



# **Annual Report of Accomplishments and Results**

**Fiscal Year 2005: October 1, 2004–September 30, 2005**

**Submitted to USDA on April 1, 2006**

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**Based on a Plan of Work for Federal Fiscal Years  
2000–2006**

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

The West Virginia University Extension Service (WVU-ES) submits the following report of its major program accomplishments for fiscal year (FY) 2005. 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 U.S. Department of Agriculture (USDA)-Cooperative State Research, Education, and Extension Service (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 incorporates feedback we received from 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, and private and nonprofit organizations, WVU-ES has committed to five strategic priorities based on state 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 youth
4. Increasing the capabilities and readiness of West Virginia's future and current workforce
5. Being 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 the 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 face increased expectations from clients but have fewer resources. For example, West Virginia, like many states, is anticipating a budget shortfall of \$120 million in fiscal year 2005, and the state is projected to have a deficit of up to \$175 million in FY2006. Prospects for increased federal and county funding are also bleak. The regional jails are taking much of the local dollars in some counties. We are approaching this challenge in several ways.

- Extending our capacities to deliver programs. Since 1996, Extension has:
  - increased direct client contacts counted from 122,225 to 443,996 (partly due to improved counting system)
  - reduced regular full-time employees; increased seasonal employees

- increased number of single-agent counties from 12 to 22
- increased county funding from \$3.2 million to \$3.6 million
- had stable, flat federal and state funding
- had significant increase in sponsored programs (from \$996,437 active multiyear in 1997 to \$5,400,000 active multiyear in 2005)
- Continuing to move toward a student-centered climate in Extension. The Extension System is deeply connected with strategic partners at WVU (e.g., Health Sciences Center, Davis College of Agriculture, and Eberly School of Applied Social Sciences), state and federal agencies, and key stakeholder groups.
- Continuing to enhance our working relationship with West Virginia State University. The West Virginia Legislature, Higher Education Commission, and representatives of USDA-CSREES have been and are working with the two institutions to codify and improve their collaborative efforts.
- Staying attuned to state and community needs through broader Extension Service. We are helping to create a climate more open to inventing new models for doing our work and involving stakeholders 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).
- Moving resources to the field. WVU Extension reorganized in 2003 by decreasing the number of administrators and the amount of central administrative support and moving the funds involved into field and program positions. We have received funds to match a computer order for replacing old computers in the field and also central WVU funds for creating two new Extension agent faculty positions.
- Improving the programming of Jackson's Mill in areas consistent with its traditional mission to increase the proportion of its budget supported by users and outside sources. As a direct result of WVU advocacy, the West Virginia Legislature provided a one-time grant of \$1 million for repairs and renovations to Jackson's Mill.
- Reviewing budget status and operational efficiencies.

Extension program and support units have reduced staff to manage Extension's budget and anticipated future budget constraints. This has been accomplished through reassignments, merging assignments (e.g., multicounty), and closing vacancies. Every vacancy is carefully scrutinized, and only those positions that address critical needs are advertised.

In 2003, WVU-ES recognized the need to review staffing of its 55 county offices and to establish a process and criteria for staffing and funding those positions. Establishing a statewide expectation for county funding levels that would be phased in over three years was particularly important. Following discussion among faculty, staff, and key stakeholders, guidelines have been adopted. This county staffing plan identifies counties to receive one, two, or three agents based upon demographic parameters. WVU fully supports a county's first agent. Counties provide \$15,000 toward salaries of second and third agents if allocated under the plan. Counties also supply a minimum of one office support person, space for the county office, and current expenses for such items as travel and phone.

As noted above, WVU is working to significantly increase county funding of agent positions over three years. WVU has also begun a long-term advocacy program to increase the levels of state support from the West Virginia legislature. 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, 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 the state and our 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 attests 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 and the 2005–2006 update.

Among the items considered 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, including young people at risk, to make realistic decisions for their lives
- Expanding youth-oriented educational programs, such as 4-H
- Assessing local needs with local groups and individuals when county agent vacancies occur

An ongoing system of securing stakeholder input into program planning and implementation, along with quality assessment, has and continues to be a primary commitment for WVU Extension. Stakeholder input is gathered annually through several methods. One regular approach to assessing community needs and programs is to seek input from members of state-mandated County Extension Service Committees. In each of West Virginia's 55 counties, eight-member committees serve three primary 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 following: 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 (BOG). If any of the above-named organizations does not exist in the county, the WVU BOG 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 Extension Service Visiting Committee. Program recommendations are also solicited during farm family risk management educational dinners where 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 in the “Program Review Process” section.

## **Resources**

WVU Extension’s FY2005 operating budget was \$27.08 million\*, a decrease of \$0.74 million from FY2004. Federal, state, and county appropriations provide base funding for Extension infrastructure and program efforts. The operating budget breakdown shows 17 percent federal funds (\$4.83 million including 3b and 3c, Expanded Food Nutrition Education Program, and 3d)\*\*; 32 percent state funds (\$8.81 million); 13 percent county funds (\$3.6 million); 26 percent grants and contracts (\$5.4 million); and 12 percent user fees and WVU Foundation (\$4.45 million). Of the total WVU Extension budget (which includes funding for numerous non-Cooperative Extension programs), 83 percent is from non-federal/USDA-CSREES funding.

\*Does not include Fire Academy, Jackson's Mill cottage renovation dollars, Life Safety, pool, state fringes, or WVU Foundation endowed accounts.

\*\*The actual FY2005 federal 3b, 3c appropriation to West Virginia was \$3.57 million.

## **Strategic Plan Implementation and Program Review Process**

WVU Extension is deepening its strategic planning by systematically implementing its general strategic plan through several policy efforts, including major program reviews. These efforts apply the strategic plan as a benchmark for conducting program review and policy development to ensure that the strategic plan translates into local programming.

### **1. County Staffing Guidelines**

As of 2003, county staffing patterns were a patchwork of historic negotiations with individual counties over many years. Extension polled a sample of faculty members to generate a county staffing guideline to govern staffing for each county. Principles include:

- A minimum of one county agent in each of West Virginia’s 55 counties
- Designation of counties that merit two or three agents
- Counties pay 33 percent of salaries of second or third agents
- Additional agents are paid 100 percent by counties

### **2. Program Specialist Guidelines**

Multiple consultations with faculty and staff resulted in a program specialist guideline that identifies “Core Specialists.” These represent positions that the organization deems to be essential functions for Extension over at least 10 years. Some of these newly designated core positions are currently vacant and will become priorities to fill as resources become available. Currently filled specialist positions that are not core will not be filled when they become vacant.

### **3. Core County Functions**

In response to the significant variation in faculty staffing patterns in West Virginia counties, WVU has developed an implemented a comprehensive listing of functions and programs that will be accomplished in each West Virginia county. This list informs out stakeholders as well as faculty of our minimum program commitments to each and every West Virginia county. It reflects our strategic thinking about who are.

### **4. Program Teams**

Extension now conducts its major program development and coordination through program teams. These 19 teams are co-led by a specialist and a county agent. Each team generates an annual plan of work (Team Assignment Document) and reports yearly against this plan of work.



5. Findings from the external study of West Virginia's 4-H Program continue to be used in program development and implementation efforts. These have included ongoing development of training programs on risk management in camping, which resulted in the completion of detailed risk management plans for all county, regional, and state 4-H camping programs. Work has also been done on the 4-H curriculum offerings to ensure that best practices in youth development are at the core of all materials and methodologies. Advisory groups are being formed to help ensure the quality of Extension's program offerings to West Virginia youth.

6. The USDA Office of Civil Rights responded to a 2002 complaint alleging that the WVU-ES discriminated, misused, and misinterpreted Native American Indian imagery and customs in its 4-H camping program. The response found no evidence of discrimination, but urged WVU-ES to continue to improve the quality and appropriateness of Native American Indian imagery and customs used in its camps.

7. Nationally eminent faculty and administrators from three other universities completed an external program review of the Institute for Labor Studies and Research (ILSR). Faculty and stakeholders are working to implement the results of the review in a new strategic plan for ILSR.

### **Multistate and Integrated Program Summaries**

A number of Extension programs involve other WVU colleges and other institutions. Integrated programs with the WVU Davis College of Agriculture, Forestry, and Consumer Sciences and the West Virginia Agricultural and Forestry Experiment Station are conducted through 13 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 Davis College. Other integrated programs include youth programs in horticulture, land judging, animal judging, and forestry.

West Virginia University and West Virginia State University (WVSU), 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 2005, the two institutions signed West Virginia's first "Cooperative Agreement for a Comprehensive Program of Agricultural and Forestry Research and Extension." This agreement was submitted and accepted by USDA's Cooperative State Research, Education, and Extension Service (CSREES). This agreement formalized mechanisms for cooperation and non-duplication of services by the two extension services. Important items include consultation on the placement of field faculty and regular consultation between the two organizations.

In response to a request from the West Virginia Chancellor of Higher Education, WVU and WVSU are designing a plan for cooperation and collaboration between the institutions. The West Virginia Legislature set a goal of ensuring that the programs are complementary and not duplicative.

Many Extension faculty are engaged in multistate programs, including the Mid-Atlantic Crop School; Mid-Atlantic Beef Quality Assurance; 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 multistate initiatives reflect only a percentage (not the total) of the federal 3b, 3c funds dedicated to the program. A total of \$3.57 million in 3b, 3c funds was allocated to West Virginia.

**Evaluation of the Success of Multistate and Joint Activities**

For fiscal year 2005, WVU-ES documented \$400,587 multistate activities using Smith-Lever 3B and C funds and \$517,276 for integrated activities. The current funding level has exceeded the originally planned five-year expenditure target of \$312,096 (based on doubling the 1997 baseline amount of \$149,000 from 4 percent to 8 percent).

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 the underserved and underrepresented?*

*Did the programs describe expected outcomes and impacts?*

*Did the programs result in improved programmatic efforts?*

We continue efforts to identify multistate and integrated activities. The compelling force to do so is to enable WVU-ES to gain the greatest impact from its resources, resulting in ultimate benefit to the public it serves.

## Supplement to the Annual Report of Accomplishments and Results

### Multistate Extension Activities and Integrated Activities

(Multistate & Integrated POW)

Program/Activity Actual Expenditures	March, 2006	March, 2006	March, 2006	March, 2006	March, 2006	FY 2005
	Revised FY 2000	Revised FY 2001	Revised FY 2002	Revised FY 2003	Revised FY 2004	
<b>Multistate Extension Activities</b>						
Agriculture General	80000	80000	90000	90000	100000	104344
Youth Agriculture	5000	5000	5000	5000	5000	5226
Livestock/Wildlife/Poultry/Aqua Marketing	15000	15000	15000	15000	15000	16602
Grassland Management	20000	20000	20000	20000	20000	20274
Horticulture	15000	15000	15000	15000	15000	18227
Forestry/Wood Products	6000	6000	6000	6000	6000	6101
Sustainable Ag/Land Reclamation	15000	15000	15000	15000	15000	18452
Water Quality	10000	10000	10000	10000	10000	10961
Pest Management	12000	12000	12000	12000	12000	12470
Food Safety	10000	10000	10000	0	0	0
Diabetes Education/FSNEP	20000	20000	20000	20000	20000	19689
Child Care Providers Training	7000	7000	7000	7000	7000	7535
CYFAR	15000	15000	15000	15000	15000	13056
Volunteer Leadership Development Community, Economic, & Workforce Dev	15000	15000	15000	15000	15000	11679
4-H Youth/Camping	80000	80000	90000	90000	90000	96132
eXtension	8000	8000	9000	9000	9000	9839
	0	0	0	0	14986	30000
<b>Totals</b>	<b>333000</b>	<b>333000</b>	<b>354000</b>	<b>344000</b>	<b>368986</b>	<b>400587</b>
	11/30/2004	11/30/2004				
	Revised	Revised				
	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005
<b>Integrated Activities</b>						
Agriculture General	0	0	0	0	0	4489
Youth Agriculture	0	0	0	0	0	10451
Livestock/Wildlife/Poultry/Aqua Marketing	62000	62000	62100	62100	63000	91131
Grassland Management	52000	52000	52500	52500	53000	30411
Horticulture	31000	31000	31600	31800	32000	47996
Forestry/Wood Projects	49600	49600	49750	50000	50500	29215
Sustainable Ag/Land Reclamation	12400	12000	12000	11800	12000	35639
Water Quality	71076	70975	71050	71500	72000	18268
Pest Management	31000	31000	31500	31800	32000	39563
Diabetes Education/FSNEP	0	0	0	0	0	19689
Child Care Providers Training	0	0	0	0	0	7535
CYFAR	0	0	2300	2300	0	57070
Volunteer Leadership Development Community, Economic, Workforce Dev	0	0	0	0	0	14291
4-H Youth/Camping	0	0	0	0	0	104968
	0	0	0	0	0	6560
<b>Totals</b>	<b>309076</b>	<b>308575</b>	<b>312800</b>	<b>313800</b>	<b>314500</b>	<b>517276</b>
FY Allocation base	3681367	3853256	3860756	3779819	3901203	
8% Required	294509.4	308260.5	308860.5	302385.5	312096.2	

## **Part II: FY 2005 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**

##### **Program 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, to survive, must compete with national and global markets. The annual gross receipts from agriculture now exceed \$420 million. Eighty percent of the state is forested, and more than 80 percent of those forests are privately owned. Businesses related to wildlife, tourism, and recreation and a growing rural nonfarm 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 and forestry production and marketing systems that are competitive, environmentally sound, and socially acceptable.

Major WVU-ES educational programs were developed and delivered throughout the state that related to beef and feeder cattle marketing, sheep and goat production and marketing, aquaculture, grassland management, home and commercial horticulture, farm and risk management, forestry production, management and marketing, 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 included workshops, skill-a-thons, farm visits, field days, judging programs, exhibits, youth camps, and other youth programming. These programs have been well received and have resulted in increased knowledge, increased production, and profit gains while promoting good stewardship of the environment.

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

- To enhance the reputation of West Virginia-raised feeder cattle, increase producer participation in various marketing options, assist producers in preparing for value-based marketing, and introduce marketing and sales alternatives to beef producers. Certification and educational programs developed to teach best management practices.
- To improve grassland management techniques and procedures in order to increase profits enjoyed by West Virginia's farmers.
- To increase the adoption of rotational grazing practices as a way to increase forage quality and quantity and to protect water quality.
- To encourage use of management practices that increase legumes in pastures to improve forage quality and reduce nitrogen fertilizer costs.
- To optimize winter feed by evaluating the economics and quality of hay and haylage production and extending the grazing season.
- To increase use of alternative herbicide application methods.
- To increase horticultural sustainability and marketing in West Virginia.

- 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.
- To increase life skills development through involvement in 4-H agricultural and natural resources subject matter programming.
- To enhance the use of natural resources in the production of salmonids for food.
- To increase the use of natural resources for recreational activities.
- To increase awareness and use of proper biosecurity measures on livestock production areas.
- To enhance existing markets for agricultural products therefore increasing profitability of West Virginia agricultural enterprises.
- To increase awareness of management practices that help minimize risk while maximizing profits of West Virginia landowners.

**Multistate/Integrated Activities** – The West Virginia Beef Quality Assurance (BQA) program is a part of the Mid-Atlantic Beef Quality Assurance program. This is a collaborative effort by the following states: West Virginia, Pennsylvania, Maryland, Virginia, New York, Maine, and New Jersey. This has resulted in shared resource development and reduced production costs as well as the identification of common standards. Forestry programs are offered in collaboration with the Appalachian Hardwoods Center located in the WVU Davis College of Agriculture, Forestry, and Consumer Sciences.

