

**WISCONSIN'S EXTENSION STATE
PLAN OF WORK FOR THE
AGRICULTURAL RESEARCH,
EXTENSION AND EDUCATION
REFORM ACT (AREERA)
for 2000-2004**

Submitted July 15, 1999

A signed copy of this letter was sent today as the Director's authorization of Wisconsin's Five-Year Plan.

July 15, 1999

Dr. Charles W. Laughlin, Administrator
Cooperative State Research, Education and
Extension Service
U.S. Department of Agriculture
Room 305A, Jamie L. Whitten Federal Building
Washington, DC 20250-2200

Dear Dr. Laughlin:

Wisconsin's 2000-2004 AREERA State Plan for Extension was sent via e-mail today to Bart Hewitt. With this letter, I'm giving the plan my authorization. The research section of the Plan will be submitted separately by the College of Agricultural and Life Sciences at University of Wisconsin - Madison.

Wisconsin is currently working on statewide program planning for 2000-2004. Therefore, you'll note in the plan submitted that while the processes are in place, pending completion of the comprehensive stakeholder assessment, we might need to make adjustments in our plan. We are moving to a structure of work teams comprised of campus and county faculty and staff with research and extension components. We believe this will contribute to strengthened research and extension connections.

If there are any questions about Wisconsin's AREERA Plan, please contact Associate Dean/Director Ellen Fitzsimmons at (608) 263-1096.

Cordially,

Carl O'Connor
Dean and Director

cc: George Cooper, Partnerships, CSREES
Bart Hewitt, Partnerships, CSREES

Ellen Fitzsimmons, Associate Dean/Director

Len Maurer, Assistant Dean, College of Agricultural & Life Sciences, UW - Madison

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1. PLANNED PROGRAMS

WISCONSIN'S EXTENSION STATE PLAN OF WORK FOR THE AGRICULTURAL
RESEARCH, EXTENSION AND EDUCATION REFORM ACT (AREERA)
2000-2004

**GOAL 1: AN AGRICULTURAL SYSTEM THAT IS HIGHLY COMPETITIVE IN THE
GLOBAL ECONOMY**

STATEMENT OF ISSUE TO BE ADDRESSED:

Wisconsin agriculture is facing challenging times. There is a need to maximize farm profitability in ways that promote environmental sustainability and support sound viable economic communities. The changing structure of Wisconsin farms and declining price-cost margins require that Wisconsin farmers improve their management and marketing skills, adopt profitable technology and develop profitable production systems. Family farms need to continue to strive for sustainability, in both an economic and environmental context, to attain personal, family, and community goals for themselves and future farming generations.

The following trends and analysis were identified as a result of a statewide assessment conducted by county and state faculty and staff in 1998:

Marketing/Risk Management:

The 1996 farm bill eliminated or phased out federal programs to manage supplies of agricultural commodities (acreage reduction programs, dairy price supports). As a result, farm price volatility has increased dramatically. The 1998 marketing year provided a vivid demonstration of what farmers can expect in the absence of federal supply controls. Favorable growing conditions and unrestricted plantings resulted in bin-busting harvests of grains...along with bargain basement prices. In contrast, the dairy sector was dominated by El Nino-induced shortfalls in milk yields in California and other western states. With no government stocks of butter, cheese, and nonfat dry milk to buffer shortages, prices for milk and dairy products reached record high levels. This was followed by a year that saw milk prices drop by more than a third in a few months.

Farmers do have ways of dealing with farm price roller coasters. In particular, they can use futures markets for grains, livestock products, and milk – directly or through related processor forward contracts – to "lock in" prices that allow them to cover their costs and return a profit. They can also use crop storage strategies, crop insurance, and other mechanisms to reduce price risk.

Farm Business Management

Wisconsin farmers recognize that to be competitive they must be on the cutting edge when it comes to business management as well as production management. Larger farm scale, more reliance on debt financing, and increased use of hired labor have increased the need to hone financial planning and management skills and acquire new skills in personnel management.

New and Emerging Farm and Agricultural Markets

Many farmers are looking to capture a greater share of consumers' food dollars. Shifting away from producing raw commodities to value-added agriculture products offers a way for farmers to capture a larger share of consumers' food dollars. Marketing takes time, energy, skills and resources to find buyers and new markets. Farmers need to learn to conduct market research, target market segments, follow industry and consumer trends, and develop a brand identity and strategy. Opportunities for cooperative strategies and ventures to achieve economies of scale and scope exist.

Land Use and Agriculture

This has become a statewide issue with growing urban and rural non-farm populations causing conflicts between agricultural and residential land uses. Non-farmers enjoy many of the positive "externalities" of farming like open land and pastoral landscapes. But they are critical of negative externalities like dust, manure odors and pesticide drift. Other land use issues important to agriculture include farmland preservation, use value assessment, animal facility siting, zoning, and growth management.

Wisconsin Cooperative Extension has developed system and issue teams that are comprised of University research and Extension professionals, other agency personnel and producers to develop educational programs directed at both farm and industry clientele. The focus of these Extension programs will be to provide producers across animal and plant systems the options and alternatives to improve business skills, manage enterprises and production systems and develop marketing skills.

Systems Teams conduct applied research and educational programming that address issues and problems specific to commodities. Issue Teams deal with over-arching issues separate from the agricultural systems teams. Systems and issue teams will influence stakeholders as active members whom these Extension programs will affect. Wisconsin Extension will collaborate with other universities to identify cooperative efforts to create and disseminate research-based information and will work with Wisconsin agriculture producers and industry to identify and implement options and alternatives.

INTENDED OUTCOMES:

1. Producers will develop business skills to make sound management and financial decisions.

The farm management team is developing specific indicators to measure progress toward this outcome.

2. Producers will develop marketing skills to reduce price risk and increase margins through direct marketing and the use of other marketing tools.

The risk management team is developing specific indicators to measure progress toward this outcome.

3. Producers will adopt techniques and strategies to produce new and value-added agricultural products and commodities.

The new and emerging markets team is developing specific indicators to measure progress toward this outcome.

4. Local decision-makers and landowners will gain the knowledge and an understanding of the tools and skills needed to make wise choices in the use of their agricultural land resources.

The land use and agriculture team is developing specific indicators to measure progress toward this outcome.

KEY PROGRAM COMPONENTS:

October 1999 – Teams will meet to develop and finalize plans for the coming year. These plans will be designed to address local and statewide concerns identified by county situational analyses and needs assessments conducted during the summer of 1999.

January - October 2000 – Teams will implement and evaluate events and activities.

October 2000 – Teams will report their progress and will develop plans for 2001.

2001 - 2004 – Statewide program planning is being conducted between June 1999 and January 2000. The results of this and other program planning will be used to redirect team plans for 2001 and beyond.

EVALUATION METHODOLOGY:

Each team of state and county faculty and staff will develop an evaluation plan. These plans will be posted on the team's web site and will include evaluation design and methodologies. Individuals may use this web site to report impact indicators, impact statements and success stories. Teams will use this information to develop reports.

MULTI-STATE EFFORTS PLANNED:

Four State Dairy program

States: MN, IA, IL, WI

Cooperative Management Educational Program

States: MN, WI

Agriculture Engineering

States: MN, WI

Fruit Cultivar Programming

States: MI, IL, WI

Small Farm Task Force

States: North Central Region

SARE

States: North Central Region

Alternative Pork Production Training

States: North Central Region

Farm Business Management Committee

States: North Central Region

Agriculture Engineering Publications

States: North Central Region

Self-Directed Team Leadership Training

States: MI, OH, WI

Program Leadership

States: North Central Region

MERIT REVIEW PROCESS:

An ongoing merit review will be conducted as work teams develop specifics for the duration of the plan. This merit review will be a joint effort with Michigan State and Ohio State. Reviews will be conducted through joint meetings of team leaders and program leaders. Results of these reviews will be shared in future reports and plans.

