Measure

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations

Brief Explanation

Decreasing rural populations and growing urban communities continue to present economic and social challenges for Nebraska. Keeping young people attracted to Nebraska, especially to small communities is of high importance to the state.

While Nebraska's economy continues to be stronger than many states, the economic downturn has impacted job growth and spending which in turn impacts state budgets. Of special concern is the budget growth after the ending of stimulus monies.

In order to best meet the needs of clientele with available resources, continual stakeholder input is sought as to the most important program needs and most effective delivery methods. For example, programming related to financial security was altered to focus more on managing finance through difficult financial times. The delivery method was changed from in-person programs to on-line and television.

Continual focusing of program outcomes and the identification of signature programs is critical to Extension's role as being a premiere provider of research-based education.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Retrospective (post program)
- Before-After (before and after program)
- Case Study
- Comparisons between different groups of individuals or program participants experiencing different levels of program intensity.

Evaluation Results

UNL Extension has developed an impact report for each of its Action Teams. These can be found on our Extension home page at: <http://www.extension.unl.edu//>.

Key Items of Evaluation

UNL Extension has identified signature outcomes and indicators in each of its programming areas and is collecting statewide data to assess progress made toward achieving those outcomes. In 2010, each Extension Action Team completed an outcome report highlighting their efforts and the impact of those efforts on clientele. These reports have been instrumental in working with stakeholders who in turn used them to advocate on behalf of the Extension program. Additional efforts are underway to enhance the skills of Action Team leaders in order to strengthen selected indicators and evaluation strategies.