### **Outputs**

- Delivered 2,702 educational programs to 84,236 participants.
- Provided educational programs in grassland management, forest production and management, value-added marketing, beef production, and other livestock production.
- Provided a marketing alternative for small beef production systems.
- Educated participants to develop least-cost and high-quality forage conditions.
- Responded to 766 requests for aquaculture information.
- Provided aquaculture information at 259 sites.
- Developed new curriculum.

### **Outcomes:**

- 275 producers certified or recertified in BQA.
- 82 bulls were performance-evaluated and sold for \$238,500 (an average of \$2,915).
- Producers used performance-tested sires for the BQA program.
- 235 producers participated in calf pools.
- Three statewide beef quality assurance sales conducted for 14 cattle pools.
- 55 sheep and goat producers marketed cooperatively.
- Shepherds implemented predation management programs.
- Two new forest-based enterprises formed in 2005.
- 45 woodlot participants adopted new forest practices.
- 148 growers produced niche nursery and greenhouse crops.
- 8,000 paddlefish fingerlings (a threatened species) stocked in West Virginia rivers in 2005.
- New trout recipes developed and tested.
- \$2,527,818 generated through the sale of youth livestock products.

- 136 youths involved in commercial horticulture production.
- 4,819 home gardeners used organic production techniques.

**Impacts:**

- Improved weaning weight of calves marketed through pools by 70 pounds (\$85) for steers and 48 pounds (\$56) for heifers or a total of \$583,287.84.
- Reduced feed costs and extended the feeding production season in 15 counties by an average of 3.8 weeks.
- Reduced cost of animal production in 12 counties by \$21.92 per head.
- Increased profitability of the calf pool participants by an average of \$2,098 per farm over traditional marketing methods.
- Increased the health and value of the animals produced by calf pool participants.
- Cooperative marketing of sheep and goats resulted in a \$550 increase in net return per shepherd or \$15 per lamb marketed.
- Increased cattle performance an average of 31 pounds/head and reduced weaning costs by \$12.75 per head.
- 235 producers marketed 7,805 head through assurance sales.
- Selling wool cooperatively resulted in an extra 28 cents for wool; overall, shepherds netted more than \$40,000 for wool or \$1.65 per ewe.
- Water quality was increased in 107 ponds.
- Total value of trout sales increased by 45 percent.
- Commercial nurseries and greenhouses generated \$15.5 million in sales.
- Farmer’s markets generated \$1.6 million in sales.
- Farm families saved an average of \$2,600 by calculating their cost of production.
- Farm families reduced their tax liability by an average of \$2,050.
- By incorporating agricultural business training into their operations, farm operators saved \$9,000 per farm.

**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 continuing to be good stewards of 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	\$ 850,000	FTE 10.00
State matching	\$ 750,000	FTE 16.00
County matching	\$ 100,000	FTE 3.00

**Key Theme 1—Agricultural Profitability**

**Brief Description:** Profitability programs are the cornerstone of Extension agricultural programs. Extension specialists and county agents developed and delivered agricultural profitability programs throughout the state. These programs covered beef and feeder calf production and marketing, sheep production and marketing, home and commercial horticulture, grassland management, forestry production and management, farm and risk management, and value-added marketing. These regional and local meetings featured significant face-to-face contact to share and demonstrate methods and processes designed to make the farmer more competitive and to increase his or 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 can 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 with quality and value while increasing income and enhancing product reputation. In addition to education, Extension assisted with sales by helping develop new marketing pools. Collaborators included the W.Va. Department of Agriculture, W.Va. Beef Industry Council, W.Va. Cattlemen's Association, Penn State Extension, Southern States Cooperative, Livestock Markets, pharmaceutical companies, and a host of local agricultural groups.

*Grassland* is the basis for agriculture in West Virginia. The primary agriculture industries—ruminant livestock—require grassland for their sustainability. Extension educates producers 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 featuring noted speakers were conducted across the state during the winter. Other programmatic activities included extended grazing season demonstrations; reduced fertilizer demonstrations and research; poultry litter application projects; and many field demonstrations, workshops, and programs.

*Homeowner and commercial horticulture* 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 others. Additional support and consultations were provided on pest control recommendations and soil samples. Collaborators included the W.Va. Department of Tourism, direct marketing associations, W.Va. Farm Bureau, W.Va. Department of Agriculture, and related organizations and groups.

The *forestry and wood products* program developed and delivered educational programs throughout the state to train woodlot owners, loggers, and the public. Information was also distributed to interested parties through newsletters, fact sheets, and brochures. Collaborators included the Appalachian Hardwood Center, West Virginia Forestry Association, USDA Forest Service, and various other state and local organizations.

The *shepherd educational* programs focused on developing innovative ways to sustain the viable industry within the state. Workshops and demonstrations were held on predation control. In addition, marketing pools allowed producers to work cooperatively to improve marketability of their products. Other agencies collaborating in this area are USDA-APHIS wildlife services, W.Va. Farm Bureau, WVU Davis College of Agriculture, Forestry, and Consumer Sciences, W.Va. Purebred Sheep Association, W.Va. Department of Agriculture, and various other state and local organizations.

*Farm and risk management* efforts included workshops, meetings, and seminars to identify risk within agricultural enterprises. Part of the management involves the evaluating operations and adjusting risk management opportunities outside the operations. These programs continued to target women who traditionally serve as chief financial officers for most agricultural enterprises. Traditional record keeping, income tax management, diversification, and estate planning were areas of focus during the past year. Other agencies collaborating in this area were W.Va. Department of Agriculture, WVU Davis College of Agriculture, Forestry and Consumer Sciences, and related organizations and groups.

### **Impacts and Accomplishments:**

- Increased the grazing season an average of 3.8 weeks.
- Improved forage yield of 1.9 tons per acre.

- Increase of 406 pounds per acre of dry matter (DM) available during the summer.
- Increased cattle performance an average of 31 pounds per head.
- Reduced cost of animal production by \$21.92 per head.
- Reduced weaning costs of \$12.75 per head.
- 275 producers were certified or recertified in beef quality assurance (BQA) during the year. Currently, more than 900 producers have completed certification and an additional 600 producers have completed the training sessions.
- Three statewide QA sales were conducted for 14 cattle pools.
- 235 producers marketed a total of 7,805 head through these sales.
- Increased return per farm over traditional marketing methods averaged \$1,594.
- Producers utilized performance-tested sires for the BQA program.
- Increase of 70 pounds per head in steers and 48 pounds per head in heifers over traditional marketing methods resulted in more than \$85 in additional revenue per steer and just over \$56 per heifer. In total, the added value of these increased weights is an estimated \$583,287.84.
- 781 shepherds participating in wool marketing netted an extra 28 cents for their wool. Overall, producers netted more than \$40,000 for wool or \$1.65 per ewe.
- 225 producers implemented biosecurity measures on their operations.
- 55 shepherds adopted a new marketing method and increased their net return by \$550 per shepherd or \$15 per lam marketed.
- Internal parasite control in small ruminants led to an average of \$303 saved per producer.
- Utilizing risk management techniques, producers reduced tax liability by more than \$303,000.
- Extension's support facilitated the generation of \$1.6 million in 44 farmers' markets and 154 direct market outlets.
- Two new forest-based enterprises were developed.
- 45 woodlot owners adopted new forest practice methods.
- Master Gardener volunteers devoted 33,104 hours of service to the University and to their communities.

**Source of Funds:** 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 and Extension – with the Davis College of Agriculture, Forestry, and Consumer Sciences

## **Key Theme 2—Aquaculture**

**Brief Description:** Aquaculture production is a relatively new concept to most residents of West Virginia, but it is considered a desirable and promising activity and it is slowly growing. The industry is emerging as a sustainable and potentially profitable way to produce animals commonly considered wildlife. Two areas of focus have been developed at WVU: (1) use of groundwater from coal mines for production of salmonids for food, and (2) use of farm-raised fish for recreation. Aquaculture extension is closely integrated with a multidisciplinary research project (the Aquaculture Food and Market Development Project) and focuses on the same two areas of economic development.

Each January, a statewide Aquaculture Forum is held in collaboration with the West Virginia Department of Agriculture and the West Virginia Aquaculture Association. The aquaculture extension Web site features events, general information, and recent research results. Workshops,



demonstrations, and a newsletter are also used. County agents most commonly refer aquaculture inquiries to the aquaculture specialist.

### **Impacts:**

- Extension agents and specialists responded to 766 requests for aquaculture information and other aquaculture-related topics. Approximately 259 site visits were conducted during 2005.
- 1,380 interested individuals participated in 34 educational programs.
- 39 ponds improved fishing potential.
- 107 ponds reported improved weed control.
- 67 ponds reported improved water quality as a result of management recommendations provided by WVU Extension faculty.
- Total value of trout sales increased by 45 percent.
- WVU faculty are working with the tourism industry to develop fishing packages featuring farm-raised fish. One major resort worked to provide its clients with these opportunities.
- A multistate agency initiative was begun to purchase fish from private growers for stocking public waters. This initiative was developed by WVU Extension faculty working with state legislators and several other state agencies.
- Several community fishing events were held at a retired acid mine drainage site. The success of these events has led to the further development of this site as a fishing park.
- Approximately 8,000 pounds of rainbow trout were produced in a demonstration system utilizing acid mine drainage. These fish were distributed for recreational use.
- The Extension aquaculture specialist has demonstrated spawning techniques to the West Virginia Division of Natural Resources for several years. As a direct result, more than 8,000 paddlefish fingerlings, a threatened species, were stocked in West Virginia rivers in 2005.
- 250 anglers participated in Spring Fest's first fishing competition, held in Franklin, West Virginia.
- New food products are being developed for both trout and smoked trout. In an effort to expand the sale of West Virginia trout, six new recipes were tested at three events in 2005.

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

**Scope of Impact:** Statewide. The multidisciplinary project draws from faculty in Food Science, Resource Economics, Animal Science, Civil and Environmental Engineering, Recreation and Parks, and Marketing. Aligning Extension's efforts with research efforts and economic development strategies is building a solid program for the budding aquaculture industry.

### **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, especially those in the state's Eastern Panhandle. 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. With technological advances and the increased urban/nonfarm populations, individuals are now several generations removed from actual working knowledge of agricultural production. Because of this, WVU-ES 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 offerings, 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 the knowledge and ability to make better-informed land use decisions related to agricultural needs, which maintain a high-quality environment. Collaborators included the W.Va. Department of Agriculture, county boards of education, and various other local boards and associations that support youth and agriculture endeavors.

### **Impacts and Accomplishments:**

- More than 26,256 youths and 9,523 adults attended Extension's agricultural education programs in 2005.
- 3,782 market projects generated more than \$2,527,818 in 4-H and FFA livestock sale proceeds.
- An additional \$210,744 was returned to the community groups and organizations from youth project livestock sales in 2005.
- Data indicate that 757,770 total pounds of meat products entered the food chain from youth market animal projects. This represents a 75 percent increase from 2004.
- A study was undertaken during the 2004-2005 4-H year to determine the 2004-2005 enrollment in Animal Science, Plant Science, Mechanical Science, and Natural Resources and Environment project curriculums and to assess the project completion rates. Project completion rates in 2004-2005 were as follows: Animal Sciences, 79 percent; Plant Sciences, 81 percent; Mechanical Sciences, 67 percent; and Natural Resources, 65 percent. The overall project completion rate was 77 percent.
- The Lamb Tail Docking Policy implemented during the 2004-2005 year continued to be emphasized. Data was again collected to assess the effects of the policy's implementation. A total of 1,328 market lambs were exhibited statewide, with 21 (1.06 percent) being rejected. Of the 244 breeding sheep exhibited statewide, only 1 (0.04 percent) was rejected.

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

**Scope of Impact:** State-specific

## **Goal 2: To Provide a Safe and Secure Food and Fiber System**

### **Executive Summary**

#### **Program Overview:**

Many organizations and groups provide meals, food items and education for the hungry in the state. Specifically, the Mountaineer Food Bank's (MFB) mission is to help alleviate hunger in West Virginia. It has developed an effective network for food acquisition and use throughout the state. It distributed more than 5.9 million pounds of food to hungry families in 48 of state's 55 counties, reaching 428 feeding programs that serving more than 250,000 persons each month. The member agencies are food pantries, shelters, child development centers, seniors, and soup kitchens. Training for these partners through the *Germ City-Clean Hands, Healthy People Interactive Handwashing* project ensures the best food quality and safe handling. Washing hands is a key, but often overlooked, behavior that is important for food safety, disease prevention, and personal health.

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

Reduce the overall incidence of foodborne illnesses in West Virginia.

### **Multistate/Integrated Activities:**

WVU-ES served as co-principal investigator on the *Germ City—Clean Hands, Healthy People Interactive Handwashing Education* project implemented in five states, including West Virginia.

### **Outputs:**

- Multiple educational programs and food handler trainings were delivered throughout the state on various topics of food safety and refrigerator and freezer safety.
- A 2.5-hour new member orientation was offered to member agencies of Mountaineer Food Bank six times during the year.
- A follow-up questionnaire about family and consumer science responsibilities at the county level was administered. The results were disseminated at state and national meetings.
- Multiple in-service training sessions on food safety issues educated faculty and volunteers.
- Germ City Web site ([www.germcity.wsu.edu](http://www.germcity.wsu.edu)) development and management continued during 2005 as a collaborative effort among five state Extension specialists.
- Fact sheets, newsletters, and demonstrations were used to deliver the Germ City program.
- A pre- and post-hand evaluation form with a 4-point Likert scale to rate the cleanliness of the front and back of the right hand was administered to children who participated in the Germ City demonstration.
- Teachers completed a questionnaire about benefits of the Germ City Program.
- 26 West Virginia counties participated in Germ City in 2005.
- The program was presented 36 times, with 9,130 children and 907 adults participating.
- A 4-H fact sheet developed in 2004 continued to be used with the program.

### **Outcomes:**

- The Germ City program has been disseminated nationally. New programs have been initiated by Extension in Tennessee, Vermont, Arizona, and California, as well as by individual universities (Western Illinois University and West Virginia State University) and the Lane County (OR) Fair.
- 52 Germ City units in 11 states deliver the program.
- Children who participated in Germ City regularly reported that they washed their hands before eating dinner the night before and after they last used the bathroom.
- Extension agents reported high confidence in their ability to provide adequate information for various preservation questions as they come up in their counties.
- *If You Pet It, Don't Forget It: Wash Your Hands, You Won't Regret It* signage at fairs and festivals in the state was found to be effective based on response from fair board members and Extension faculty.

### **Impacts:**

- Research showed that Germ City has significant impact on children's handwashing skills.

### **State's Assessment of Accomplishments**

The Germ City project is a success based on documented outcomes and impacts.

Volunteers have been important for the program's development, delivery, and evaluation.

Parents, teachers, student educators, school nurses, infection control specialists, and public health educators have been involved in marketing the Germ City Program and conducting the programs.

It will take continuous collaboration for the program to maintain sustainability.

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

Federal Smith-Lever	\$ 50,000	FTE 1.00
State matching	\$ 50,000	FTE 1.00
County matching	\$10,000	FTE 0.25

### **Key Theme—Food Handling**

**Brief Description:** Extension county faculty and specialists teamed to form partnerships with local organizations and volunteers to deliver a wide range of educational programs on food handling and food safety. Specific target audiences were food service managers, workers, and volunteers.