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GOAL 2: A SAFE AND SECURE FOOD AND FIBER SYSTEM

STATEMENT OF ISSUE TO BE ADDRESSED:

University of Wisconsin Cooperative Extension will remain responsive to the emerging food security and food safety needs of the state's communities. Of particular importance is Extension's ability to respond to changes in welfare reform policy initiated statewide during the fall of 1997. County-based and state Extension staff provide education to better equip participants to manage their food resources as they enter the workforce. In addition, Extension will remain aware of and respond to the food security concerns of the state's non W-2 population.

Cooperative Extension also plays a role in addressing the food safety concerns of Wisconsin's population. Recent events have highlighted that a primary food quality consideration is the assurance that consumption will not lead to acute illness, death or chronic health problems. Risks in the food and water supply arise mainly from pathogenic microorganisms, chemical contaminants and naturally occurring toxicants in foods. Illnesses caused by organisms such as Salmonella, Campylobacter, Listeria and pathogenic E. coli have an enormous and growing impact on Americans. While reported illnesses are estimated to represent only a small portion of actual illnesses, the Centers for Disease Control (DHHS) estimate that as many as 33 million people become ill annually from bacteria in foods, and 9,000 die from such illnesses. The cost in health care and lost productivity is estimated between \$1 billion and \$10 billion annually. The incidence of microbiological food borne illness is increasing, primarily due to the emergence of new pathogenic bacteria such as E. coli 0157:H7; existing organisms expressing increasing virulence or new ways to evade immune defenses such as seen in Salmonella DT 104; and the increasing numbers of people who are highly susceptible to food-borne infections (pregnant women, children, the elderly, and those with compromised immune systems).

Surveys of public concerns about the safety of the food supply reveal that a majority of respondents rank chemicals in the food supply, particularly pesticide residues, as a serious hazard. Yet, the Food and Drug Administration (FDA) market basket testing finds no pesticide residues in 60 percent of foods sampled, and less than 1 percent of the remaining foods contain levels exceeding EPA tolerances (FDA, 1988). In contrast to most microbial threats to food safety, chemicals in foods create alarm because their presence is often seen as out of the user's control and a long-term health risk is feared. The disagreement between scientific or expert assessment of risk and public perception of hazard suggests the need for adoption of processes where government, industry and the concerned public engage in active exchanges of information that lead to well-informed decisions and rational responses to risks.

INTENDED OUTCOMES:

1. Program staff will collaborate with community, state and federal organizations in the design and implementation of community-based nutrition education programs.
2. Participants will choose and fix meals and snacks that are nutritious, safe and affordable.
3. Participants will manage their resources to improve their food security.
4. Participants will balance the food they eat with physical activity.
5. Program staff will train local leaders, volunteers, and agency staff in developing community nutrition education programs targeted at the economically poor.

Self-directed teams are developing specific indicators to measure progress toward these outcomes.

KEY PROGRAM COMPONENTS:

The Wisconsin Nutrition Education Program (WNEP) responds to the diverse needs and resources of the economically poor by implementing community-based nutrition education programs. WNEP utilizes and integrates the resources made available through the Extension Food and Nutrition Education Program (EFNEP) and the Family Nutrition Program (FNP). FNP is the result of over 11 years of effective partnership between three agencies: the Food and Nutrition Service (FNS), the Department of Workforce Development (DWD) and the University of Wisconsin-Extension (UWEX). Since its beginning, WNEP has emphasized local initiative in the development and expansion of its efforts. This approach has resulted in the steady and stable expansion of WNEP throughout Wisconsin. During 2000, the program will operate in 54 counties. Local support for WNEP continues to grow. During 1999 County boards agreed to provide more than \$1,096,121 through in-kind support, and community-based agencies provided an additional \$1,295,788 in support. During 1998, WNEP educators partnered with over 1,100 community-based agencies.

While WNEP remains grounded in the local community context, a more systematic effort will occur at the state level in defining nutrition education needs. This effort will include three broad initiatives. The recently established Nutrition Education Support Network will design and implement an assessment of WIC, the Child Nutrition Programs, Elderly Feeding Program, Great Lakes Intertribal Council and the Wisconsin Nutrition Education Program (WNEP). This assessment will direct collaborative programming efforts at state and local levels. Second, Extension staff will summarize data collected by other agencies and through state and national surveys. This initiative will help local staff recognize key trends and issues that are pertinent to the state's population. Finally, focus group work will be done with W-2 participants as they enter the workforce. This work will examine the impact of welfare reform

on issues of food security. The results of this more systematic effort will be used to direct programming during fiscal year 2000.

The federal government has mandated the HACCP (Hazard Analysis Critical Control Point) system of food safety assurance for the seafood, meat and poultry processing industries, and the FDA has published its intent to propose mandatory HACCP for the fruit and vegetable juice industries. The University of Wisconsin-Extension will continue to provide a vital component of the training needed by Wisconsin industries in order to be able to implement HACCP. For the past three years, the University of Wisconsin-Extension, in partnership with the Wisconsin Department of Agriculture, Trade and Consumer Protection and the FDA, has delivered training to meat, poultry and seafood processors on HACCP and supporting sanitation programs. As a result of this training, Wisconsin's fish processors were prepared to meet the required implementation of HACCP on December 18, 1997. Wisconsin meat processors have successfully complied with components of the Pathogen reduction HACCP regulation implemented to date. Key personnel have also been instrumental in the development and production of video-based training that has been utilized by meat and poultry and fruit and vegetable processors nationwide as they strive to comply with federal regulations.

Extension personnel will continue to play a vital role in the preparation and presentation of food safety training for Wisconsin's food processing industry. Extension specialists will provide vitally important workshops, video-based training materials, and one-on-one consultation for seafood, meat and poultry, and fruit and vegetable processors endeavoring to produce a safe food supply. Specifically, specialists will be involved in training for orchard managers, juice processors, and associated staff as they consider strategies to combat emerging pathogens. This training will extend from orchard-to-table as educational materials will also be prepared to help consumers understand the implications of proposed Federal regulations. In addition, Extension specialists will continue to work with meat and poultry processors as they strive to meet upcoming Federal deadlines for HACCP implementation.

Consumers, too, will be a focus of programming efforts. County staff will be provided with monthly updates on important food safety issues and encouraged and aided in efforts to utilize this material in consumer education. Consumers will also be trained in safe food preservation techniques through workshops such as the Master Food Preserver program.

Both internal and external collaborations will continue to be an important component of the food safety programming offered through University of Wisconsin-Extension. WNEP will continue to work in collaboration with university specialists housed in the Department of Nutritional Sciences, the Department of Food Science, the School of Human Ecology and the Department of Family Development. Faculty in the Department of Nutritional Sciences will continue research on stages of change and its relationship to the design, implementation and evaluation of nutrition education programs. Faculty in Food Science will continue to provide research and programming on food safety and risk assessment. Specialists housed in the School of Human Ecology will continue to take a lead in keeping abreast of changes in welfare reform policy and research focused on the impact of these policies on Wisconsin

communities as well as W-2 participants. Faculty members in the Department of Family Development will support the efforts of county based faculty and staff in the areas of program development, community coalition building and volunteer development. Specialists and staff from the Departments of Animal Sciences, Food Science, Dairy Science, Horticulture and Nutrition will continue to work together in training efforts on food safety in the food processing industry. A strong basis for such collaborative efforts has already been established, and this will be strengthened as specialists come together to address emerging issues.

In addition to linkages with the university, programs will be conducted in collaboration with 4-H and the Native American and Hmong Task Forces. These institution-wide task forces are charged with strengthening programming efforts with these population groups.

External collaboration will continue to be important at a number of different levels and with a variety of agencies. WNEP will maintain its close working relationship with the North Central Region through participation in the annual meeting of EFNEP and FNP Coordinators and quarterly phone conferences. WNEP will also continue to work with the Food and Nutrition Service, Midwest Office, in clarifying and implementing policies related to nutrition education programming targeted to the state's Food Stamp population. Additional national collaboration will be required. During 2000, WNEP will also be working in cooperation with the recently established Nutrition Education Support Network. In addition to these regional and statewide partnerships, WNEP represents the support of 54 Wisconsin county boards and the collaborative efforts of over 1,100 local agencies.

Specialists have already established a strong working relationship with local, state and Federal agency officials in the design and implementation of food safety training programs, and this collaboration will continue. These partners will continue to offer food safety training that educates from "gate-to-plate".