*Food Safety Education for New Member Agencies of Mountaineer Food Bank* targeted food pantries, shelters, child development centers, senior centers, and soup kitchens. The objectives of this initiative were to give volunteers an opportunity to improve their basic food safety knowledge; to increase volunteers' knowledge of ways to safely receive, handle, and store food; and to provide food safety education to an underserved audience, primarily those who volunteer at food pantries, shelters, and soup kitchens. The 2.5-hour new member orientation was offered six times during the year in conjunction with regular board meetings.

*Germ City* is an interactive handwashing demonstration, exhibit, and education program supported with grant funds from USDA-CSREES. It is a multistate initiative (Alabama, Hawaii, Idaho, Washington, and West Virginia) and multiyear program (began in 2003 with programming in 15 West Virginia counties). The program is designed to develop awareness about the importance of handwashing using science-based education. Specific goals include: modifying attitudes, enhancing personal motivation, and facilitating positive behavioral change associated with handwashing. In 2005, 9,130 children and 907 adults took part in the program. In West Virginia counties, the program was presented 36 times in schools—kindergarten through middle school—reaching 9,130 students. In addition, it was delivered in community settings (fairs, festivals, etc.) 36 times. Children answered a questionnaire about handwashing and teachers completed a questionnaire about the benefit of the Germ City program, documenting growth in understanding and effectiveness.

Food Preservation/Food Safety educational program targets families who preserve homegrown food in an effort to meet the nutritional needs of their families. Extension faculty and staff provide research-based food preservation information. In 2004, 30 Extension educators with family and consumer science responsibilities and nutrition outreach instructors were trained to deliver this program. During 2005, a follow-up questionnaire was completed; the results were tabulated and disseminated at state and national meetings.

*If You Pet It, Don't Forget It; Wash Your Hands, You Won't Regret It* is a project designed to increase the awareness of the importance of handwashing, especially after touching animals.

A research project was implemented to:

1. determine if handwashing signs impact handwashing behavior of county and state fair attendees.
2. determine if the use of handwashing signs affect the attitude and behavior of members of county and state fair boards.

### **Impacts and Accomplishments:**

- *Food Preservation/Food Safety* program participants' knowledge base was increased and their newly acquired skills benefited the participants personally and when providing feeding programs. In addition, there was significant improvement in thoroughly washing

finger-nails, palm, and front wrist according to pre- and post-tests. Careful cleaning of these areas was a concern from the 2003 program data. Emphasizing these areas in 2004 resulted in positive behavioral change. In 2005 again, significantly more students self-reported they had washed hands before eating dinner the night before and after they last used the bathroom. The confidence level was assessed for Extension staff regarding their ability to provide adequate information for various preservation questions (canning, freezing, drying, pickling and jams/jellies).

- *The Animals and Handwashing* project was effective, based on the pre- and post-surveys from 12 counties, the observation of increased use of soap and towels at fairs, and positive comments to Fair Board members and Extension faculty. A Web site was created, a display board developed, and signage distributed to each county Extension office across West Virginia to be used at local fairs and animal events.

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

**Scope of Impact:** State and multistate (Germ City)

### **Goal 3: To Encourage a Healthy, Well-nourished Population**

#### **Executive Summary**

##### **Program Overview**

Cancer, diabetes, and heart disease are major health issues in West Virginia. These chronic diseases have enormous negative economic impacts. The causes of these diseases are linked to social styles, culture, and sedentary lifestyles of both youths and adults. Extension has developed a comprehensive health and nutrition strategy that includes educational programs designed to educate people about the value of healthy diets and the importance of modifying their dietary habits and physical activity. The programs use experiential instruction, demonstrations, diagnostic assessments, and physical activity. The priority health and nutrition programs are *CARDIAC Challenge*, *Active for Life*, *Diabetes Education*, and the *Family Nutrition Program*.

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

To address the current health issues of West Virginia, WVU Extension Service will promote the physical health and well-being of limited-resource families and individuals through education to impact changes in behaviors. The focus of these behaviors is quality of diet, food safety, food consumption, and food security.

**Multistate/Integrated Activities:** State-specific

##### **Outputs**

- In 2005, the Family Nutrition Program made 76,292 direct contacts and delivered 4,026 nutrition education programs in the form of lessons. 1,937 adults (families) and 4,618 youths participated in a series of lessons.
- CARDIAC Challenge curriculum that included four two-hour lessons with classroom information, physical activities, and food preparation was used across the state and was offered through 4-H programs.
- 127 adults trained for Active for Life (AFL) volunteers in one statewide and two regional sessions.
- 26 AFL leaders were trained.
- 298 adults participated in AFL programs in 2005.

- 7 counties reported development or continuation of AFL programs in 2005.
- A total of 32 Dining with Diabetes programs (reaching 318 participants) in counties across West Virginia were conducted in 2005.
- More than 50 CEOS (Community Educational Outreach Service volunteer organization) members have been trained in Heart Health.
- During 2005, 1,937 adults (families) and 4,618 youths participated in the Family Nutrition Program (FNP).

## **Outcomes**

- Growth in partnerships with other organizations and agencies across West Virginia in heart health educational endeavors and education is evident.
- The CEOS organization is increasingly recognized as a vast educational resource and advocate for rural communities.
- CEOS members participated in Breast and Cervical Awareness programs, which involved 475 adult volunteers. CEOS members volunteered in Dining with Diabetes Cooking Schools as a partner in delivering the educational program.
- Of the 163 adult Active for Live participants, 150 reported changes in their knowledge, behavior, skills, and attitudes regarding nutrition and physical activities.
- “Heart Truth for Women” was written and edited for publication in 2006; it will be used in family educational programs statewide.
- As a result of FNP sessions, participants demonstrated the following food resource management skills:
  - 50 percent showed improvement in meal planning
  - 38 percent improved ability to compare prices when buying food
  - 46 percent improved by using a grocery list when shopping for food
  - Amount spent on food per month was reduced from \$108.20 to \$103.20
- The American Heart Association grant of \$36,639 was received for use in health programming.
- Participants in the Dining with Diabetes programs increased their overall knowledge of clinical and behavioral aspects of the disease. Nine percent of participants who had answered incorrectly on the pre-test answered questions correctly on the post-test.
- 195 participants reported adopting a change in behavior or knowledge because of participation in CARDIAC Challenge.

## **Impacts**

- FNP participants reported healthy eating and active lifestyle changes as noted in the following: increase in daily intake of fruits and vegetables (from 2.6 to 4.1 servings); increase in daily intake of (dairy) calcium (0.9 to 1.4 servings); decrease in daily intake of (fat) calories (from 3.4 to 2.8). Also, 43 percent reported a decrease in sodium.
- FNP participants increased their daily intake of fruits and vegetables from 2.6 servings to 4.1 servings.
- FNP participants increased their daily intake of calcium from 0.9 servings to 1.4 servings.
- FNP participants decreased daily intake of calories (fat) from 34.9 percent to 32.8 percent
- 43 percent of FNP participants decreased daily intake of sodium.
- 150 families enrolled in one or more assistance programs as a result of FNP.
- 58 percent of FNP participants showed improvement in following safe thawing procedures.
- 31 percent of FNP participants improved their techniques for safely storing foods.
- Three counties reported the development of new collaborations as a result of the Active for Life program.

- Participants in 32 *Dining with Diabetes*, achieved significant improvements in the areas of knowledge of diabetes, behavioral change, and clinical results such as blood pressure and A1C.

### **State’s Assessment of Accomplishments**

The nutrition and health programs are very popular throughout the state. They effectively educate citizens about the importance of eating healthy diets and modifying behaviors in ways that lead to healthy lifestyles. Educational programming promoting effective physical activity for youths and adults as ways to promote healthy living has been effective. There is need for continuous health and nutrition programming across West Virginia. Continued requests for nutrition- and health-related resources and information reflect perceived needs of our citizens for education on these topics.

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

Federal Smith-Lever	\$ 200,000	FTE 2.00
State matching	\$180,000	FTE 4.00
County matching	\$ 20,000	FTE 1.00

### **Key Theme 1—Human Nutrition and Health**

**Brief Description:** Extension delivered human nutrition and health education in four major programs during 2005: Active for Life, CEOS organization, CARDIAC Challenge, and Dining with Diabetes.

*Active for Life* was originally developed as a WVU Extension Service Preventicare National Demonstration project. It is a community-based program featuring low-intensity exercise activities for older adults. Participants are encouraged to attend 35-minute class sessions one to three times each week. Community leaders are trained to lead the groups and provide local leadership for community sites. The program goals are to improve the health and well-being of older adults. Specific objectives for the participants are to continue using muscles and joints to prevent loss of strength and flexibility, to have social contact with peers, to have an opportunity to keep up-to-date on health issues, and to gain status and recognition from family and peers.

The *CEOS organization’s involvement in health and nutrition programs* initiative is an extension of the Memorandum of Agreement between the West Virginia Community Education Outreach Service organization and the WVU Extension Service. The statewide CEOS volunteer group, established in 1914, has the mission of strengthening individuals and families through continuing education, leadership development, and community service. WVU-ES works closely with this group by developing educational programs in the areas of personal development, strengthening families, and nutrition and health.

*CARDIAC Challenge* is a family-based nutrition and physical activities program designed to reduce chronic diseases in West Virginia. Its primary goal is to improve the knowledge of healthy behaviors pertaining to nutrition and physical activity of youths and families. It has provided at-risk children and their parents with nutrition education, physical activity, and food preparation classes. CARDIAC Challenge also targeted healthy lifestyle behaviors among youths through Extension’s 4-H camps.

*Dining with Diabetes* focuses on increasing the healthy food choices by people with diabetes. A series of six Diabetes Cooking Schools (two-hour sessions) are conducted weekly for diabetics, their family members, and caregivers. The sessions include cooking demonstrations, food tasting, discussions of diabetes-related topics, and a brief exercise session. The program has a

six-month follow-up “reunion” when participants share feedback and receive additional encouragement and support. Multiple partners and volunteers assist with this initiative. The specific goals are to increase knowledge of healthy food choices; present healthy versions of familiar foods; demonstrate cooking techniques using healthy ingredients; promote behavior changes with demonstrations and taste tests; promote physical activity; encourage self-management and self-efficacy skills; provide opportunities for participants to share and learn from one other; and provide diabetes education. In 2005, 32 Dining with Diabetes Schools were held in West Virginia.

### **Impacts and Accomplishments:**

- Participants reported increased knowledge and physical activity.
- 195 participants reported adopting a change in behavior or knowledge because of participation in CARDIAC Challenge.
- 7 counties reported development or continuation of *Active for Life* programs in 2005.
- 26 AFL leaders were trained.
- Of the 163 adult AFL participants, 150 reported changes in their knowledge, behavior, skills, and attitudes regarding nutrition and physical activities.
- CEOS members participated in Breast and Cervical Awareness programs, which involved 475 adult volunteers. CEOS members volunteered in Dining with Diabetes Cooking Schools as a partner in delivering the educational program.
- *The Dining with Diabetes Program* data indicate that participants in the 32 programs achieved significant improvements in the areas of knowledge, behavioral change, and clinical results.
- Individuals and groups in counties where the *Dining with Diabetes* program has a long history are requesting continued programs.

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

**Scope of Impact:** State-specific and national

### **Key Theme 2—Family Nutrition**

**Brief Description:** The *Family Nutrition Program* uses paraprofessionals—nutrition outreach instructors (NOIs)—to deliver nutrition education lessons to limited-resource families and youths. NOIs reported 76,292 direct contacts and 4,026 nutrition education lessons. The NOIs recruit program participants from lists provided by county Department of Health and Human Resources offices. In addition, public schools may refer parents who participate in Head Start programs or free and reduced-price lunch programs. The NOIs make personal contacts with participants in mostly rural areas, resulting in greater levels of trust. The program also emphasizes experiential learning, with food demonstrations conducted in each class. In addition, the demonstrations provide opportunities for instructor-participant interaction. Participants learn the importance of healthy eating and active lifestyle behaviors, including increased daily intake of fruits, vegetables, and calcium-rich foods and decreased daily intake of high-fat foods and sodium. In addition, participants become more knowledgeable about the benefits of Food Stamps, WIC, food pantries, and school lunch and breakfast programs. Moreover, participants learn safe food handling techniques and food resource management skills.

### **Impacts and Accomplishments:**

- During 2005, 1,937 adults (families) and 4,618 youths participated in the Family Nutrition Program.
- FNP participants increased their daily intake of fruits and vegetables from 2.6 servings to 4.1 servings.



- FNP participants increased daily intake of calcium from 0.9 servings to 1.4 servings.
- Participants decreased daily intake of calories (fat) from 34.9 percent to 32.8 percent.
- 43 percent of participants decreased daily intake of sodium.
- 150 families enrolled in one or more assistance programs as a result of FNP.
- 58 percent of participants showed improvement in following safe thawing procedures.
- 31 percent of participants improved techniques for safely storing foods.
- As a result of adults attending an FNP session:
  - 50 percent showed improvement meal planning
  - 38 percent improved ability to compare prices when buying food
  - 39 percent improved ability to make food last throughout the month
  - 46 percent improved by using a list when shopping for food

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

**Scope of Impact:** State-specific

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

##### **Executive Summary**

##### **Program Overview**

It is important that Extension continues to maintain the quality of the environment to ensure our future. Pests can affect the quality of life. There is now a concern that disease pests from outside the United States may enter and pose a threat to agricultural production. To deal with this concern, a functional nationwide network of public agricultural institutions was formed to quickly detect deliberately introduced, high-consequence biological pests and pathogens into our agricultural and natural ecosystems by providing means for quick identifications and protocols for immediate reporting to appropriate responders and decision-makers. This networking of diagnostic experts will improve outreach programming in West Virginia, involving Extension personnel and agricultural producers. To manage these pests, agriculturalists use chemical pesticides that are under continual regulatory evaluation. Information is needed to promote informed regulatory decisions on registered pesticides used in Mid-Atlantic states and on alternative pesticide practices such as IPM. WVU Extension provides educational programs that meet the state certification requirement of informing and instructing private and commercial applicators of changes in regulation, application, and availability of chemical pesticides and the safe handling of these products. Extension also provides information on federal and state regulations and policies.

Agricultural producers were the original environmentalists. However, some methods and practices employed by producers were not considered sustainable. The development of best management practices and plans to implement nutrient management strategies on farming operations are paramount to the continuation of this rural lifestyle. Through collaboration with other state and national agencies, the Extension Service has planned and developed educational programming to address water quality, nutrient management and sustainability. In addition, outreach programs and certification programs for nutrient management planners meet the state certification requirements.

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

- Deliver fundamental nutrient management training and certification programming to producers and industry personnel within the state.

- Enhance the knowledge and use of best management practices through nutrient management recommendations and educational meetings for landowners in the state.
- Increase awareness of water-quality impacts to watersheds through educational programming and the development and support of local organizations and associations.
- Increase the adoption of a more sustainable approach to managing resources while maintaining profitability.
- Reduce the overall dependence on pesticides for managing pests in agricultural crop production.
- Promote the adoption of IPM practices (Prevention, Avoidance, Mitigation, Suppression [PAMS] strategy) in West Virginia crop production.
- Reduce crop production costs as a result of adopting IPM.
- Improve diagnostic capabilities to provide information in a timely manner to appropriate responders and decision-makers.
- Deliver pesticide regulatory information to Extension educators, growers, crop consultants, and pesticide users in the state.
- Provide updated training to commercial and private pesticide applicators in the state.

**Multistate/Integrated Activities** – West Virginia is part of the Mid-Atlantic regional water quality project. This group is involved in the development and delivery of water quality workshops and programs that address regional concerns while using common resources. The Mid-Atlantic Information Network for Pesticides and Alternative Strategies, of which West Virginia is a part, has established an advisory committee to develop information to assist in pesticide decision-making.