TARGET AUDIENCES:

WNEP staff work with individuals, families and communities affected by economic poverty, tailoring its message to Food Stamp recipients and those eligible for the Food Stamp program. According to 1995 population estimates, 435,380 of the state's 5,122,100 inhabitants live in poverty. While Wisconsin's poverty rate remains lower than the U.S. average, the proportion of persons who were poor grew more quickly than the national average during the 1980s. Two-thirds of Wisconsin counties had poverty rates of ten percent or more and 70 percent of all counties witnessed an increase in the poverty rate. Of those living below the poverty threshold, 72 percent were Caucasian (non-Hispanic). A closer analysis of poverty data reveals that 15 percent of Wisconsin's families live in poverty, and 12 percent of the state's families with children live below the poverty threshold. Persons living in poverty are predominantly children and young adults. Poverty has increased among children to the extent that more than one-sixth of children under age five and 15 percent of children ages five to 11 were poor.

Comparison of food stamp participation data between 1996 and 1997 points to a decrease in the number of households enrolled in the Food Stamp Program. During 1997, a monthly average of 87,000 households, representing 234,000 people participated in the Food Stamp Program. During 1995; 119,000 households participated in the program. The average food stamp household size in 1997 was three persons. The racial/ethnic origin of the head of the household was: Caucasian (49%); African-American (35%); Hispanic (6%); and Other (10%). The gross monthly income of 82 percent of Wisconsin's food stamp households was less than or equal to 100% of the Federal Government poverty guidelines. The income of 29 percent of food stamp households was less than or equal to 50 percent of the poverty guideline. The average gross monthly income of a food stamp household in 1997 was \$689. The average monthly food stamp benefit was \$151. The majority, 56 percent, of all Food Stamp Program participants are children. The Food Stamp Program served 130,000 children, including 45,000 preschool age children and 85,000 school age children in 1997. Of all food stamp households, 61% included children. Just over 8%, 18,400 of all Food Stamp participants were older adults, representing 18% of all food stamp households. Approximately 24% of all food stamp households included a member with some type of disability.

Given WNEP's emphasis on community initiative in the development of its programs, assessment of the nutrition education needs of the food stamp population cannot be easily generalized. Needs are defined in light of nutrition education research, advice from local agencies and input from participants. WNEP staff further focus their efforts by breaking down the food stamp population into the following groups: Pregnant Women and Caretakers of Infants (age 0-2); Preschool Children (age 2 through prekindergarten); Adults (age 18-65 and living independently); Youth/General School Population (age 5-18); and, Older Adults: (age 65 or older and living independently). Audiences will be reached through one-on-one instruction.

The target audiences for food safety training will extend from "gate-to-plate". Producers and processors will be trained and aided as they strive to comply with emerging government food safety regulations. Upcoming programs will also focus on food service workers and personnel in community-based residence facilities as organizations and businesses strive to improve the safety of food consumed outside of the home. With turnover rates usually exceeding 100% in the food service industry, training efforts in this field will be ongoing. In order to reach a wider audience, multi-lingual training will be offered for food service workers, for meat and poultry processing workers, and for orchard and fruit juice processing workers. In addition, closed-captioning video training will also be offered to food service workers. Training will be provided in traditional workshop/short course format and through self-directed workbook/video format. Consumers will be reached through outreach provided by trained trainers and through consultation with specialists. In previous years, specialists have reached a wide consumer audience through radio programs on issues of food safety, and this will continue.

EVALUATION METHODOLOGY:

Each team of state and county faculty and staff will develop an evaluation plan. These plans will be posted on the team's web site and will include evaluation design and methodologies. Individuals may use this web site to report impact indicators, impact statements and success stories. Teams will use this information to develop reports.

MULTI-STATE EFFORTS PLANNED:

Wisconsin Nutrition Education Programs is collaborating with other state extension services on a number of projects. These efforts include a partnership with Minnesota Extension to develop basic nutrition education materials for use with Hmong communities in both states. WNEP will be exploring a similar effort with other states in reviewing and developing materials for use with the Hispanic population, particularly Mexican-Americans. WNEP is also working with the Extension Services in the Food and Nutrition Services (FNS) midwest region in developing more consistent evaluation across the 6 states. This effort builds on the regional report completed for fiscal year 1998. In addition to collaborating with other state extension services, WNEP is working with the FNS regional office in reviewing and developing materials for use with the Food Distribution Program on Indian Reservations.

FY2000 Pilot testing of materials developed by Cornell University Extension to increase the safety of meals served at soup kitchens will be done. Teaching and distribution of materials based on curriculum developed by the University of Georgia to increase the safety of foods preserved at home will take place. This will include video and print-based materials distributed to all counties. Currently a grant has been submitted that would provide for development and pilot testing of materials to increase food safety in the home. This work, if funded, will be done in collaboration with EFNEP programs in Wisconsin, New York State, and Louisiana. Information on "Safe Jerky Manufacture in the Home," authored in conjunction with Dennis Buege, was picked up by Washington State for distribution in FY99.

MERIT REVIEW PROCESS:

This plan has been forwarded for review by Assistant Directors/Program Leaders and designated specialists in Minnesota, Iowa, and Michigan. Comments received thus far indicate that the plan reflects the:

- Linkage of food security to welfare reform and using data to track food security was particularly strong. The narrative was viewed as succinct, logical and organized.
- Food safety programming is very complete with education directed at producers, processors, and consumers. A case has been developed for training and education based on the identified needs in Wisconsin. The plan reflects an excellent plan to partner with state agencies for the purpose of reducing the incidence of foodborne

illness and planning cooperative efforts to secure food for those being moved from welfare. The upcoming work with food service workers is particularly important since food service is not mandated for HACCP. Providing this education in different languages and formats will be particularly helpful.

- Linkages seem particularly strong and describe connections with the Food Stamp Education .
- Program and the way in which this project has supported and enhanced Goal 2.

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GOAL 3: A HEALTHY, WELL-NOURISHED POPULATION

STATEMENT OF ISSUE TO BE ADDRESSED:

Achieving optimum health is a major concern for the individuals, families and communities of Wisconsin. There is a growing awareness that achieving this health requires efforts on the part of a multitude of players. Individuals and the families which support them are moving toward accepting an increased responsibility for personal health, both in prevention and in the choice of treatments. Individuals, families and the communities in which they live and work are concerned about the financial, geographic and cultural barriers which impede optimal usage of health care services. Providers of health care are concerned that the services which they can provide and the way in which they can help their community residents achieve health are being impeded. Barriers noted include legislative policies, or the lack thereof, that leave many Wisconsin residents without access to affordable health care services.

Access to nutritious, safe and affordable foods is considered a primary feature of living a healthy lifestyle. Dietary factors are associated with five of the ten leading causes of death in the U.S., including coronary heart disease, some types of cancer, stroke, noninsulin-dependent diabetes mellitus and atherosclerosis. Coronary heart disease is caused by a combination of risk factors, some of which can be modified – cigarette smoking, high blood pressure, high blood cholesterol, and lack of exercise. Twenty-seven percent of Wisconsin adults are reported to be obese. Diet and sedentary lifestyle are thought to be the most important factors accounting for this situation. This excessive rate of obesity in adults and the difficulty of reversing the condition once established suggest that prevention must be addressed beginning in childhood. Overweight is a risk factor for high blood pressure, high blood cholesterol and diabetes and is an independent risk factor for coronary heart disease. Prevention via dietary change is a major focus in nationwide programs designed to reduce the level of risk in diseases in which nutrition plays a role.

Prevention:

All children appear to be at risk for some preventable diseases. New medical information continues to lend support to the relationship between nutrition and health which is critical for the healthy growth of children. For example, we now know that risk of spina bifida can be reduced by consuming adequate amounts of folate or folic acid prior to and immediately following conception. We also know that childhood obesity is on the rise. At least 13% of children are now overweight and the rate has been increasing for the past two decades. The increasing weight problem of children and adults in the U.S. is expected to bring about increased prevalence and earlier incidence of coronary heart disease, cancer, stroke,

diabetes, hypertension, and certain forms of pulmonary disease. Trends also show that children are not eating the recommended amounts of fruits and vegetables: 91% of children aged 6 to 11 years are not consuming the recommended minimum of five servings of fruits and vegetables per day. Partly in response to this information, the American Dietetic Association has issued a statement that children aged 2 to 11 years should achieve healthful eating habits and participate in regular physical activity to promote optimal physical and cognitive development, attain a healthful weight and reduce the risk of chronic disease.

Demographic Changes:

Poverty Concerns. A number of demographic realities and changes in our state will impact on the health of the population and the ability to provide health care to that population. One of the realities is the continued existence of poverty. Knowing that the single greatest barrier to good health is poverty, it helps to understand how poverty is distributed across Wisconsin. According to the U.S. Bureau of the Census, 8.5% of Wisconsin residents were poor over the years 1995-97. Six of Wisconsin's seven poorest counties (those where more than 15% of the county population lived below the poverty level) were rural (1993 Census estimates). Thirty-three out of 52 nonmetropolitan counties have 11 percent or more of their populations living below the poverty level (1993 Census estimates).

A disproportionate burden of disease and poor health outcomes is borne by minority, low income, and educationally disadvantaged persons. Differences in lifestyle (diet, exercise, smoking), risk exposure at work and at home, and attitudes toward health and health care in general, as well as lack of access to care, are all considered primary factors in the variance in health outcomes between different ethnic and income groups. These groups have higher morbidity and mortality rates in almost all of the major diseases. Among the changeable risk factors for some of these diseases, such as heart disease, diabetes, and stroke, as well as its precursor, high blood pressure, are poor diet and lack of exercise. Research indicates that adequate prenatal health care and nutrition are important for the development of a healthy infant. Though not wholly explained by nutritional and health care access differences, the infant mortality rate for black infants is twice that for white infants.

Data from 1998 National Center for Children in Poverty report indicate that 30% of Wisconsin's children live near or in poverty; 16% live in poverty; and 5.4% live in extreme poverty. While the program to support children living in poverty, AFDC, has been replaced by Wisconsin's W2 program, the children in these families remain at high risk for many adverse health and social outcomes. The need for intensive interventions is apparent. This becomes complicated by the loss of medical insurance for many of these children. With the advent of W2, over 50,000 children in Wisconsin have disappeared from Wisconsin's Medical Assistance (Medicaid) eligibility rolls. Without access to publicly funded health care, it is likely that these children will not receive adequate health care. The great majority of those lost to the rolls are likely to still qualify for Medical Assistance. The state hopes to identify these "lost" children through intensive outreach efforts, much of which are related to the roll-out of the new BadgerCare program. BadgerCare is a program to insure Wisconsin's low income families.

Other populations are of special interest because they have unique health problems and barriers to accessing adequate health care. Minorities constitute 8.7% of the state's population. Most of Wisconsin's minorities reside in urban areas, although recent Southeast Asian immigrants and 11 American Indian tribes with reservations and trust lands are located in rural counties. This agriculturally based state also has a large number of migrant and seasonal farm workers who also have unique health care needs because of the mobility of the population, poor living and working conditions, barriers to medical services, and the susceptibility of these workers to certain types of diseases.

The Age of Population. Another demographic trend that has major implications for the health and health care needs of Wisconsin residents is an ever increasing number of older adults in Wisconsin. In fact, many counties in Wisconsin are at or approaching having 20% of their populations over 65. This trend puts stresses on the family unit and on health and social service agencies in how they can respond to the increasing demand for in-home care and other services.

Older adults are facing many issues that affect their well-being in addition to the well-being of family, friends and caregivers. If educated appropriately, the "young-old," those 65-74, will benefit from medical advances, such as improved knowledge about healthy aging (diet, exercise). For example, information about the role of calcium and exercise in preventing osteoporosis will help not only these older adults but adolescent and young women as well. Still, while the "young-old" will likely remain relatively healthy, the "old-old," those 85 and above, are likely to be in need of medical services and long-term care placement. It is this old-old group that is the fastest growing segment of the over 65 population. Someone or some group will continue to be depended upon to meet the needs of this older population. Families will continue to provide care when they can. When caregivers are personally responsible for long-term care of a family member, their physical and mental well-being may be stressed. Rural out migration of young and healthier populations poses significant problems for rural families and for the rural health service delivery system. Therefore, the need for local support and increased local resources (e.g, home care services, meals-on-wheels) and education becomes critical. These needs are only expected to increase as this population ages.

Families consider placement of loved ones in long-term care facilities when they are unable to care for their older family members at home. This usually occurs because of complicated medical problems or because family members are not available. Rising rates of divorce will exacerbate the problem of individuals reaching old age without a living spouse to depend upon. Data show women being affected more by this trend as married women already outlive their husbands, on average, by seven years. Greater geographic distance between family members is another phenomenon that is becoming more common and will further diminish families' capacities to provide care. And finally, we are already seeing the difficulties experienced by the sandwiched Baby Boomer generation trying to care for both their children and their parents. Issues to consider here include access and costs of long-term care facilities, new trends in health care and quality of life for older adults, and care of

the caregiver. The growth of private long-term care facilities and the introduction of long-term care insurance support this trend. How families will afford such care becomes more of an issue as more facilities become private, for-profit stock entities. Selection of the "right care" for older adults will require research and advance planning on the part of older adults, their families and caregivers.

Other Family Issues. The changing composition of families is another important demographic trend. More children are being raised in single parent families. When we see an every growing number of grandparents raising grandchildren, we realize the need for educational updates on child nutrition, health issues, school procedures, etc., all areas where basic knowledge has changed since these grandparents raised their own children. Similarly, the rise in single parent families suggests the need for health information that can work for families with limited financial, and often times social, support.

Access to Health Care:

Health care is one of our nation's biggest industries. Health care expenditures represent 13.6% of Gross Domestic Product (GDP). In fact, Americans spend over \$1 trillion a year on health care (Centers for Disease Control, 1998). After the 1993 health care reform agenda failed to produce comprehensive legislation, reform became industry-driven and focused on managed care and this trend will continue.

Not only are employers looking to provide managed care plan options to their employees, but the federal government and states are using managed care arrangements to control health care costs for their entitlement populations: Medicare and Medicaid. Currently, over 50% of all Americans and 15% of the Medicare population are in managed care plans. Wisconsin Medicare recipients in seven counties have managed care options, and more are expected to be eligible in the next few years. Wisconsin's younger Medicaid and its new BadgerCare populations are, or will be, insured in managed care arrangements. On the political horizon is managed care for the elderly Medicaid population, particularly with regard to the financing of long-term care.

The expectation is for continued mergers and consolidations among managed care insurers and health care providers. The concern about physician loyalty in these cases, coupled with current "middle-man" interference in medical decision-making, has fueled the call for a Patient Bill of Rights. This is an important consumer rights trend in health care, an attempt to assure that decisions are made for the benefit of the patient and not the provider organization. It is clear that these kinds of issues will continue to be in legislative discussions until the matter is resolved. Movement toward resolution, however, is likely to occur at the national and not state levels.

Who has access to health care and who pays for that access will also remain on the political agenda. For the next few years the focus will be on reforming the Medicare system. At the same time the numbers of uninsured will continue to climb as more people work in jobs that don't provide health insurance as a benefit. The Wisconsin legislature is currently

considering a bill that will make it easier for small businesses to form a health insurance risk pool, thereby making insurance premiums more affordable for employees in such businesses.

In Wisconsin 7% (350,000) of the population are reported as uninsured. Three-fourths of the uninsured are adults; 1/4 are children. Because of federal and state programs that cover the poorest, most of these uninsured are in low and middle income families. Surprisingly, 76% of uninsured live in households where one or more persons is employed. About 4% rely solely on Medicare or the Medical Assistance program to meet their health care needs.

While Wisconsin has one of the lowest rates of uninsurance, there are also underinsured and underserved populations. Almost 60 Wisconsin locales, rural and inner-city, in Wisconsin qualify as health professional shortage areas. Efforts to expand health insurance coverage to the uninsured and to encourage providers to locate in underserved areas will continue to be issues. Twenty percent of those ages 18-64 have some insurance but no coverage for preventive care services. It is known that appropriate use of health care services is related to insurance coverage, and this is particularly true for services, such as preventive care, that some people deem not critical.