#### **Outputs:**

- 168 certified nutrient management planners participated in continuing educational classes.
- 8 agency personnel were trained in fundamentals of nutrient management.
- Field days and workshops covering proper nutrient management were held.
- 451 landowners participated in workshops and field days focusing on nutrient management.
- Agents and specialists assisted 11 watershed groups on water-quality issues.
- 27 field days and meetings devoted watershed and water quality attracted 509 participants.
- 7 regional meetings covered sustainable farming topics ranging from herbicide reduction to awareness of threats to sustainability.
- One field trip on niche-marketing was taken.
- 8 pesticide safety educational training programs were delivered.
- 36 counties hosted private pesticide applicator trainings.
- Category manuals have been inventoried, maintained, and updated to meet requests for certification by both private and commercial applicators.
- 11 Master Gardener lectures on insect and disease identification and their management were presented.
- A pesticide training program was developed for high school students.
- The pesticide safety and plant disease chapters of the W.Va. Master Gardener Manual were reviewed and updated.
- Monthly newsletters on pesticide safety and IPM practices were developed and distributed.
- Plant identification clinics conducted in several counties provided technical information.

- Fact sheets, brochures, and posters on threatening diseases were distributed to Extension faculty.
- 73 programs on IPM were delivered to clients.
- Two tree fruit schools were held.
- Twilight meetings and field days were held during the summer to discuss challenges, opportunities, and problems in tree fruit production.
- A nutrient software package was developed and evaluated by 8 certified nutrient management planners.
- The Chesapeake Nutrient Management manual was updated and completed.
- Regional phosphorus site index system was published.
- RUSLE software was developed to estimate soil losses.
- A regional nutrient budget for phosphorus was developed.
- A regional phosphorus site index system was developed.
- 135 future farmers statewide were trained in pest identification and management.
- Surveys to detect a threatening plant disease were made in several counties.
- 216 Master Gardeners were trained to identify and manage insects and diseases.
- Diagnostic results were entered for documentation in a national database. 340 specimens were received.
- A 27-member advisory committee reviewed the pest management program and made comments and suggestions for improvement. Hands-on pesticide safety demonstrations were presented in 2 counties.
- The pest management website has been maintained to facilitate communication links with stakeholders.
- More than 1,280 commercial and private pesticide applicators from around the state received updated training for recertification.
- Approximately 960 individuals received noncertification pesticide education.
- 168 certified nutrient management planners participated in continuing education classes.
- More than 450 producers participated in nutrient management field days and meetings.

### **Outcomes:**

- 1,622 private applicators were certified.
- 580 private applicators were recertified.
- Of those recertified, 63 percent planned to make changes in pesticide use practices.
- 1,925 registered technicians were certified.
- 1,512 commercial applicators were certified.
- 703 commercial applicators were recertified.
- Training session participants demonstrated increased knowledge (17.5 percent) of pesticide applications.
- 920 clients followed IPM recommendations provided by Extension faculty.
- More than 100 West Virginia Nutrient Management Planners are now certified.
- 120 farmers implemented a sustainable management change to their operations.
- 185 farmers adopted an overall farm sustainable management plan.
- 78 farmers attempted a sustainable practice that they had not considered before.
- Plant problems are identified more quickly.
- 24 farmers attempted on-farm research.
- 85 farmers developed a program that allowed them to reduce their herbicide use.

- 6 producers adopted extended grazing practices to increase the sustainability of their farming operation.
- 13 farmers applied for farmer-grower grants; 7 were funded.

**Impacts:**

- More than 4,450 acres of agricultural lands are under improved management systems as a result of nutrient management plans.
- Producers are able to reduce their cost of production while protecting the environment as a result of developing nutrient management plans.
- Water quality in Lincoln County is being improved as a result of a watershed remediation plan using demonstration septic systems.
- Private pesticide applicators reduced the risk of pesticide contamination and lessened environmental contamination.
- No threatening disease was detected in West Virginia during 2005.
- 26 farmers adopted a more sustainable, reduced tillage approach to prepare fields.
- Problems were immediately reported to appropriate responders.
- 22 counties reported an average 10 percent reduction in use of pesticides and an 11.3 percent increase in adoption of IPM practices.
- An estimated \$259,200 was saved in those 22 counties.

**State’s Assessment of Accomplishments:** These are significant issues that require 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	\$70,000	FTE 1.00
State matching	\$60,000	FTE 1.50
County matching	\$10,000	FTE 0.25

**Key Theme 1—Plant Diagnostics**

**Brief Description:** The Extension specialist and support staff have used funding to gather information to improve diagnostic capabilities, providing information in a timely manner to the appropriate responders and decision-makers. This has been accomplished by attending regional diagnostic networking meetings. Diagnostic equipment has been purchased, and assessments are being made of other program needs.

**Impacts:** West Virginia University is participating in a functional nationwide network with other public agricultural institutions to form a cohesive, distributed system to quickly detect deliberately introduced, high-consequence biological pests and pathogens into our agricultural and natural ecosystems. The network provides the means for quick identifications and protocols for immediate reporting to appropriate responders and decision-makers.

**Source of Funds:** Cornell University/Homeland Security Agency

**Scope of Impact:** State-specific, with regional and national linkage

**Key Theme 2—Mid-Atlantic (West Virginia) Information Network for Pesticides and Alternative Strategies**

**Brief Description:** The Extension specialist and support staff have developed information obtained from state and regional agricultural producers and Extension specialists to contribute to pesticide decision-making. This has been accomplished through the establishment of an advisory committee, development of information about pesticide usage on state crops, coordination and

communication with allied programs within the state and the region, and maintenance of linkages with federal partners and state clientele.

**Impacts:** A monthly newsletter dealing with pesticide use and integrated pest management was developed and disseminated electronically; it was made available to stakeholders and Extension faculty. A 27-member advisory committee reviewed the pest management program and made comments and suggestions for improvement. Hands-on pesticide safety demonstrations were presented in two counties. The pest management Web site has been maintained to facilitate communication links with stakeholders.

**Source of Funds:** Northeast Pest Management Center; U.S. Department of Agriculture

**Scope of Impact:** State-specific, with regional and national linkage

### **Key Theme 3—Pesticide Safety Education Program**

The Extension specialist and support staff have incorporated recent appropriate information into their training programs delivered throughout the state. These programs are targeted to the private and commercial pesticide applicators. These programs focus on the safe handling and proper use/application of chemical pesticides. They offer the opportunity for people to be licensed and certified to apply restricted-use pesticides as required by the W.Va. Department of Agriculture. In addition, noncertification education programs relating to identification and management of insects and diseases, both chemically and nonchemically, were carried out.

**Impacts:** More than 1,280 commercial and private pesticide applicators from around the state received update recertification training. Of the recertified private applicators, 63 percent indicated that they were going to make changes in their pesticide use. Approximately 960 individuals received noncertification education.

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

**Scope of Impact:** State-specific, with regional and national linkage

### **Key Theme 4—Nutrient Management**

**Brief Description:** The WVU Extension Service develops and delivers educational training on nutrient management and the importance of nutrient management in protecting the environment. These programs target certified nutrient management planners. Update training is also required for those certified individuals. Because nutrient management criteria change frequently, the curricula used in this training be reviewed and updated. In addition, nutrient management training for landowners is essential in improving and maintaining water quality standards.

**Impacts:** More than 100 nutrient management planners are now certified in West Virginia. One hundred sixty-eight certified nutrient management planners participated in continuing education classes. More than 450 producers participated in nutrient management field days and meetings, which resulted in improved nutrient management strategies being implemented on 4,450 acres. Nutrient management software was evaluated by eight nutrient management planners to improve the information generated by the program.

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

**Scope of Impact:** State-specific, with regional and national linkages

### **Key Theme 5—Water Quality**

**Brief Description:** In collaboration with county agents, the Extension specialist is developing and implementing strategies to improve the state's water quality. Efforts are ongoing to develop

and deliver educational programming to address phosphorus and nitrogen management, regional nutrient budgets, concentrated animal feeding operations regulations, and environmental policy as it affects nutrient management and water quality. To address these and other issues, Extension personnel work with watershed associations to increase awareness of water-quality issues on the local level.

**Impacts:** Through local and regional efforts, RUSLE, a program to estimate soil losses, was implemented in nutrient management planning. A regional nutrient budget for phosphorus was developed. Twenty-seven field days were attended by 509 individuals.

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

**Scope of Impact:** State and regional

### **Key Theme 6—Integrated Pest Management (IPM)**

**Brief Description:** Combined losses caused by weeds and other pests may exceed 75 percent across all crops in West Virginia. Losses from weeds alone in field crops may exceed 75 percent if left uncontrolled. Conventionally, pesticides are used for managing these pests. Although pesticide use is inevitable, a combination of other strategies to encompass an integrated approach to control pests (IPM) (including using GMOs, disease-tolerant cultivars, rotational grazing, mechanical and biological weed control etc.) is actively promoted through various outreach activities to Extension clients.

**Impacts:** An overall savings of more than \$259,200 was reported by 22 participating counties that adopted IPM. These counties reported a 10 percent average reduction in pesticide use, along with an 11.3 percent increase in IPM adoption. On average, 920 clients followed IPM-based recommendations provided through WVU-ES, which indicates a 300 percent increase from the previous year.

**Source of Funds:** State and grants

**Scope of Impact:** State-specific

### **Key Theme 7—Sustainable Agriculture**

**Brief Description:** The demographics of West Virginia farm families are changing. West Virginia farmers are older, and the majority relies on outside income to sustain their operations. This fact, combined with the increased pressure to practice more environmentally sound management techniques, focuses the farming operation to use more sustainable management practices. Adopting a more sustainable approach to managing their resources and marketing to their community will assure profitability to farmers and help keep farm families on the farm. Methods of increasing profitability and sustainability are actively promoted through various outreach activities to Extension clients in most counties.

**Impacts:** Twenty-four farmers attempted on-farm research, and 78 farmers attempted a new sustainable practice that they had not considered before. Eighty five farmers developed a program that allowed them to reduce their herbicide use. Six producers adopted extended grazing to increase the sustainability of their farming operation. One hundred twenty farmers adopted management changes relating to general sustainable practices, and 185 producers adopted a sustainable management plan. Thirteen farmers applied for farmer-grower grants; seven were funded.

**Source of Funds:** Smith-Lever, state, matching county funds, grants

**Scope of Impact:** State-specific

## **Goal 5: Enhance Economic Opportunity and Quality of Life Among Families and Communities**

### **Executive Summary**

Goal 5 includes a broad range of topics and programs offered by WVU Extension Service. Thirteen wide-ranging key themes are reported under this goal. Each includes one or more Extension programs. Topics range from community and economic development programs to individual and family development programs. The need for all these programs is great. WVU-ES continues to find new collaborators so that together we might accomplish more for the benefit of those in need. Some programs listed below are conducted without federal funds, but we included them because they are a part of our engaged university-outreach effort.

Topics under Goal 5 that impact economic opportunity and quality of life among families and communities are organized by the following key themes: community development, tourism, fire safety, worker preparation, and workplace safety. These themes are used to organize WVU Extension's educational program contributions to community, economic, and workforce development.

Quality of life matters and economic opportunities are intricately related. WVU Extension Service has child care, parenting, and resource management programs that focus on enhancing economic opportunities for families and the quality of family life. In addition, faculty recognize that the two areas influence each other as they partner with others from various segments of the state and community to meet the needs of West Virginia's citizens.

West Virginia's 4-H program is based on the essential elements of positive youth development. The program serves young people in traditional community based clubs, after-school settings, residential and day camps, and special-interest clubs and activities. Special programs are designed to reach at-risk and underserved youths. Accommodations are provided to young people with disabilities who want to participate in 4-H camps, clubs, project work, and other activities. 4-H opportunities are offered to youths from the age of 5 in the Cloverbud programs through the age of 21 in the collegiate 4-H clubs. Some 50,000 members participate in one or more 4-H programs. One of every five young people in West Virginia between the ages of 9 and 19 participates in one or more WVU-sponsored 4-H events. Youths from all 55 counties attended a county or region residential 4-H camp. Collegiate 4-H clubs are active at eight state colleges and universities. West Virginia 4-H continues to address important issues facing the young people of today. These issues include All Terrain Vehicle (ATV) safety, healthy lifestyles, and the safety of young persons in group settings.

West Virginia 4-H, like its counterparts around the country, is a community of young people learning leadership, citizenship and life skills. The fourfold development model that 4-H has employed for years continues to serve the youth of West Virginia well because it emphasizes the development of thinking skills, relationship skills, the promotion of healthy lifestyles, and the need to serve others. State 4-Hers benefit from learning by doing, the hallmark of experiential learning, as they explore a number of topics through project work. Unique to West Virginia is the emphasis on residential camping as a powerful educational delivery system. The dedicated volunteers who provide support to the 4-H program participated in training programs this year to learn how to determine if their programs are based on the essential elements of youth development, which include activities that promote belonging, mastery, generosity, and independence.

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

- Enhance people’s 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 so it is more desirable to live and work there.
- Develop sustainable community leadership.
- Help communities improve and develop their economic viability.
- Deliver quality and cost-effective training to firefighters and other emergency and safety personnel.
- Reduce workplace safety and health hazards.
- Inform labor groups of their responsibilities and rights as workers.
- Empower and strengthen the capacity of families to nurture, support, and guide children to becoming caring, competent, and healthy individuals.
- Increase the quality, affordability, and availability of child-care programs.
- Promote the ability of high school students to practice wise financial resource management.
- Help West Virginia youths reach their fullest potential through the 4-H youth development program.
- Provide educational experiences for youths through the camping program.
- Enhance resiliency of West Virginia youths and families by assisting communities and family support systems.
- Help children—especially those from at-risk populations—acquire the reading skills necessary for success in life.
- Increase the skills of volunteers through participation in Extension programs

## **Multistate/Integrated Activities**—state-specific and multistate

### **Outputs:**

#### ***4-H and Youth programs***

- Energy Express: 85 communities in 43 West Virginia counties.
- Energy Express: served 3,232 children entering first grade through sixth grade.
  - 74% of those children were eligible for free and reduced-price school meals
  - 23% required special services through Individual Educational Plans during the school year.
  - 9% were minority children.
- 235 youths and 228 adults in six counties participated in Reading Partners.
- 72 collegiate 4-Hers from 36 colleges and universities located in 26 states were trained to train facilitators to conduct Reading Partners programs in their campus communities.
- 172 Collegiate 4-Hers worked with 311 inner-city school children in a Reading Partners event.
- 138 youths and 41 adults in 10 counties participated in Family Storytellers.
- Entrepreneurial training involved 8,762 youths in 8 counties.
- 10,891 state youths attended day camps, residential camps, or specialty camps.
- Eight horse camps had a total enrollment of 311 campers; Saddles and Smiles brought together 34 special-needs children, 10 4-H members, and 20 adult volunteers.
- 3,610 exhibits from 54 counties were displayed for two weeks at the State Fair.
- A West Virginia International 4-H Youth Exchange delegate went to Germany and one came from Germany to the state.



- Nearly 56,000 members in 4-H community clubs participated in events, educational projects, and community service activities.
- 19,531 West Virginia youths participated in 4-H special clubs, which focus on a particular subject such as horses, nutrition, or technology.
- 19,805 West Virginia youths participated in a variety of 4-H school enrichment programs.
- 16,100 youths were enrolled in 21<sup>st</sup> Century Community Learning Centers grant-funded programs.
- WVU-ES received a \$36,000 grant to test a new youth curriculum in three counties (Mingo, Logan and Randolph).
- Extension agents taught the new curriculum to approximately 300 students in fifth and seventh grades.
- National 4-H ATV Community Safety curriculum was released in 2005. The educational curriculum was shared with the TIPS (Transportation Injury Prevention and Safety) program, a collaborative effort between the Nick J. Rahall Institute and the St. Mary's Medical Center.
- 322 youth and adult participants were involved in global education speaker presentations.
- 103 weeks of camp were offered in the state in 2005.
- 12,337 youths attended day camps, residential camps, or specialty camps in all 55 counties.
- County 4-H camping programs offered more than 1,200 classes.
- WVU-ES Camping Team researched the impact of both emotional and physical safety at camp.
- 59 Camp Counselor Training Binders consisting of training modules were distributed..
- The 2005 Volunteer Camping Assistant program provided camp counselor and resource training to 48 college-age adults.
- Charting youth personal development program:
  - 229 youths received a Charting pin
  - 262 youths completed Charting
  - 403 youths under age 18 took the Charting Project
  - 194 youths attended a weekend Charting Training
  - 259 youths attended a Charting class
  - 159 youth attended a Charting workshop
- Character Education involved 1,568 4-H youths, 251 4-H volunteer leaders, and CEOS trainers.
- 89 agents engaged in the youth, family, and community assessments.
- Five Poverty Simulation Workshops had 263 participants.
- 68,416 meals were provided to youths at summer camps.
- CARDIAC Fun trained nine faculty and staff were trained to implement the new curriculum.
- 40 Extension professionals were reached at the National Priester Extension Health Conference, with professionals from five states requesting curriculum materials.
- At the 21<sup>st</sup> Century Families Conference, 21 workshop participants from six states received program materials.
  - 70% of those participants plan to implement at least one idea from the materials.
  - 220 conference attendees viewed the exhibit "A Healthy Future for West Virginia Families."
- CARDIAC Challenge in 12 counties reached 1,400 campers.

- 100 adult and teen leaders were reached across the state, and seven counties reported follow-up data.

### ***Volunteer Leadership Development***

- Volunteer Leadership: 180 program volunteers conducted classes or a series of three or more workshops in 14 counties, and single workshops in another two counties.
- 4-H Volunteer Leadership: 1,385 adult participants and 83 youth participants were reached.
- 10 LeadershipPlenty classes involved 66 at-risk youths and low-income citizens.
- Department of Energy Pilot Study was held in Jefferson, Hardy, Cabell, Kanawha, Mercer, and Monongalia counties.
- CEOS membership was 5,810 in 51 counties.
- 23 counties reported CEOS members volunteered 289,500 hours of service. They served as volunteers for 4-H, literacy, family, health, and local community initiatives.
- CEOS trained 3,949 adult program volunteers who then reached of 7,409 adults.
- 10 educational topic publications were produced for use statewide by families involved in the CEOS program and by other groups and organizations.
- 16 WVCEOS are now engaged in a Round Robin Quilt Exchange.
- 688 program volunteers conducted classes or a series of three or more workshops in 34 counties and single workshops in another 28 counties. 845 adult participants and 5,020 youth participants were reached.
- CEOS volunteers planned and conducted an Annual Conference in October that hosted about 350 participants. Evaluations were positive.

### ***Family Programs***

- The “Programs at Glance” chart on the WVU-ES Web site was updated to reflect family programs.
- County agents in all 55 counties were called by team members to increase involvement in family programs.
- A one-page handout was developed to provide information on all family programs.
- Members of the Strengthening Families Team manned an exhibit on family programs at the 2005 Extension Day at the Legislature.
- Family and Health Unit funds were allocated to develop promotional materials on families.
- News releases developed for family programs were distributed to counties by Extension Communications.
- Ten new topics were developed for the “Family Times” newsletter.
- Ten “Family Times” newsletters were prepared for the WVU-ES Web site.
- 1,474 adults and 839 youths received “Family Times.”
- Relatives As Parents Program (RAPP) groups, networks, or mentors are active in 46 counties.
- A two-day RAPP facilitator workshop held in April drew 40 facilitators.
- Using a curriculum from Child Welfare League, WVU-ES trained RAPP participants to train their group participants.
- Four facilitator conference calls were held to support the work of the facilitators.
- 70 members of the RAPP electronic mailing list exchanged information and ideas throughout the year.
- RAPP distributed four new books to group facilitators.
- Ten RAPP members attended the GrandRally in Washington, D.C.
- A new four-year grant proposal was submitted to continue RAPP activities. It was not funded, but work continues with contributions from three organizations.

- Four RAPP newsletters were produced and distributed to facilitators, caregivers, Extension offices, and community groups.
- A “Camping with Children from Grand Families” fact sheet was produced and disseminated; it was presented at a national meeting.
- “West Virginia Kin-Caregivers Want to Know: Questions and Answers about the Formal State System” was produced and distributed.
- An article (“The Impact of Adult Child–Custodial Grandparent Relationships on Communication with Child Welfare Professionals”) was submitted for presentation at the American Sociological Association.
- Family professionals provided training at the Annual State CEOS Conference in October, which had an attendance of 350.
- The family life specialist served as adviser to the WVCEOS Council.
- A team of three members conducted a research project to find out where older adults receive information about healthy lifestyles and what kinds of information they would like to receive.
- Agents distributed the “Senior Moments” newsletter in three counties: Marshall, Braxton, and Jackson.
- Several members of the Strengthening Families Team participated in a four-state committee to plan and implement a conference on midlife issues. 75 individuals from the region and other states attended the conference held in April at Seven Springs Resort in Pennsylvania.
- Seven counties conducted child-care training this year for 175 participants.
- 36 volunteers helped with the child-care training.
- A grant proposal for the healthy marriage initiative was prepared and submitted. It will establish healthy marriage and relationship training for 7 county coalitions and state agency personnel, establish a Web site for the W.Va. Healthy Families and Relationship Initiative, provide an opportunity for 7 counties to obtain funding for programs, and develop methods of evaluation. The grant application was for \$175,000.
- Four steering committee meetings of the Healthy Families initiative were held.
- Seven WVU-ES faculty are trained to deliver formal courses for child-care providers through a W.Va. Department of Education and Department of Labor program, Apprenticeship for Child Development Specialists (Apprentices for Child Development Security).
- Six counties provided Apprentices Child Care training to 175 program participants.
- 36 volunteers assisted with delivering child-care training sessions and hands-on experiences.
- Two Extension faculty members conducted single workshops on financial management that reached two program volunteers and seven adult participants.
- One faculty member conducted a series of three workshops on financial management for two youths under age 18 and one adult.
- Internet resources for financial management were developed.
- A state grant supported statewide computer-based training for new WVU-ES faculty.
- Fact sheets were provided to county faculty to use in promoting financial education.

### ***Community Development Programs***

- Extension’s county accomplishments included:
  - 21 counties developed curricula
  - Seven developed fact sheets or newsletters
  - 11 developed Web sites or an Internet presence.
  - 17 reported 62 new resources

- Four developed new funding sources in the amount of \$37,498.
- Agents in 13 counties reported working in the First Impressions / Community Design Team initiatives, spending approximately 141 days on these activities. 16 communities in these counties were contacted, and 18 educational programs reached 241 clients.
- Six communities participated in the First Impressions Program and two communities participated in the Community Design Team program.
- First Impressions final reports were prepared and presented in the communities of Clay, East Wheeling, Matewan, and Union in West Virginia and Point Marion, Pennsylvania.
- Community Design Team final reports were prepared and presented in Matewan and Wellsburg.
- 140 days were spent in conducting 30 leadership development educational programs, reaching 560 clients.
- 30 leadership development curricula were developed, two of which were piloted in two counties.
- More than 13,000 surveys were mailed to households in nine Mid Ohio Valley counties as part of the COMPASS II study of economic, environmental, educational, recreational, and health matters.
- In Roane County, an initiative focused on how the community of Spencer could develop a local strategy to help revitalize downtown.
- A downtown beautification project was initiated in Harrisville.
- Local government officials and community development organizations were surveyed to assess needs.
- “Downtown Revitalization 101” was presented to new Extension faculty.
- 10 counties expended 294 days on Business Retention, making 1,363 client contacts. They conducted 42 educational programs, visiting 97 businesses.
- 13 counties expended 144 days, working with 17 communities on Community Appearance. 18 educational programs were delivered to 249 contacts.
- 10 counties spent 114 days on Community Leadership education, delivering 30 educational programs to 496 clients.
- 11 counties spent 499 days on Recreation and Tourism programs, which resulted in 14 new enterprises and \$162,000 in increased annual revenue. 205 people attended seminars on recreation and tourism.
- A presentation was developed on Financing Farmland Protection that summarizes the status of farmland protection activities in Berkeley, Jefferson, and Morgan counties.
- Agents in two counties are assisting local governments in farmland preservation.
- At a rural enterprise conference, 118 people learned about business techniques to improve profitability of rural-based enterprises.
- 11 youth attendees were taken through a step-by-step process where adults were the customers and the youths were entrepreneurs. Youths learned about starting a business, setting prices, advertising products, and analyzing profit/loss statements.
- 16 people attended a land use planning training program in Summers County.
- Strategic planning assistance was provided to Kiahsville.
- An agro-terrorism program was presented to 40 faculty and staff.
- “Regionalization and Governance in the 21st Century” was presented to faculty and staff.
- A heritage publication (“Visit Our Working Farms”) was updated and published.
- Some 30 community leadership development educational programs reached 560 clients.
- 85 people attended two LeadershipPlenty trainings.
- Community Development Institute East had 64 participants.

### ***Tourism***

- More than 32,000 youth and adult contacts were made through the heritage and culture education programs originating at WVU Jackson's Mill.
- 1,500 youths participated in storytelling programs at WVU Jackson's Mill.
- 30,000 people attended the 2005 Stonewall Jackson Heritage Arts and Crafts Jubilee.
- Extension collaborated with the W.Va. Fairs and Festival Association to plan and implement more than 25 fairs and festivals throughout the state and to create and implement heritage education programs. WVU-ES also provided assistance to the association by educating legislators about the economic impact of fairs and festivals.
- WVU Extension helps educate more than 50,000 people attending the State Fair of West Virginia.
- More than 76,810 people attended fairs, festivals, and other public events at Jackson's Mill.
- 23 experiential education sessions at various camps, courses and executive programs reached 765 individuals in group-specific programs.
- The Experiential Education Team produced two publications used by the CEOS and volunteer leaders organizations.

### ***Fire Safety***

- 234 classes delivered for the Office of Emergency Services (OES) trained 3,331 students. Training was provided to first responders, law enforcement, and hospital personnel. Delivery of hazardous materials equipment around the state to fire departments and hospitals was also completed as part of this project.
- Courses that meet national consensus standards for emergency service were developed and offered, including Fire Fighter I and II; Fire Officer I, II, III, and IV; and Fire Instructor III.
- The second annual advanced "Instructors College" was held in conjunction with the State Fire School. Six classes reached 62 students.
- The West Virginia State Fire School in July reached 270 students from 13 states, who represented 128 organizations. There were 27 classes and 381 enrollments.
- WVU Fire Service Extension (FSE) held 464 training classes for 5,781 students. These included contracts with American Electric Power (AEP), Allegheny Power (AP), Dow Chemical, DuPont, Office of Emergency Services (OES), and various airports.
- Aircraft rescue and firefighting training was delivered to 997 students in 71 classes.
- More than 8,824 certificates were issued over the course of the year in collaboration with training partners in more than 865 emergency service courses throughout the state and region.
- WVU-FSE is now participating in a statewide network alert system.
- Work continued on the new Fire Academy at Jackson's Mill. Anticipated relocation date for the program is July 2007.
- A new law enforcement position was filled in May.
- The Annual W.Va. Weekend was held in October at the National Fire Academy in Emmitsburg, Md., in conjunction with Wisconsin firefighters; 150 West Virginia firefighters attended this annual educational training event.
- The first rescue core curriculum class was held in Morgantown. Adding the rescue core curriculum resulted in more students qualifying for Pro-board classes meeting the national consensus standard.

### ***Worker Preparation***

- 43 leadership classes were delivered to 760 worker participants.
- Five conferences had a total enrollment of 351.
- Ten safety and health classes were delivered to 134 participants.
- Seven summer schools enrolled 552.

- Five credit classes were taught to 70 students.
- 33 sessions on Social Security Part D reached 1,488 people.

### ***Workplace Safety***

- Safety and Health Extension (S&HE) conducted 236 classes for 4,860 participants.
- S&HE conducted its first public disaster site worker train-the-trainer course.
- S&HE's first Teaching Techniques course helped participants achieve Master Trainer status.
- A faculty member was co-investigator of EPA Brownfield's training to Brownfield areas of West Virginia.
- A faculty member was co-investigator of NIOSH Mining Safety & Health Grant to study Hearing Protection Device Effectiveness.
- Faculty presentations were given at regional and national conferences (West Virginia Expo; AIHCE, Industrial Hygiene Conference; Priester National Extension Conference)
- S&HE completed 38 regional train-the-trainer safety classes for 453 students. In turn, these trainers trained 3,258 individuals.
- Approximately 130 safety training classes were conducted for WVU employees.

### **Outcomes:**

- Mountain heritage continues to make significant gains in helping participants learn that folk dancing can be fun and an alternative to traditional physical fitness activities.
- Mountaineer Camping Institute participants rated sessions 4.67 (on 5-point scale) for usefulness.
- At least one new skill, personal development tool, or healthy lifestyle behavior was learned through camping as reported by 95 percent of the participants.
- Of 1385 participants at the 4-H Volunteer Leaders Conference, 1,074 reported adoption of change.
- 94 percent of the students polled in participating counties (Logan, Mingo, and Randolph) confirmed that the WVU-ES School-based ATV Safety Training Initiative was the first formal ATV safety training they had taken.
- A survey of 2,014 youths attending West Virginia 4-H camps asked them to rate their experience. (Their responses were solicited on a Likert scale, with 1 being "poor" and 5 being "excellent.") Older campers rated the overall experience at 4.62, and younger ones gave it a 4.56 rating.
  - Life skills taught included responsible citizenship.
  - Campers increased their ability to work well with others, to work as a member of a team, and to lead a group.
  - Many campers were able to identify at least one new skill, personal development tool, or healthy lifestyle behavior they had learned through camp classes.

This study found that 4-H experiential learning activities at camp positively affect campers' life skills and leadership skills.

- In 2005, three more counties offered the "Family Times" newsletter than did in 2004.
- In 2005, the number of RAPP county groups increased by eight over 2004.
- In 2004, no counties were involved in the Healthy Marriage Initiative; in 2005, three counties had established coalitions.
- In 2004, only two counties reported working on local family initiatives; in 2005, nine counties reported those initiatives.
- RAPP members worked with legislators to create legislation for an ombudsman position for kincare and foster care children.
- Attendance at the state CEOS Annual Conference increased this year.