INTENDED OUTCOMES:

1. People will adopt healthy lifestyles and reduce risk behaviors by taking responsibility for their health decisions.
2. Individuals will make informed use of available health-related services and facilities.
3. Extension, agencies (public and private), community groups, health care providers, and volunteers will partner to improve the availability of existing health-related services and facilities.
4. Communities will improve their capacity to analyze and take action related to health and health-related infrastructure needs.

Self-directed teams are developing specific indicators to measure progress toward these outcomes.

KEY PROGRAM COMPONENTS:

Cooperative Extension faculty and staff will provide research-based information on a variety of health related issues, based on the specific needs of families and individuals within the community. Programming efforts detailed here are classified for ease of description into those programs related to individual lifestyle choices: nutrition and wellness and consumer and community health policy.

As county coalition/partnership councils focus increasingly on wellness/risk reduction/holistic programs for communities, Extension will seek joint sponsorship for these programs and incorporate the audiences from these other organizations as part of Extension's audience.

Staff training is always an integral part of program development. Existing resources and program models are communicated to county based faculty and staff through dissemination of the UW-Extension's state plan of work from the Nutrition, Health and Safety theme group. In-service educational offerings taught by specialists are available to county based staff through district meetings, regional in-service offerings, and via the Educational Teleconference Network (ETN). Specialists send monthly updates on areas such as health policy changes and new nutrition recommendations. These are disseminated through monthly print mailings to counties and, for fast breaking information, through the state e-mail system.

Nutrition and Wellness:

Integrating concepts of nutrition, exercise and overall health status is a strategy for helping people develop healthier lifestyles. County faculty and staff have been urged to consider year-round planning with an emphasis on a variety of themes related to healthier lifestyle goals.

The type of nutrition and wellness programming available for the general population will encourage them to:

- * make healthier food choices by making practical applications of the Dietary Guidelines, Food Guide Pyramid and food labels in selecting and preparing food;
- * make appropriate kinds of exercise part of daily activities;
- * make food handling decisions in the home, business or community settings that eliminate, decrease or control the risk of food borne illnesses; and
- * use practices and processes in households, businesses and agriculture that promote the quality and protect the safety of food, water, and the environment.

The type of programming available for school age children will:

- * foster the development of healthy eating and exercise habits by young children and adolescents, and
- * help children learn to make healthy food choices through community activities that are coordinated with nutrition messages being taught in school programs.

The type of programming available for infants and preschoolers will assist parents with:

- * providing healthy and appropriate food for infants and pre-school age children.

The type of programming available for older adults attempts to create an environment where they will:

- * implement nutrition practices that will enable them to maintain and/or improve their health;
- * understand implications of dietary practices, drug and nutrient interactions, and other food/nutrition factors which may affect their health; and
- * learn how to make appropriate food and activity choices to manage their diabetes if they have this condition.

Local county programming with traditional and new clientele groups focuses on one or several of these objectives, pulling from an extensive list of existing publications, videos, ETNs, and other educational resources. Programming efforts utilize practical application methods from the holistic approach encompassed in community coalitions and collaborative efforts. Package programs to be delivered include Team Nutrition, Kids Mealtimes, and the Senior Series. Major programming also occurs through the Wisconsin Nutrition Education Program (WNEP). Delivery efforts focus on meeting clientele where it is convenient for them (worksites, health fairs/screening, immunization clinics, family resource centers, staff in-services, classrooms, via media). Newsletters for targeted groups, community events or activities, displays, and involvement of local media are used to increase the impact on the community.

Consumer and Community Health Policy:

At-risk populations (poor, minorities, older adults, uninsured), consumer groups, health and educational professionals, church and service organizations, community leaders and organizations like League of Women Voters, and county board supervisors are targeted in programs related to accessing health care. Programming is related to aiding consumers so they will understand factors influencing health care cost, cost control alternatives, and managing resources effectively; community members, representing diverse cultures and backgrounds, so they will increase participation in health care policy discussions and decisions; and communities so they will acquire needed health care professionals or health services. All community members, currently insured and uninsured, currently served and underserved, consumer groups, health and educational professionals, church and service organizations, community leaders and organizations like the League of Women Voters, and county board supervisors are targeted.

Programs seek to inform Wisconsin citizens about national and state health care reform issues. Coordination with other health and educational professionals, local agencies, and organizations enhances visibility and interest in Extension programs in this area. Dissemination of information is through press releases or written materials, and a health policy website, where consumers and other professionals can find concise reports about late-breaking health reform efforts, in-depth understanding about the financing and structure of our health care system, and linkages to important state and federal websites. Policy forums are used as a means of community-wide discussion based on a solid educational

component of information dissemination. Distribution of information can be done through Extension-initiated contacts with local agencies and organizations concerned with health issues (senior centers, health departments, community centers, and local churches). Informational sessions on health care policy issues for consumers and longer, broader community-based discussions about health care changes are offered.

In addition, consumer and community healthy policy programs seek to build community strength to address ongoing health care concerns. This is done through the establishment of strategic partnerships and coalitions for health care at local, state and national levels; the conduct of community health assessments; the implementation of a health infrastructure planning and development process; the identification of effective intervention strategies to alleviate health care problems; and the establishment of procedures to ensure the continuation of the community decision-making model for future health care decisions. In supporting a process of local community health care needs assessments, Extension is looked to as:

- * the facilitator of the process, bringing a broad range of players to the table to discuss local health care issues;
- * a resource for compiling necessary data; and/or
- * a resource for designing and implementing programs once needs have been identified and given priority.

At the state level, the specialists work to coordinate and support the development of county-based leadership who can facilitate ongoing community health care needs assessments with a variety of state agencies including the Bureau of Public Health, the Wisconsin Hospital Association, the Consortium for Primary Care in Wisconsin, and the Office of Rural Health.

A final objective is to have proactive, continued community involvement focused on the supply and distribution of health care providers. At the local level, year-round emphasis is on coordination with other agencies around specific communities' provider recruitment and retention and other related health care services issues. At the state level, the emphasis is on working with statewide health care provider organizations to coordinate and implement statewide research efforts and recommendations about the production and distribution of physician and nonphysician providers.

Programs related to improving access to care involve collaboration between the state specialists dealing with health issues and all county faculty and staff. Linkages also exist with the campus-based departments of Consumer Sciences, Nutrition, Food Sciences, the Center for Biotechnology, Agricultural Engineering and Rural Sociology.

Internal collaborations for nutrition and wellness involve mostly 4-H, Family Living Programs and WNEP staff. External linkages can involve Head Start, Partnership councils and coalitions, social services, Departments of Aging, Family Resource Centers, hospitals, health departments, child care resource/referral/coalitions, schools, places of worship, etc. Coordination with other health and educational professionals including Extension's cross-

disciplinary initiative, the Wisconsin Primary Prevention and Health Promotion Initiative, the Wisconsin Nutrition Education Support Network, local agencies, organizations and in some cases, retail businesses enhances visibility and interest in Extension programs in this area.

Internal collaboration for consumer and community health decision making primarily involves the state Extension health policy specialist working closely with county Extension faculty and staff. External collaborations involve working with faculty at other universities, health care providers (hospitals, public health, clinic providers, etc.), community leaders and community organizations who can effect a change. Collaborations are also underway with state agencies currently promoting community health care needs assessments: the Bureau of Public Health, the Wisconsin Hospital Association, Area Health Education Centers, and The Consortium for Primary Care in Wisconsin.

TARGET AUDIENCES:

Wisconsin reaches a diverse audience with its programming related to health. Among Wisconsin's target audience are parents and caregivers of young children, limited resource families, Hmong and other southeast Asians, African-Americans, Native Americans, Spanish-speaking persons, 4-H members and leaders, adolescents, the elderly, farmers, youth who live on farms, consumer groups, health and educational professionals, work-site audiences, service organizations, meal-site volunteers, caregivers for the elderly or persons particularly at risk for food-related illnesses, home health care aides, general consumer audiences, other agriculture and home economics professionals, science educators, commodity or grower organizations, businesses or cooperatives that deal with risk issues or products/services which may be regarded as hazardous, community leaders and organizations like the League of Women Voters, environmental groups, and county board supervisors. Target audiences will be reached by forming close collaborations with partners who have access to target audiences, by careful work with local advisory committees, through educational programs, and by taking the initiative to reach out to underserved or unfamiliar audiences.