- The National Volunteer Outreach Network has sought leadership from West Virginia.
- WVCEOS is the largest educational leadership program for adults in West Virginia.
- Celebrating Midlife Conference participants gained knowledge of financial, health, caregiving, and social issues of midlife.
- DHHR provided a grant for \$79,272 to promote Earned Income Tax Credit application in the region. WVU-ES received \$10,050.
- Participants in the High School Financial Preparation Program (HSFPP) indicated that they made changes in knowledge, skills and attitudes based on the program.
- A state grant for \$1,000 was received to fund a High School Financial Planning Program display.
- Documented changes in knowledge, behavior, skills, and attitudes occurred with 100 percent of the 175 child-care providers who participated in the Apprentice Childcare program.
- Collaborations were initiated with West Virginia Development Office, W.Va. Main Street Program, and the Center for Rural Pennsylvania, a legislative agency of the Pennsylvania General Assembly.
- 10 communities either initiated or implemented improvements, and 12 businesses adopted Extension recommendations.
- One city government reviewed its operations and finances.
- A city received a \$7,880 grant to plant more than 30 new trees along main street and to remove old and diseased trees.
- Three strategic planning processes for development authorities (in Grant, Pendleton, and Tucker counties) each resulted in the formal development of a plan.
- Seven people indicated that they were changing a behavior related to financial management.
- 2,654 participants who received volunteer training reported adoption of change.
  - Seven counties sent newsletter volunteers.
  - 19 counties engaged in collaboration building.
- A survey assessed the status of volunteer development through Extension sponsored programs.
  - 49 counties reported changes in knowledge adopted by its participants
  - 43 reported changes in skills,
  - 38 reported changes in attitude, and
  - 36 reported changes in behavior
  - 13 counties developed curricula
  - 19 developed fact sheets and newsletters, and
  - 22 developed Web sites
  - 10 counties obtained 46 new resources
  - Four counties developed new funding sources amounting to \$21,845.00.
- As a result of community development efforts, 11 new businesses were created; nine self-supportive, 18 businesses were retained, 10 businesses expanded, and 341 jobs were generated.
- 11 communities and 12 businesses adopted or initiated recommendations on community appearance made by WVU-ES.
- 42 businesses and six communities adopted or initiated Extensions recommendations on community leadership.
- More than \$90,000 has been obtained through grants, public, and private sponsors to help provide tuition and lodging waivers and to help pay for the expenses of the speakers for community development training.

- West Virginia now has a program providing for continuing education credits to be obtained for the LED program.
- An average of eight EDA directors received certification each year at Community Development Institute East. Previously, the directors had to travel out of state to obtain their certifications each year.
- CDI East now offers graduate and undergraduate credits, CEUs for social work, the Community Developer exam, and certification as a Community Developer.
- A regional community and economic development summit was held in Ritchie County for citizens to identify their needs, opportunities, and concerns. Organizers say this summit was the direct result of their participation in CDI East, where they learned community development principles and how to develop partnerships to make things happen in their communities.
- The Fall-Safe evaluation found that a high percentage of the companies in the program would be willing to pay for the program.
- Audit software developed for the Fall-Safe program as a data collection and feedback tool has led to a spin-off company with additional funding from NIOSH.
- WVU-FSE certified 593 individuals in 15 different certifications, including 202 certifications in Fire Officer 1.
- A \$90,000 grant from the USDA was secured to do research on Agroterrorism.
- The American Council on Education's (ACE) College Credit Recommendation Service reviewed WVU-FSE courses in late October 2005. WVU Fire Service was granted ACE accreditation. A team of content specialists, selected from college faculty, certified that WVU-FSE National Fire Academy (NFA) courses are comparable to college-level courses and may be used as transfer credit at many colleges and universities. ACE, a college course recommendation service, reviewed WVU-FSE to determine the consistency and integrity of the NFA courses the organization delivers. WVU-FSE offers 43 NFA courses taught by 250 adjunct field instructors throughout the state. The review collected information about facilities

### **Impacts:**

- Of 3,232 children served by Energy Express, 77 percent maintained or increased reading scores as opposed to a typical decrease in reading achievement over the summer.
- Volunteers acquired new knowledge in order to change attitudes and ultimately behaviors.
  - 23 counties reported a change in knowledge adopted by participants
  - 51 a change in skills
  - 40 a change in attitude
  - 38 a change in behavior
- 1,504 participants indicated that they changed their parenting behavior based on something they read in the "Family Times" newsletter
- WVDHHR director told Family Resource Networks (FRN) throughout the state to work with RAPP in the coming year. The FRN Coordinator joined the RAPP partner group and is working to bring the two groups together.
- An abandoned G.C. Murphy building was converted into a viable business, which became known as Spencer Antique Mall, Arts and Collectibles. After two months of operation, the Spencer Antique Mall is a viable business supported by the local community with sales of more than \$63,500 in the first five months. It provides a location for 42 vendors selling antiques, arts, collectibles, and vintage reproductions. As a result, two new businesses have opened downtown since the opening of the antique mall, and a third business has expanded.



- First Impression impacts have included beautification and cleanup projects, downtown revitalization and restoration projects, improved signage and planning, tourism development projects, improved traffic patterns, and infrastructure development.
- Community Design Team impacts have included design projects, historic preservation projects, funding to interpret sites of historic interest, development of rail-tails, development of walking tours, improved traffic patterns and parking, infrastructure development, historic murals, and funding for improvements to parks and recreation facilities.
- Bruceton Mills has adopted a comprehensive plan.
- Gilmer County developed a Community Development Principles and Practices bulletin board to help with its community development work.
- The Community Development Institute East planning committee now has a member on the International Community Development Council.
- CDI East successfully applied for tax credits through the Neighborhood Investment Program.
- Fairs, festivals, and other public events at Jackson’s Mill resulted in direct expenditures of \$921,720 and an economic impact of more than \$1.556 million for Lewis County, a county that is projected to see a decrease in population years of approximately 1.7 percent annually.
- WVU Jackson’s Mill is a significant attraction in the local and regional context. Its direct spending impact of \$2.2 million and the travel and tourism spending impact of \$2.2 million generate a total spending of \$12 million.
- Initial research found that on average these festivals generate nearly \$300,000 for the local economy. If you extrapolate our data sample, it indicates that WVU Extension’s involvement in fairs and festivals has a potential economic impact on the state’s economy of \$7.5 million.
- A Fall-Safe pilot study suggests that S&HE’s fall prevention system has succeeded in reducing fall hazards for Fall-Safe contractors and should reduce fall injuries accordingly.

**State Assessment of Accomplishments:** Extension’s efforts in community and economic development and safety continue to be critical to the future economic health and quality of life for West Virginia businesses and communities. Quality programs that are responsive to community needs and opportunities continue to be developed and delivered. The Strengthening Families programs are having an impact in promoting healthy child-care practices, healthy family interaction and relationships, and responsible financial resource management among high school students. A network of partners throughout the state supports WVU-ES’s programming efforts. As the largest youth development organization in West Virginia, 4-H is strong and vibrant, and in “sync” with the essential elements of positive youth development programming. Currently, the West Virginia 4-H program is reaching one out of every five 4-H age (9-19) youths. WVU-ES continues a tradition of experiential learning with programming content that is relevant to the needs of youth in the 21<sup>st</sup> century.

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

Federal Smith-Lever	\$2,200,000	FTE 27.00
State matching	\$2,000,000	FTE 45.00
County matching	\$ 200,000	FTE 8.00

**Key Theme 1—Community Development**

**Brief Description:** Program efforts in support of community development focused on strengthening community resources and promoting local and regional economic development

opportunities. To facilitate program contributions to these strategies, program teams were created to (1) develop community leadership capacity, (2) enhance state and local government decision-making, (3) promote downtown revitalization, (4) support rural and small business development, (5) encourage appropriate decisions on land use and other public policy issues, and (6) improve community preparedness for disaster response. The resultant program team efforts were designed to benefit many client groups including community leaders and officials, businesses and entrepreneurs, convention and visitors' bureaus, community-based organizations, and community members.

The *community leadership development* program strengthens the skills and abilities of existing leaders and develops new leaders at the grassroots level. Existing and new leaders improve the skills and abilities they need to contribute to community resource development, community decision-making processes, and economic development opportunities. Program activities included LeadershipPlenty Train-the-Trainer for faculty, curriculum development, various leadership education programs, and a three-year Community Development Institute East (CDIE).

*Local governments* in West Virginia face many challenges. Many counties and municipalities lack full-time professional managers to guide day-to-day operations, and to prepare for future situations. Even where professional staff is present, they usually have too much to do and too few resources to be effective in meeting urgent needs. To address these needs, the *state and local government decision-making* program provides educational activities and research useful to local governments, including county commissioners, constitutional officers, city and town council members, mayors and managers, development authority directors and board members, members and staff of local and regional boards and commissions, and state government elected and appointed officials. Program activities included educational programs on strategic planning, economic development, homeland security, organizational studies, research reports, and media releases.

The appearance and aesthetics of many communities have suffered, and downtown areas have deteriorated to the point that they are more of a liability than an asset. More communities are recognizing the economic and social value of their downtowns as commercial, civic, and government centers that reflect the community's heritage and identity. The *downtown revitalization* program is helping small West Virginia towns and cities to initiate revitalization programs that improve the community's capacity to attract businesses and make it a more desirable place to live, work, and visit. Program activities included First Impressions visits, Community Design Team visits, and community planning technical assistance.

West Virginia has one of the lowest per capita income levels in the United States and low labor market portion rates as well. The need for more and better-paying jobs and economic development is universally accepted throughout the state. The *rural and small business development* program seeks to "grow local businesses" through business retention and expansion and the development of local entrepreneurs. This is done by supporting and further developing existing businesses and providing support for individuals who wish to start their own businesses. Program activities include business retention and expansion, entrepreneur development and support, business relevant policy analysis, and education programs.

Another program effort is *disaster education*. The significance of this program initiative relates to the fact that West Virginia has been prone to disasters, especially floods, in recent years. Over the past six years, every county in West Virginia has been included in one or more presidential declared disasters. The need to strengthen Extension's disaster education capabilities became even more apparent after the emergence of homeland security concerns; the spread of animal and

human diseases; and the development of erratic weather patterns that cause drought, increased flooding, and dangerous winter storms. This program's goal is to strengthen WVU Extension's capacity to respond to the threat of natural and manmade disasters on a more systematic, timely, proactive, and comprehensive basis.

### **Impacts and Accomplishments:**

- Agents in 13 counties reported working in the First Impressions / Community Design Team initiatives, spending approximately 141 days on these activities.
- Sixteen communities in these counties were contacted, and 18 educational programs reached 241 clients.
- First Impression impacts have included beautification and clean-up projects, downtown revitalization and restoration projects, improved signage and planning, tourism development projects, improved traffic patterns, and infrastructure development.
- Community Design Team impacts have included design projects, historic preservation projects, funding to interpret sites of historic interest, development of rail trails, development of walking tours, improved traffic patterns and parking, infrastructure development, historic murals, and funding for improvements to parks and recreation facilities.
- First Impressions final reports were prepared and presented in the communities of Clay, East Wheeling, Matewan, and Union in West Virginia and Point Marion, Pennsylvania.
- Community Design Team final reports were prepared and presented in Matewan and Wellsburg.
- Agents in two counties are assisting local governments in farmland preservation.
- More than 30 leadership development educational programs reached 560 clients.
- 30 leadership development curricula were developed, two of which were piloted in two counties.
- More than 13,000 surveys were mailed to households in nine Mid Ohio Valley counties as part of the COMPASS II study of economic, environmental, educational, recreational, and health matters.
- Collaborations were initiated with West Virginia Development Office, W.Va. Main Street Program, and the Center for Rural Pennsylvania, a legislative agency of the Pennsylvania General Assembly.
- In Roane County, an initiative focused on how the community of Spencer could develop a local strategy to help revitalize downtown.
- An abandoned G.C. Murphy building was converted into a viable business, which became known as Spencer Antique Mall, Arts and Collectibles. After two months of operation, the Spencer Antique Mall is a viable business with attractive storefront and signage replacing the vacant building. It is at a break-even point financially, which includes hiring a full-time mall manager and making the payment on the building renovation loan. The local community has supported the mall with sales of more than \$63,500 in the first five months. It's the location for 42 vendors selling antiques, arts, collectibles, and vintage reproductions. Two new businesses have opened downtown since the opening of the antique mall, and a third business has expanded.
- A downtown beautification project was initiated in Harrisville.
- Local government officials and community development organizations were surveyed to assess needs.
- "Downtown Revitalization 101" was presented to new Extension faculty.
- Six communities participated in the First Impressions Program, and two communities participated in the Community Design Team program.

- Ten communities either initiated or implemented improvements, and 12 businesses adopted recommendations.
- Ten counties spent 294 days on business retention, making 1,363 client contacts. Collectively, they conducted 42 educational programs, visiting 97 businesses. As a result, 11 new businesses were created (nine are self-supportive), 18 businesses were retained, 10 businesses expanded, and 341 jobs were generated.
- 13 counties spent 144 days working with 17 communities on community appearance; 18 educational programs were delivered to 249 contacts. 11 communities and 12 businesses adopted WVU-ES recommendations.
- 10 counties delivered 30 educational community leadership programs to 496 clients. Six communities and 42 businesses adopted WVU-ES recommendations.
- 11 counties spent 499 days on recreation and tourism programs, which resulted in 14 new enterprises and \$162,000 in increased annual revenue. 205 people attended recreation and tourism seminars.
- A presentation was developed on Financing Farmland Protection that summarizes the status of farmland protection activities in Berkeley, Jefferson and Morgan counties.
- Agents in two counties are assisting local governments in farmland preservation.
- One city government reviewed its operations and finances.
- A city received a \$7,880 grant to plant more than 30 new trees along the main street and to remove old and diseased trees.
- At a rural enterprise conference, 118 people learned about business techniques to improve profitability of rural-based enterprises, Eleven youth attendees were taken through a step-by-step process where adults were the customers and the youths were entrepreneurs. Youths learned about starting a business, setting prices, advertising products, and analyzing profit/loss statements.
- Three strategic planning processes for development authorities (in Grant, Pendleton, and Tucker counties) each resulted in the formal development of a plan.
- The Garrett-Preston Rural Coalition went through a visioning exercise and learned options for strategic planning.
- Bruceton Mills has adopted a comprehensive plan.
- 16 people attended a land use planning training program in Summers County.
- Strategic planning assistance was provided to Kiahsville.
- An agroterrorism program was presented to 40 faculty and staff.
- “Regionalization and Governance in the 21st Century” was presented to faculty and staff.
- The heritage publication (“Visit Our Working Farms”) was updated and published.
- More than 30 leadership development educational programs reached 560 clients.
- 30 leadership development curricula were developed, two of which were piloted in two counties.
- Two LeadershipPlenty trainings reached 85 persons.
- Community Development Institute East was presented to 64 participants:
  - More than \$90,000 has been obtained through grants, public sponsors, and private sponsors to help provide tuition and lodging waivers and to help pay the expenses of the speakers.
  - West Virginia now has a program where continuing education credits may be obtained for the LED program. An average of eight EDA directors received their certification each year at CDI East. Previously, the directors had to travel out of state to obtain their certifications each year.
  - CDI East now offers graduate and undergraduate credits, CEUs for social work, the Community Developer exam, and certification as a Community Developer.

- The CDI East planning committee now has a member on the International Community Development Council.
- CDI East successfully applied for tax credits through the Neighborhood Investment Program.
- A regional community and economic development summit was held for Ritchie County citizens to identify their needs, opportunities, and concerns. Organizers say this summit was the direct result of their participation in CDI East, where they learned community development principles and how to develop partnerships to make things happen in their communities.
- Gilmer County developed a Community Development Principles and Practices bulletin board to help them with their community development work.
- Collaborations were initiated with West Virginia Development Office, W.Va. Main Street Program, and the Center for Rural Pennsylvania, a legislative agency of the Pennsylvania General Assembly.

## **Key Theme 2—Tourism**

### **Brief Description:**

Tourism generates jobs and income for communities and individuals throughout the state. Extension delivered an online Rural Tourism Development course to help communities to develop tourism activities and events. WVU-ES assisted in evaluating and improving fairs and festivals to make these events better and increase their income-generating potential. Extension professionals also contributed to the planning of many county fairs and festivals. Extension has partnered with the WVU Division of Forestry to develop a network of forest heritage tourism destinations in the eastern part of the state. Heritage and culture education programs provide participants with living history exhibits and experiential education components, including historic site tours, a working smithy, and a grist mill. Natural heritage components include birding and wildlife habitat.

Heritage and culture education programs provide participants with living history exhibits and experiential education components, including historic site tours, a working smithy, and a grist mill. The main goal in heritage programming is to cultivate youth and adult in the understanding of and appreciation for Appalachian history and society by developing and portraying accurate depictions of selected character and their historic period. Natural heritage components include birding and wildlife habitat. Involvement in fairs and festivals allows Extension to contribute and market services and programs directly in many counties. These programs involve direct collaboration among various nonprofit groups that conduct fairs and festivals in the state.

### **Impacts and Accomplishments:**

- More than 32,000 youth and adult contacts were made through the heritage and culture education programs originating at WVU Jackson's Mill.
- More than 76,810 people attended fairs, festivals, and other public events at Jackson's Mill, resulting in direct expenditures of \$921,720 and an economic impact of more than \$1.556 million for Lewis County, a county that is projected to see a decrease in population of approximately 1.7 percent annually.
- WVU Jackson's Mill is a significant attraction in the local and regional context. Its direct spending impact of 2.2 million and the travel and tourism spending impact of \$2.2 million generate a total spending of \$12 million.
- A total of 1,500 youths participated in storytelling programs at WVU Jackson's Mill.

- In collaboration with the Board of Directors of the 2005 Stonewall Jackson Heritage Arts and Crafts Jubilee, Jackson’s Mill helped plan and implement a festival attended by more than 30,000 people.
- WVU Extension is involved in more than 25 fairs and festivals throughout the state, helping to create and implement heritage education programs in each.
- Initial research found that on average these festivals generate nearly \$300,000 for the local economy. This indicates that WVU Extension’s involvement in fairs and festivals has a potential economic impact on the state’s economy of \$7.5 million.
- WVU Extension works directly with the W.Va. Fairs and Festival Association to have a presence at the 2005 Fairs and Festivals Day at the Legislature and other events across the state. The group educated legislators about the economic impact fairs and festivals make.
- WVU-ES helped educate more than 50,000 people during the State Fair of West Virginia.

**Source of Funds:** Smith-Lever, state, county matching, grants, fees

**Scope of Impact:** State-specific; regional for Stonewall Jackson Jubilee

### **Key Theme 3—Experiential Education**

**Brief Description:** The mission of the Experiential Education Program Team is to create a diverse population of youth and adult educators committed to improving the lives of West Virginians. The initiative centers on promoting and improving leadership skills among youth educators and volunteers by involving them in hands-on experiential education. The team is committed to elevating the knowledge base and skill level of educators, trainers, facilitators, therapists, and volunteer leaders through the use of educational workshops, team-building curriculums, group initiatives, portables, and a low ropes course with 17 elements. To achieve its mission, Experiential Education conducts workshops quarterly to address the needs of experiential educators and practitioners.

The short-term goal in 2005 was to elevate the existing knowledge base and skill level of West Virginia educators, trainers, facilitators, therapists, and volunteer leaders through the use of educational workshops, curriculum development, and research.

### **Impacts and Accomplishments:**

- Trained 765 individuals in 23 targeted programs at various camps, courses, and executive programs. The team produced two publications on the experiential learning, which were used by the CEOS and volunteer leaders organizations.

**Source of Funds:** Smith-Lever, state, and fees

**Scope of Impact:** State and regional

### **Key Theme 4—Fire Safety**

**Brief Description:** Fire Service Extension at WVU (WVU-FSE) provides training and assistance to fire, rescue, law enforcement, military, and private industry first responders. The goal is to improve emergency response preparedness and reduce life and property losses. Classroom training programs and “in the field” learning opportunities are featured. This training is offered in state, local, and regional settings and includes a broad range of topics in nine emergency services initiative areas, involving more than 150 curriculum classes.

## **Impacts and Accomplishments:**

- 3,331 students were trained in 234 classes delivered for the Office of Emergency Services (OES). Training was delivered to first responders, law enforcement, and hospital personnel. Delivery of hazardous materials equipment to fire departments and hospitals around the state was completed as part of this project.
- Courses that meet national consensus standards for emergency service were developed and offered, including Fire Fighter I and II; Fire Officer I, II, III, and IV; and Fire Instructor III.
- The second annual advanced “Instructors College” was held in conjunction with the State Fire School. Six classes involved 62 students
- West Virginia State Fire School in July had 270 students from 13 states who represented 128 organizations. There were 381 enrollments in 27 classes.
- WVU-FSE certified 593 individuals in 15 certifications, including 202 in Fire Officer 1.
- WVU-FSE trained 5,781 students in 464 classes. These included contracts with American Electric Power (AEP), Allegheny Power (AP), Dow Chemical, DuPont, Office of Emergency Services (OES), and various airports.
- Aircraft rescue and firefighting training was delivered to 997 students in 71 classes.
- More than 8,824 certificates were issued during the year in collaboration with training partners in more than 865 emergency service courses throughout the state and region.
- WVU-FSE is now participating in a statewide network alert system.
- Work continued on the new Fire Academy at Jackson’s Mill. Anticipated relocation date is July, 2007.
- A new law enforcement position was filled in May 2005.
- The Annual West Virginia Weekend was held in October at the National Fire Academy in Emmitsburg, Md., in conjunction with Wisconsin firefighters; 150 state firefighters attended the annual educational training event.
- A \$90,000 grant from the USDA was secured to do research on agroterrorism.
- The first rescue core curriculum class was held in Morgantown. Adding the rescue core curriculum resulted in more students qualifying for Pro-board classes meeting the national consensus standard.
- The American Council on Education’s (ACE) College Credit Recommendation Service reviewed WVU-FSE courses in late October. WVU Fire Service was granted ACE accreditation. A team of content specialists, selected from college faculty, certified that WVU-FSE National Fire Academy (NFA) courses are comparable to college-level courses and may be used as transfer credit at many colleges and universities. ACE, a college course recommendation service, reviewed WVU-FSE to determine the consistency and integrity of the NFA courses the organization delivers. WVU-FSE’s 43 NFA courses are taught by 250 adjunct field instructors throughout the state. The review collected information about facilities, courses, instructors, students and record-keeping.

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

**Scope of Impact:** State, regional, and national

## **Key Theme 5—Worker Preparation**

**Brief Description:** Leadership training is an ongoing need for rank and file trade unionists, local union officers, full-time staff members, and their organizations throughout the state, region, and nation. The Institute for Labor Studies and Research provides teaching, research, and service for these individuals and organizations through single its courses, conferences, and weeklong summer schools. These educational efforts cover a variety of topics, including collective

bargaining, grievance handling, arbitration, steward training, leadership training, safety and health, political action, and issues of importance to West Virginia workers and their unions, such as health care, retirement, Workers' Compensation, Social Security, and women's issues.

**Impacts and Accomplishments:**

- 43 leadership classes were delivered to 760 participants.
- Five conferences enrolled 351 people.
- 10 safety and health classes were delivered to 134 participants.
- 552 people participated in seven summer schools.
- Five credit classes were taught to 70 students
- 33 sessions on Social Security Part D reached 1,488 people.

**Source of Funds:** State, fees, grants, private gifts

**Scope of Impact:** State, regional, national

**Key Theme 6—Workplace Safety**

**Brief Description:** Improved workforce safety is one of the goals of WVU's Safety and Health Extension (S&HE). Educational offerings include fall protection training for construction workers, disaster-site safety courses for construction outreach safety trainers, hazard awareness training for nursing home employees, train-the-trainer safety courses for construction and general industry trainers, safety training for residential construction workers and supervisors performing modular home installations, and safety training for WVU employees.

**Impacts and Accomplishments**

- Safety and Health Extension conducted 236 classes for 4,860 participants.
- A Fall-Safe pilot study suggests that S&HE's fall prevention system has succeeded in reducing fall hazards for Fall-Safe contractors and should reduce fall injuries accordingly.
- The Fall-Safe evaluation found that a high percentage of the companies in the program would be willing to pay for the program.
- Audit software developed for the Fall-Safe program as a data collection and feedback tool has led to a spin-off company with additional funding from NIOSH.
- S&HE conducted its first public disaster site worker train-the-trainer course.
- S&HE conducted its first teaching techniques course to help participants achieve Master Trainer status.
- One faculty was co-investigator of EPA Brownfields training to Brownfields areas of West Virginia.
- A faculty member was co-investigator of NIOSH Mining Safety & Health Grant to study Hearing Protection Device Effectiveness.
- Faculty gave presentations at Regional and National Conferences (West Virginia Expo; AIHCE, Industrial Hygiene Conference; Priester National Extension Conference).
- S&HE completed 38 regional train-the-trainer safety classes for 453 students who then trained 3,258 individuals.
- Approximately 130 safety training classes were conducted for WVU employees.

**Source of Funds:** State, grants, fees

**Scope of Impact:** State, regional, national

**Key Theme 7—Child Care**

**Brief Description:** *Educational programs designed for child care issues* addressed the issue of child-care provider training. This is a relevant issue in West Virginia, because of specific



challenges, such as the rural nature of the state, the large number of limited-resource families, and the scarcity of formal and affordable child-care programs. The goal of the child-care provider program is to increase the quality of child care. The objective is to increase providers' knowledge, skills, and abilities in providing developmentally appropriate child-care practices. The goal and objective are accomplished in three ways: (1) local training workshops that provide skill-building experiences to those who work with or for the welfare of young children and/or parents; (2) support of infrastructures by helping local child-care facilities and/or networks with strategic planning; and (3) a state partnership with the *Apprenticeship for Child Development Specialists Program*, a statewide infrastructure for high-quality training courses.

### **Impacts and Accomplishments:**

- Six counties provided training workshops to 175 program participants.
- Documented changes in knowledge, behavior, skills, and attitudes occurred with approximately 157 of the 175 child-care providers who participated in the program.
- Seven WVU-ES faculty are trained to deliver formal courses for child-care providers through a W.Va. Department of Education and Department of Labor program, Apprenticeship for Child Development Specialists (Apprentices for Child Development Security).
- 36 volunteers partnered with WVU-ES to deliver child-care training sessions and hands-on experiences.

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

**Scope of Impact:** State specific

### **Key Theme 8—Parenting**

**Brief Description:** The *parenting program initiatives* addressed the unprecedented need to support parents by strengthening their parenting skills and helping them promote their children's educational achievement, physical health and well-being, and social adjustment. The specific objective was to increase families' capacity to nurture, support, and guide children to become caring, competent, and healthy individuals. Several strategies were used to accomplish the objective:

*“Family Times” Newsletter* served as the foundation of the parent education program in several counties. Ten issues were distributed to 1,474 parents of kindergarten children. Each issue focused on a topic of concern to parents. Children's books supporting the topics were placed in lending libraries for parents' use.

The focus of the *Healthy Family/Marriage Relations Initiative* was to strengthen families and marriages because children need to experience healthy interpersonal family relationships and have positive role models. West Virginia has eight coalitions across the state.

*Relatives as Parents Program (RAPP)* provided support services to grandparents and other relatives who care for children of parents who abuse substances and/or are HIV positive. The program seeks to increase the educational, social, emotional, and material support for relatives functioning in the role of parents and trains support group facilitators.

### **Impacts and Accomplishments:**

- The “Family Times” newsletter has stimulated several family-oriented events in nine of the counties offering the newsletter. 1,474 adults received the newsletter. Ten additional newsletters for the series were written for use in 2006.

- 46 RAPP support groups in nine counties worked on local family initiatives.
- RAPP held a two-day workshop in April to train 40 facilitators.
- RAPP members worked with legislators to create an ombudsman position for kin-care children.
- A “Camping with Children from Grand Families” fact sheet was produced and disseminated.
- The Healthy Marriages Initiative is moving forward with the eight established coalitions in preparation for federal funding during 2006.

**Source of Funds:** Smith-Lever, other federal, state, and county matching

**Scope of Impact:** State-specific

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

**Brief Description:** An estimated 70 percent of students at four-year colleges have at least one credit card. The revolving debt balance on these cards averages more than \$2,000. Credit card debt has forced many students to cut back on their courses or to spend more time working to pay off their debts. It is essential in our fast-moving society to have some working knowledge of basic financial planning. Today’s teenagers, in adulthood, will be required to take more personal responsibility for actively managing their finances than people of previous generations. The High School Financial Management Planning Program (HSFPP) was implemented to address these needs. The program contains all needed resources for teaching a comprehensive series of financial management lessons to high school students. In a national partnership agreement, Extension is the primary deliverer of the program. The primary objective is to increase high school students’ skills in financial management.

#### **Impacts and Accomplishments:**

- Two faculty conducted single workshops that reached two program volunteers and seven adult participants.
- Another faculty member conducted a series of three workshops for two youths under age 18 and one adult.
- Seven people indicated that they were changing a behavior.
- Internet resources were developed.
- A state grant supported statewide computer-based training for new WVU-ES faculty.
- Fact sheets were provided to county faculty to use in promoting financial education.

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

**Scope of Impact:** State-specific

### **Key Theme 10—Literacy**

#### **Brief Description**

*Energy Express*, a six-week program, focuses on the “summer slide” children experience in reading skills over the summer. The program uses AmeriCorps and other volunteers to mentor children in first through sixth grades to help them maintain or increase reading levels. A child with a solid educational base is less likely to drop out of school and/or be forced into a low-paying job. In addition, the program also addresses the low-income child’s need for sustenance over the summer months, when the free and reduced-price school meals are not available. This 11-year-old program was recently named one of the 50 Most Innovative Programs by the Global Service Institute’s Innovations in Civic Participation, an independent, nonpartisan, nonprofit organization devoted to advancing the field of service.

The *Family Storyteller* program encourages families with young children to begin reading as early as possible. The program enriches parent-child interaction in the home environment and enhances the language and lifelong learning skills of both parent and child. Young family members attend six 90-minute workshops dealing with how to read to children and providing time to practice reading skills. The low-income parents and their preschool children receive books and other materials to use at home.

*Reading Partners* trains volunteers to read with children and to build a “print-rich” environment to promote independent reading. In West Virginia, four of every 10 fourth-grade students experience difficulty in reading. 86 percent of children who find it difficult to read at the end of first grade also have difficulties three years later. Reading to and with a child can increase the likelihood of that child succeeding in school.

### **Impacts and Accomplishments:**

- 85 communities in 44 counties in West Virginia offered Energy Express in 2004.
- 3,332 children entering first through sixth grades were served by the program.
  - 74 percent of those children were eligible for free and reduced-price school meals.
  - 20 percent required special services through Individual Educational Plans during the school year.
  - 10 percent were minority children.
  - 64 percent maintained or increased reading scores as opposed to a typical decrease in reading achievement over the summer.
- 265 youths and 483 adults in six counties participated in Reading Partners.
- 153 youths and 46 adults in seven counties participated in Family Storyteller.

**Source of Funding:** Federal, state, county, local

**Scope of Impact:** State specific

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

**Brief Description:** Youth development is a natural process of developing one’s capacities. Although this development occurs through the youth’s daily experiences with people, places, and possibilities, it is far too important to be left to chance. Positive youth development occurs from an intentional process that promotes positive outcomes for young people. Youth development takes place in families, peer groups, schools, neighborhoods, and communities.