EVALUATION METHODOLOGY:

Each team of state and county faculty and staff will develop an evaluation plan. These plans will be posted on the team's web site and will include evaluation design and methodologies. Individuals may use this web site to report impact indicators, impact statements and success stories. Teams will use this information to develop reports.

MULTI-STATE EFFORTS PLANNED:

Wisconsin Extension programs in health and nutrition are strengthened by several interstate collaborations. A joint project with Minnesota's Extension Service is adapting existing

materials and developing new materials/methods that will be more effective in communicating key food and nutrition messages to Hmong-speaking clientele. The "Kids Meal Times" newsletter/curriculum developed in English and Spanish is jointly led by Extension faculty in Wisconsin and Kansas. A collaboration with Illinois Extension is assessing the effectiveness of partnerships to improve nutrition education programs at the state and local levels. A five-year multi-state nutrition education research program supported by Smith-Lever funds (Northcentral region NC219) uses a stages-of-change model to study the dietary behaviors of 18-24-year-olds and develop recommendations for improving their intakes of grains, fruits and vegetables.

Wisconsin has been active with the National Network for Health. Accomplishments this year through Consumer and Community Health Policy working group of National Network for Health include:

- annotated bibliography about community development tools posted on NNH webpage.
- results of CYFAR staff needs assessment posted on NNH webpage.
- presentations at CYFAR national conference, Feb., 1999: Kiddie Care Insurance, Rider and Riportella-Muller.
- articles recently published: Rider and Riportella-Muller, "Health care evolution: New roles for family and consumer professionals," Journal of Family and Consumer Sciences, vol. 91, no. 1, 1999.

An ongoing project, a video on managed care, is currently in production. The group is also sharing resources across state lines. These include:

- a. Public issues education: CHIP; Medicare managed care; welfare reform; using managed care; choosing health insurance; consumer health; fairness in the health care system/continued issues of inequality; whether national health care reform.
- b. Tools for community development: Improving access to care; improving insurance options; improving rural infrastructure/economic development; sustainable development.
- c. Legislative agenda: health insurance reform (insuring uninsured, small business purchasing pools, broadening requirements of current plans); Medicare/Medicaid; access/availability of care; critical access hospitals; changing health care provider workforce (incentives to educational programs to encourage better distribution of providers geographically and by specialty); insurance bias in funding of traditional Vs alternative medicine.

MERIT REVIEW PROCESS:

This plan has been forwarded for review by Assistant Directors/Program Leaders and designated Extension specialists in Minnesota, Iowa, and Michigan. Comments received thus far indicate that the plan:

- Provides a complete, thorough and comprehensive description and analysis of issues and trends facing Wisconsin's individuals and families. It addresses issues of prevention, poverty, an aging population, changing family structure, and access to health care. The plan highlights key issues facing residents related to obesity and physical health for both children and adults.
- The objectives and strategies incorporate those articulated in the new initiative "Healthy People ... Healthy Communities". They focus on healthy lifestyles, consumer education, and community infrastructure building. In addition, there is an emphasis on public policy education around health care issues. Health and nutrition are addressed in an ecological manner. Reviewers indicated that the key components of the plan appropriately address diverse audiences and include guidance on the content focus of programming and on methods of program delivery. The key components are tied to the issues described in the background statement.
- The plan addressed the plight of the uninsured and underinsured and began articulating an approach for partnering with others to promote the Child Health Insurance Program, Badgercare.

Additional suggestions for strengthening the plan have been incorporated.

WISCONSIN'S EXTENSION STATE PLAN OF WORK FOR THE AGRICULTURAL
RESEARCH, EXTENSION AND EDUCATION REFORM ACT (AREERA)
2000-2004

**GOAL 4: GREATER HARMONY (BALANCE) BETWEEN AGRICULTURE AND THE
ENVIRONMENT**

STATEMENT OF ISSUE TO BE ADDRESSED:

Rural areas are continuing to experience social change, population growth and shifts and economic transitions. As a result, agriculture and residential areas compete for the same land area. Controversy has arisen over issues such as the spread of low-density development into agricultural facilities. These issues may be difficult to deal with because of a lack of opportunities to work toward common goals.

Citizens are demanding more sensitivity to environmental concerns. The Federal 1995 Food Security Act and state agencies are mandating compliance to environmental guidelines. Decision-makers who develop regulations need a technical resource and advice on the impacts proposed regulations and guidelines will have on environment, agriculture, economy, and communities. Producers and agribusinesses need information on the regulations and guidelines and the appropriate management practices and options. Citizens need awareness of the complexity of the agricultural production systems and the role agriculture has in environmental protection balanced with profitability and sustainability.

The urban and rural land uses and activities in a watershed directly affect the water quality of the streams, lakes and groundwater. Nonpoint source pollution is degrading or threatening 40% of the state's streams, 90% of the inland lakes, major portions of Great Lakes harbors and coastal waters, and substantial groundwater areas. Polluted runoff destroys fish and wildlife habitats, kills fish, reduces drinking water quality, clogs harbors and streams with sediment, and reduces recreational use of lakes and streams.

Our Response

UW-Extension will focus its efforts on sustainable use of natural resources. This implies that people coax the land to produce rather than confronting it; they manage the land to maintain and enhance soil quality; they avoid unnecessary insult to the environment in all activities and uses; they maintain economic viability; they strengthen rural communities; and they provide equity by fostering cooperation and conflict resolution for all water resource users. Making this work will require a shared philosophy that, seeking minimal impact, is both environmentally and economically desirable. It will also require implementation of an agreed upon set of techniques for achieving the goals. A self-directed team made up of county agents, state specialists, non-Extension faculty and representatives of constituency groups will develop an integrated approach to nutrient management programs, recognizing the inseparable nature of components such as crop production, water quality protection, manure

management, nutrient management plan development, socio-economic factors influencing farm management practices, and educational programs to facilitate improved nutrient management on farms.

In particular, UW-Extension will: 1) develop and use research-based information for development of appropriate management practices and options for proposed regulations and guidelines, 2) work with farmers and agribusinesses to identify practices and options that best utilize and protect natural resources, and 3) provide citizens the information and processes to make responsible environmental stewardship decisions about soil and water management, facility siting, and manure storage and handling.

INTENDED OUTCOMES:

1. Wisconsin residents, including farmers, will develop skills on sustaining and/or protecting the quantity and quality of surface water and ground water supplies.
2. Wisconsin farmers and decisionmakers will improve their understanding of public policy issues affecting agricultural production and ecosystem integrity and biodiversity.

Self-directed teams are developing specific indicators to measure progress toward these outcomes.

KEY PROGRAM COMPONENTS: (first year)

October, 1999 – Basin Educators, self directed system and issue teams will meet to develop and finalize plans for the coming year. These plans will be designed to address concerns identified by county situational analysis and needs assessment conduct during the Summer, 1999.

January – October, 2000 – Teams will implement and evaluate events and activities.

October, 2000 – Teams will report their progress and will develop plans for 2001.

EVALUATION METHODOLOGY:

Each team of state and county faculty and staff will develop an evaluation plan. These plans will be posted on the team's web site and will include evaluation design and methodologies. Individuals may use this web site to report impact indicators, impact statements and success stories. Teams will use this information to develop reports.

MULTI-STATE EFFORTS PLANNED:

Joint Timber Producers Conferences

States: Michigan, Wisconsin

Joint Capacity Building on Partnership Development

States: Minnesota, Wisconsin

North Central Land Use Consortium

States: Indiana, Michigan, Wisconsin, Ohio, Illinois

SARE

States: North Central Region

MERIT REVIEW PROCESS:

An ongoing merit review will be conducted as work teams develop specifics for the duration of the plan. This merit review will be a joint effort with Michigan and Iowa. Reviews will be conducted through joint meetings of team leaders and program leaders. Results of these reviews will be shared in future reports and plans.