WVU Extension Service offers local and state 4-H programs that are built on researched youth development principles, including the National 4-H Essential Elements (an ongoing relationship with a caring adult; safe places to learn and grow; marketable skills through education; a healthy start; and, an opportunity to give back through community service). America’s Promise has identified these elements as what all young people need to develop into productive citizens.

4-H is alive and well in West Virginia. Nearly 55,000 members strong, *4-H community clubs* in all 55 counties offer a program year full of events, educational projects, and community service activities. Youths ages 9 to 21 meet to learn, grow, and participate in camps, projects, travels, and presentations in state, national, and international gatherings. The 4-H program is club-based, with nearly all members belonging to a local community club. These clubs have officers and monthly meetings. Clubs also participate in community service and other projects and recreational activities that the members choose.

Every member works on at least one individual project during the year. There are more than 100 from which to choose. Members may also participate in county, state, and national programs and events, such as poster contests, judging events, residential camping, public speaking contests, college awareness programs, officers' training school, project exhibits, and community service.

In 2004, 4,924 West Virginia youths participated in *4-H special-interest clubs*, which focus on a particular subject like horses or nutrition.

Another 1,039 young people participated in *school-based clubs*, such as the Monongah In-school 4-H Program. This program built a working relationship between WVU-ES and the Marion County Public School System. The two agencies developed an effective intervention process to assist students who were not actively engaged at school. The Monongah program will serve as the preliminary effort to establish a year-round in-school 4-H program that will provide the opportunity to conduct youth development research.

15,951 West Virginia youths participated in a variety of *4-H school enrichment* programs ranging from energy and nutrition to creative arts. One such program is the Mountain Heritage Dance Program for fourth-, fifth-, and sixth-grade students. At the beginning of the school year, teachers begin requesting this program. The agent schedules the four-month sessions. In 2004, 223 students in 11 classrooms completed the program. In addition, folk dancing was offered to 200 youths at the State 4-H Mountain Heritage Dance Weekend.

Demand for *4-H After school* is growing. During the past year, nearly 16,100 youths were enrolled in 21<sup>st</sup> Century Community Learning Centers grant-funded programs. At least 33,600 state children are not involved in stimulating environments during the after-school hours. Lack of after-school programming results in lost opportunities for social, physical, and intellectual development. And the loss is even greater in high-poverty or high-risk communities.

WVU Extension is working to form the West Virginia Statewide After-school Network, which will include both private and public agencies and organizations interested in ensuring that children spend after-school hours in constructive activities.

This network will work with local communities to promote the development and expansion of after-school programs. The network will support faith-, community-, and school-based programs and will view the child within the context of the family and the community.

WVU Extension's CYFAR initiative has decided to support the work of the statewide network. A new CYFAR grant was submitted to the USDA-CREES. The grant is pending.

4-H projects completed during the 2004 program year were displayed at the *State Fair of West Virginia*.

#### *Workforce Development: Entrepreneurial Education*

Every year, hundreds of thousands of new businesses are started in America. Small businesses—not large corporations—will increasingly serve as the country's dominant engine for the creation of jobs and innovative products and services. The 4-H Mini-Society, 4-H Making a Job, and "Be the E" entrepreneurship education curriculums are meeting the demand to provide students with the knowledge, skills, and mindsets to meet the challenges of work and community in the 21st century.

#### *Workforce Development: Marketplace for Kids*

Drawing from the Mini-Society and Making a Job curriculums of the Marian Ewing Kauffman Foundation, a hybrid program was offered as a three-day workshop. Children's attendance fees were sponsored by local businesses, and a small grant from a local Wal-Mart supported the program. Through hands-on activities, kids learned the basics of creating and running a small business.

#### *4-H Curriculum: State Youth Technology Team*

The West Virginia State Youth Technology Team involves five youths and two adults from five counties working together to inform and educate others about up-to-date technology ranging from computer systems to digital programming.

#### *4-H Curriculum: Department of Energy Pilot Study*

WVU 4-H Extension personnel attended a training session for the U.S. Department of Energy pilot project, which involves seven states. The curriculum centers on energy-related science and math.

#### *4-H Curriculum: ATV Safety Research*

According to WVU's Center for Rural Emergency Medicine, in 2002, at least 44 children under age 14 died as a result of ATV-related injuries. Children ages 10 to 14 accounted for more than 75 percent of these deaths. In 2002, nearly 30,300 children age 15 and under were treated in hospital emergency rooms for ATV-related injuries. ATV-related injuries are six times more likely to result in hospitalization and 12 times more likely to result in death than bicycle-related injuries.

WVU-ES received a \$36,000 grant to pilot test a new curriculum in three counties (Mingo, Logan, and Randolph). Extension agents taught the draft curriculum to approximately 300 students in fifth and seventh grades. Their assessments, along with results of the pilot with four groups of youths, will impact the development of this national 4-H curriculum.

#### *4-H Curriculum: Agricultural Education (Judging)*

Participation in competitive events helps 4-H'ers make and defend decisions, speak publicly, gain subject matter knowledge and skills, and learn to deal with competitive situations. In 2004, West Virginia offered competitions in forestry, horse, livestock, horticulture, and 4-H land and homesite judging.

#### *4-H Curriculum: Agricultural Education (Equine Science)*

Eight horse camps offered in the state attracted 251 participants. 4-H horse clubs are offered, also. One such program is Jefferson County's Saddles and Smiles. Launched in the summer of 2004, the program brought together 36 special-needs children, 10 4-H members, and 21 adult volunteers. This successful program has become part of that county's 4-H program. All horse-related activities in West Virginia's 4-H program help prepare future employees of the state's burgeoning equine industry.

#### *Global Education*

4-H's Global Education included an exchange between Russian and West Virginia youths, a youth professional exchange with Romania, hosting three 4-H professionals from Grenada at our camps, and a West Virginian participating in the International 4-H Youth Exchange. A Global Education Curriculum Notebook was prepared and distributed to all 55 county offices.

### *Camping*

West Virginia 4-H has gone camping for more than 75 years. In collaboration with local volunteers, WVU-ES operates one of the largest residential camping programs in the country. Last year alone, 7,891 youths attended day camps, residential camps, or specialty camps in most of the 55 counties. What has been learned in 4-H club meetings throughout the year is refined at camp. The campers range from age in age from 9 to 21, encompassing the full spectrum of our target audience. Classes and instruction are grounded in research-based ideologies that reinforce the youth development component of our mission statement.

Part of the leadership team at a camp is the Volunteer Camping Assistant (VCA). The college-age VCA works with camp staff to ensure a positive experience for the campers. The VCA leads programs, teaches songs, instills values, and fosters a vibrant and inclusive environment that adds to the rich tradition of 4-H camping in West Virginia.

### *Personal Development—Charting*

Much as a ship captain charts the course of his ship across an ocean, 4-H Charting helps an individual chart a course over a lifetime. To aid 4-H members in their life's course, a trained leader helps a small group of individuals map out goals and desired outcomes in the areas of self-understanding, critical thinking and decision-making, communication, leadership, and future work.

### *Personal Development—Character Counts*

This program introduces participants to the six pillars of character—trustworthiness, respect, responsibility, fairness, caring, and citizenship. Structured classes on various aspects of these character traits help learners apply ethical decision-making on all levels.

### *Personal Development—Healthy Hearts for 4-H*

One of the four Hs is Heart. Symbolically, Heart stands for pride, heritage, and connection. Literally, Heart is central to the body's well-being, and to being. Coronary Artery Risk Detection in Appalachian Communities (CARDIAC) Fun is a new program aimed at reducing the incidence of heart disease in West Virginia. It targets the child whose lifestyle and habits set up the conditions for developing heart disease later in life. Research conducted in 2002–03 showed that 17 percent of West Virginia fifth-graders had a resistance to insulin, 19 percent had high blood pressure, 43 percent were exposed to secondhand smoke, and 45 percent were overweight. This latter statistic is the most important to this program in that obesity is the greatest predictor of all other risk factors, and it indicates a statewide need for cardiovascular disease intervention.

## **Impacts and Accomplishments**

- 85 communities in 43 West Virginia counties offered Energy Express in 2005.
- 3,232 children entering first through sixth grades were served by the program.
  - 74 percent of those children were eligible for free and reduced-price school meals
  - 23 percent required special services through Individual Educational Plans during the school year.
  - 9 percent were minority children.
  - 77 percent maintained or increased reading scores as opposed to a typical decrease in reading achievement over the summer.
- 235 youths and 228 adults in six counties participated in Reading Partners.
- 138 youths and 41 adults in seven counties participated in Family Storyteller.

- Nearly 56,000 members in 4-H community clubs participated in events, educational projects, and community service activities.
- 19,531 West Virginia youths participated in 4-H special clubs, which focus on a particular subject such as horses, nutrition, or technology.
- 19,805 West Virginia youths participated in a variety of 4-H school enrichment programs.
- 16,100 youths were enrolled in 21<sup>st</sup> Century Community Learning Centers grant-funded programs.
- WVU-ES received a \$36,000 grant to pilot test a new curriculum in three counties (Mingo, Logan, and Randolph).
- Extension agents taught the draft curriculum to approximately 300 students in fifth and seventh grades.
- National 4-H ATV Community Safety curriculum was released during 2005.
- The ATV educational curriculum was shared with the TIPS (Transportation Injury Prevention and Safety) program, a collaborative effort between the Nick J. Rahall Institute and the St. Mary's Medical Center.
- Eight horse camps offered in the state attracted 300 participants.
- Jefferson County's Saddles and Smiles brought together 41 special-needs children, 12 4-H members, and 21 adult volunteers.
- Three counties reported horse workshops attended by 11 youths and adults; 95% adopted new behavior as a result of the workshops.
- 322 youth and adult participants attended global education presentations.
- 103 weeks of camp were offered in 2005.
- 12,337 youths attended day camps, residential camps, or specialty camps in all of the 55 counties.
- The statewide 4-H camping program offered more than 1,200 classes at county 4-H camps.
- Forty-eight college students served as VCAs in 2005.
- WVU-ES Camping Team researches the impact camping has on youth by focusing on one essential element at a time. This year, the element chose was emotional and physical safety at camp.
- 32 accepted workshop proposals offered 35 hours of workshop instruction at the Mountaineer Camping Institute. Participants rated sessions 4.67 out of 5 with regard to usefulness.
- 59 Camp Counselor Training Binders, consisting of training modules, were distributed.
- 403 youths took charting in 2005, and 262 completed the program.
- 78 percent adopted a change in behavior as a result of the charting program.
- 39 adult volunteers helped teens complete the charting program.
- 259 youths participated in a charting class at camp; 49 adult volunteers assisted with these camp programs.
- 194 youths attended a charting weekend.
- 159 youths participated in charting workshops during the past year.

**Source of Funds:** Federal, state, county, local

**Scope of Impact:** State-specific and regional (for camping institute)

### **Key Theme 12—Leadership Development**

**Brief Description:** In West Virginia, the 4-H youth development program has more than 7,600 volunteers who work with youths and deliver many youth development programs and activities.

In addition, hundreds of individuals participate in other Extension education programs, which they “pay for” by providing volunteer service. WVU Extension Service has an obligation to invest in its volunteers and provide them with the tools they need to perform to their fullest potential.

Volunteer leaders are accepting more responsibility for planning and delivering Extension programs on local, state, and regional levels. Volunteers are no longer just “doers”; they have become decision-makers, critical-thinkers, and multitask managers. Maintaining a smooth-running, informed, responsible volunteer management program is difficult, and without volunteers helping to conduct Extension programming, the probability for program successes is limited.

The *CEOS* (Community Educational Outreach Service) engages adults in continuing education, leadership development, and community and self enrichment efforts. The purpose is to provide education, to meet individuals’ desire to improve the quality of their living, and to inspire families and individuals to make learning a lifelong process. CEOS, in partnership with Extension, strives to strengthen individuals and families through educational experiences, leadership development opportunities and community involvement for the betterment of families and society as a whole.

The annual *4-H Volunteer Leaders’ Weekend* allows the volunteers to share experiences, resources, knowledge that they will use in their communities and 4-H clubs.

#### *Local Government Activities*

Support from local governing bodies is vital to sustaining Extension programming. Many county offices receive funding, office space, and other resources from county commissions and other local governing entities. It is highly beneficial that Extension’s volunteers be aware of who is in their county government and whom they may call for assistance when funding from federal and state sources is not adequate.

### **Impact and Accomplishments**

- 688 program volunteers conducted classes or a series of three or more workshops in 34 counties, and single workshops in another 28 counties. 845 adult participants and 5,020 youth participants were reached. Of that number, 2,654 reported adoption of change.
  - Seven counties sent newsletter volunteers.
  - 19 counties engaged in collaboration building.
- A survey assessed the status of volunteer development through Extension-sponsored programs.
  - 49 counties reported changes in practices adopted by participants.
  - 43 reported changes in skills.
  - 38 reported changes in attitude.
  - 36 reported changes in behavior.
- Along with change comes a need for new and/or different resources.
  - 13 counties developed curricula.
  - 19 developed fact sheets and newsletters.
  - 22 developed Web sites.
  - 10 obtained 46 new resources.
  - Four developed new funding sources amounting to \$21,845.
- 51 counties reported CEOS membership of 5,810.



- CEOS members in 23 counties reported volunteer service totaling 289,500 hours. They served as volunteers for 4-H, Dining with Diabetes, Family Storyteller, Relatives as Parents, Character Education, Literacy, Energy Express, scholarship programs, breast and cervical cancer awareness, and many other local community initiatives.
- CEOS trained 3,949 adult program volunteers who reached 7,409 adults.
- CEOS volunteers planned and carried out an Annual Conference in October that hosted about 350 participants. Evaluations were positive.
- Ten educational topic publications were identified as relevant. WVU-ES and CEOS collaborated to produce them for statewide use by families involved in the CEOS program and other groups and organizations.

**Source of Funding:** Federal, state, county, local

**Scope of Impact:** State-specific

### **Key Theme 13—Youth Resiliency and Reaching the Underserved**

#### **Brief Description**

*Children, Youth and Families at Risk (CYFAR)*

CYFAR is Extension’s national initiative of developing programming for children, youth and families at risk for low educational achievement, substance abuse, domestic violence, and other life-impairing issues. West Virginia is identifying how to develop after-school programming to reach these audiences. A grant proposal was prepared to secure CYFAR funding for 2005.

*Poverty Simulations*

Based on the work of Ruby Payne, poverty simulations were held at various state locations. These simulations allow human service professionals, youth workers, and volunteers to experience the stress and complication of living with a chronic budget shortfall. Each has a role to play—that of an agency representative or a financially strained family member. Workshop participants decide how to pay for rent, utilities, food, and clothing, and deal with various government agencies and their protocols.

*Camping and At-risk Youth*

Nearly every county in West Virginia has a tradition of summer residence camps. However, many barriers prevent poor youths from attending camp. Comparing the percentage of low-income youths participating in camps with the percentage receiving free and reduced-price meals at school is one way to assess how well Extension is serving poor and disenfranchised youths and families.

#### **Impacts and Accomplishments:**

- 89 agents engaged in the youth, family, and community assessments.
- Five poverty simulation workshops had 175 participants.
- 68,416 meals were provided to youths at summer camps.
- 37 percent of 4-H campers in 40 counties qualified for free or reduced-price meals.
- 19 counties increased the percentage of youth campers who qualified for free or reduced-price meals.

**Source of Funds:** Federal, state, county, local

**Scope of Impact:** State-specific