WISCONSIN'S EXTENSION STATE PLAN OF WORK FOR THE AGRICULTURAL
RESEARCH, EXTENSION AND EDUCATION REFORM ACT (AREERA)
2000-2004

**GOAL 5: ENHANCED ECONOMIC OPPORTUNITY AND QUALITY OF LIFE FOR
AMERICANS**

STATEMENT OF ISSUE TO BE ADDRESSED:

Wisconsin is focusing Goal 5 in the area of Youth Development, with a particular emphasis on expanding the role of youth as community leaders and active citizens.

There are growing expectations for youth to contribute. Adult decision-makers are increasingly recognizing that young people are not simply consumers or recipients of services but are also important community resources. More and more schools are encouraging or requiring students to participate in community service. Many community-based organizations, boards and initiatives are beginning to involve youth as partners in planning, decision-making, and ongoing work.

While adults may have the desire for this kind of youth participation, they typically don't have experience or knowledge in how to effectively engage youth in community contribution. Youth must be challenged to make decisions, take action, and accept responsibility for their decisions and actions in the public arena. These skills do not come naturally to young people just because they are involved in a community activity. They require adult coaching and support. They require opportunities to engage in these kinds of experiences over time. Adult leaders must build the youth engagement component into their organizations as an intentional and accepted part of their operations. Staff must be trained in how to work with youth as partners. Institutional barriers must be removed to allow for youth leadership in community affairs.

With the help of a \$100,000 grant from the W.K. Kellogg Foundation and a national design team of Extension faculty, Wisconsin Extension has just completed the development of a new youth curriculum focused on engaging youth in public contribution. Entitled, "Public Adventures," this curriculum gives Wisconsin Extension a new tool to use in its efforts to mobilize young people for community involvement and to assist adults in best methods for coaching and supporting young citizens. In addition, Wisconsin Extension has also just completed a new youth communications curriculum which includes lessons related to building civic skills such as group decision-making and public presentation.

INTENDED OUTCOMES:

1. Communities will expand public leadership roles for youth

2. More youth will become constructively engaged in community affairs
3. More youth will acquire the civic skills needed for effective public work
4. More adults will recognize the positive contributions of young people

A self-directed team is developing specific indicators to measure progress toward these outcomes.

KEY PROGRAM COMPONENTS:

October - December, 1999

- State Planning Team will finalize action plan for next four years.
- State Survey of adult perceptions of youth.
- New communications curriculum (public presentation and group decision-making) will be distributed statewide.
- Multi state plan (Wisconsin, New York, Minnesota) for "Public Adventures" training will be completed.
- "Public Adventures" web site established.

January - June, 2000

- Training in "Public Adventures" and communications will take place.
- State Planning Team action plan will be shared and counties staff will identify their role in the state plan.

EVALUATION PLAN:

Each team of state and county faculty and staff will develop an evaluation plan. These plans will be posted on the team's web site and will include evaluation design and methodologies. Individuals may use this web site to report impact indicators, impact statements and success stories. Teams will use this information to develop reports.

MULTI-STATE EFFORTS PLANNED:

ELDT (National Experiential Learning Design Team

States: All 50 states

National 4-H Jury Review Process

States: All 50 states

North Central Region Volunteer Forum/Volunteer Week Materials

States: IL, IN, IA, MI, OH, KS, ND, SD, MO, NE, MN

American Society of Ag. Engineering Youth Activities Committee

States: IN, OH, KY

National 4-H Engineering, Science and Leadership Event

States: AL, AR, DE, IL, IN, OH, KY, FL, MD, MS, LA, PA

4-H CCs Computer Curriculum Design Team

States: 20 states and numerous companies and organizations

MERIT REVIEW PROCESS:

An ongoing merit review will be conducted as the planning team develops specifics for the duration of the plan. New York, Minnesota and Iowa will provide review and advice. Results of these reviews will be shared in future reports and plans.

2. STAKEHOLDER INPUT PROCESS

Stakeholder Analysis

Each county in Wisconsin is engaged in a comprehensive process of identifying program concerns. Stakeholder involvement is a key component of this planning process. Counties have the latitude to tailor their process to the unique needs of individual counties. However, all will conform to the Wisconsin program development model.

Program Development Is . . .

Program development is an ongoing dynamic process that Extension professionals intuitively follow as they plan, implement and evaluate their educational programs. The process is not confined to a four-year planning cycle. It is applied on a small scale as an individual workshop is being developed, on a larger scale as a series of programs are being developed around a single priority and on an even larger scale as a county office unit or a statewide team sets priorities and defines a plan of action for a four-year period. The basic principles remain the same, only the scope is different.

Program development involves:

- Analyzing the situation or context
- Setting priorities
- Designing an action plan
- Implementing the plan
- Evaluating inputs, outputs, outcomes and impacts

The program development process is ongoing and continuous. Each educational initiative, workshop or event we carry out modifies the initial situation. As a consequence, any plan of action continues to evolve and change as the situation or context changes.

Given the very fluid nature of the program development process, it can be argued that multiyear action plans are of limited value because the situation and priorities dramatically change over a four-year period. However, a well-documented action plan can serve as a solid foundation or as a map on which an initial course can be charted and the journey begun. As conditions change, the course can be altered. The map or action plan becomes a very important vehicle for communicating with key stakeholders, collaborators and colleagues about Extension's destination and why a particular route is being taken. It also becomes a very important means of involving them in setting the initial course and in altering the course as conditions change.


In simple terms, "situational analysis" is drawing a map that identifies the major needs and assets, "priority setting" identifies the destinations to be targeted and "designing the action plan" is setting the course. Throughout the journey, the details of the map may change, the destination may change and the course of action may change. In spite of the changes, the map helps Extension professionals keep track of where they have been and where they

intend to go next. Of equal importance is its value in involving stakeholders in charting the course and thus achieving a sense of mutual ownership of educational program initiatives.

The model of the program development cycle on the following page is a guide to the major steps in the process. A number of questions that should be addressed during the process are identified for each phase. The materials presented in this document are being used to carry out the situational analysis and the priority setting process in each county across the state.



Program Development Cycle

Situational Analysis (Map) <i>What are the current needs and assets?</i>	Priority Setting (Destinations) <i>What should the focus be on?</i>	Action Plan (Course) <i>What needs to be done and when?</i>	Implementation		
 <p>What is the purpose of situational analysis and who will use the results?</p> <p>Who is involved and what process should be used?</p> <p>What data exist?</p> <p>What data are needed?</p> <p>What resources are needed?</p> <p>Who is involved in the analysis and interpretation of the data?</p> <p>How will the analysis be communicated?</p>	<p>Who is involved and what process could be used?</p> <p>What are the institutional mandates, vision, and mission?</p> <p>How will the availability of local and state resources (staff and financial) influence the priority setting process?</p> <p>What can be done given the mandates, resources, potential, etc.?</p> <p>How will priorities be communicated?</p>	<p>How can the context and background of the priority be better understood?</p> <p>What are the expected impacts?</p> <p>Who are the target audiences and what does each need to be able to do, know, practice, etc. (outcomes)?</p> <p>What are the activities, materials, products, etc. that are developed for each target audience? (outputs)</p> <p>How will they be sequenced? What is the timeline?</p> <p>What resources are needed? (inputs)</p> <p>What benchmarks will be identified to mark progress?</p>	<i>I</i> <i>n</i> <i>p</i> <i>u</i> <i>t</i> <i>s</i>	<i>O</i> <i>n</i> <i>t</i> <i>p</i> <i>u</i> <i>e</i>	<i>O</i> <i>u</i> <i>tc</i> <i>o</i> <i>m</i> <i>e</i> <i>s</i> <i>/</i> <i>I</i> <i>m</i> <i>p</i> <i>a</i> <i>ct</i> <i>s</i>

Evaluation

Situational analysis and priority setting are identified as two separate and distinct steps in the program development process. At the conclusion of the situational analysis process, each county needs to have sufficient time to check out the availability of local and statewide resources before publicly making a commitment to a specific priority. Local needs and concerns will be shared on a statewide basis and will influence the priorities and the action plans of the statewide teams. The availability of resources from the statewide teams will then influence the identification of priorities and action plans at the local level. When Extension program priorities have been identified, they need to be broadly communicated within the community. Community needs that are identified, but not addressed by Extension program priorities, should also be communicated to other agencies and organizations within the community.

Commitment to Diversity

Cooperative Extension Statewide Program Planning is designed to include a range of perspectives, expertise and values of all county residents. To meet the educational needs of traditionally under-represented groups, people who are specifically protected by civil rights laws are invited to participate at every stage in the educational process. Wisconsin's communities are enriched by this diversity, and Extension is committed to providing educational leadership in this area.

County Extension offices should undertake a strategic and systematic approach to involving people from diverse racial/ethnic groups, ages, abilities, geographic regions and interests during program planning, development and outreach. The diversity of the community should be carefully considered when choosing a planning advisory committee, key informant or community-wide survey recipient. Counties consider the following factors in developing a matrix for selected participants:

- Gender
- Race/Ethnicity
- Age
- Person with Disability
- Geographic Region
- Family Status
- Income Level
- User/Non User
- Volunteer Group
- Agency Partners
- Economic (aware of income levels, jobs, money use, productivity)
- Environmental (aware of water, air, soil conservation, resources, etc.)
- Community Service (aware of the health, fire/police protection, community safety)
- Psychological (aware of values, aspirations, individual rights, etc.)
- Political (aware of the political atmosphere, government, power structure)
- Educational (aware of the educational resources, learning, literacy, etc.)

- Social (aware of community groups, volunteerism, charity)
- Program Area

A grid planning tool has been made available to all county offices to help them include wide ranging interests in their plans. This grid is available on the following web site:
<http://www.uwex.edu/ces/pdande/statewide/guide.html>

Situational Analysis–Building Involvement and Ownership

A "situational analysis" done at the local or the statewide level is carried out in a manner that builds a better understanding of the context or situation for all stakeholders in a community. The community may be a county geographic unit or it may be a statewide community of interest, such as, the dairy industry.

The objective is to build a foundation for good decision making on program priorities and the use of limited resources on a local or statewide basis.

Extension's programmatic needs are better served if the community that is served feels that they have been meaningfully involved in:

- Gathering the data
- Analyzing and interpreting the data
- Identifying community needs and assets
- Selecting critical community needs and concerns
- Communicating the results

Greater involvement leads to a greater sense of ownership of the process. Greater ownership leads to a stronger commitment to the priorities that are identified in the priority setting process.

Establishing the Process of Situational Analysis:

- What is the purpose of situational analysis and who will use the results?
- Who is involved and what process should be used?
- What data exist?
- What data are needed?
- What resources are needed?
- Who is involved in the analysis and interpretation of the data?
- How will the analysis be communicated?

Questions for Situational Analysis:

- What are the major issues and concerns facing people in the county?

- What are the major challenges facing youth, families, business, industry, environment, agriculture, government, schools, etc. in the next year, next five years, next 10 years?
- What major strengths/capabilities/assets exist to improve the quality of life and work in the county?
- What are the positive things about the quality of life and work that people want to preserve?
- What are the negative things about the quality of life and work that people want to change?
- What major statewide and national trends will impact the economy and the quality of life within the county?
- Under ideal circumstances, what do people want their community/county to look like within the next five years?

Communicating about Situational Analysis

Communicating broadly helps to build involvement and ownership. While people often think about communicating after an event to broadcast the results, it is also advantageous to communicate early in order to explain and build commitment to the process.

Extension professionals will use various ways of communicating with key stakeholders and the county population to encourage participation in the situational analysis and to gain visibility for the Extension effort.

News releases have multiple benefits. They:

- Create awareness that Extension undertakes a comprehensive planning effort every four years
- Show that Extension is interested in local issues and concerns
- Enhance Extension's visibility
- Motivate people to participate (for those counties undertaking a countywide survey, this may be particularly important.)

Sharing Results of County–Situational Analysis

The results of the county situational analysis (needs and assets) are broadly shared with stakeholders, collaborators and the general public in each county.

As part of the four-year planning process, counties are also asked to share the results of their local situational analysis on a statewide basis by completing a short form available on the Internet at <http://www.uwex.edu/ces/pdande/statewide.html>

Each county will be asked to briefly identify:

- Who was involved in the county situational analysis?
- How was the diversity of the county reflected in the process?
- What situational analysis models or tools were used in the process?
- What county needs and concerns were identified including brief description?
- What is a relative magnitude or importance of each need or concern that was identified?
- What state and/or local resources need to be available to address the needs and concerns of the county?

Communicating the Results of the Situational Analysis

There are many reasons to share the results of the situational analysis in each county. Results are shared for all to better understand the local situation:

- Enhance Extension's visibility
- Recognize people who were involved
- Stimulate local interest and participation in addressing county concerns
- Kindle new partnerships and working relationships

Think about the various people and organizations that might be interested in hearing about the results of the situational analysis. In addition to the county oversight committee and county board, these might include:

- State and local public agencies (public health, social services, DNR)
- Nonprofit agencies and organizations (hospitals, churches, lakes associations)
- For-profit agencies or businesses (banks, merchants)
- Civic groups and service organizations
- Agribusinesses
- County, town, village departments and officers
- School administration and boards
- UW-campus partners
- 4-H leaders association
- Local legislators

In addition to news releases, there are other opportunities to share the results of a county's situational analysis. The following will be considered:

- At organizational/agency meetings and public events
- As a poster or display in a storefront, Extension office or public place
- In Extension newsletters
- During informal conversations

Focus on Priority Setting

Extension Program Priority Setting–Building Involvement and Ownership

Program priority setting builds on the foundation created by the situational analysis. A situational analysis that involved community stakeholders and is "owned" by the community serves as a basis for making decisions on program priorities.

Program priorities need to be established with an understanding of the resources that are available to help achieve the required outcomes and impact. Resources may be local, statewide, national or even international. The availability of resources or lack of resources may be a major factor in selecting Extension program priorities.

In some cases, a major concern at the county level may need to be addressed even though resources are not available. Under those circumstances, the program priority setting process needs to publicly acknowledge the limited resources. Realistic outcomes and accountability measures will be identified for such initiatives.

Cooperative Extension is a partnership between the federal government, state government and county government. As a partnership, Extension is obligated to consult with the other partners in the identification of program priorities. The Wisconsin State Statutes Chapter 59.56 (3) requires the involvement of a county oversight committee in the identification of program priorities for the local county Extension office.

The county oversight committee, typically the Extension Education Committee of the County Board of Supervisors, is legally obligated to be involved in the priority setting process. The scope of the involvement should be locally determined and formally documented in the records of the committee. The county executive or county administrator may also play an important role in the priority setting process.

Most county oversight committees will determine the program priorities in consultation with the local county Extension staff. Some county oversight committees may also choose to formally involve a citizen advisory committee in the priority setting process.

Questions for Priority Setting

- What are the top priorities among the various concerns and needs that were identified during the situational analysis?
- What is known about these priorities?
- Which of these top priorities match with Extension's mission and mandates?

- Are resources available and/or accessible for addressing these priorities?
- Is Extension likely to have an impact? What level of impact?
- Is someone else, another group or agency, better equipped to deal with this priority than Extension?
- Who else is already working on this priority? What role or contribution might Extension have? Who might Extension partner with?

Working Together as a County Office Team

County office units will work together to develop a county office plan of work that clearly communicates to local citizens and stakeholders in the county the program priorities and plans for the total county Extension office. Positive public perceptions of the county Extension program are enhanced by a "team approach" that identifies the working relationships among the various program areas and the synergism that results from a multidisciplinary approach to the solution of community problems.

Communicating Program Priorities

Program priorities will be communicated broadly and shared with all stakeholders, collaborators and constituents. Community needs that have been identified, but are not addressed by Extension program priorities, will be communicated to other appropriate groups, agencies and organizations within the community.

As part of the statewide four-year planning process, counties are asked to share the results of their local priority setting by completing a short form that will be available on the Internet.

Each county will be asked to briefly identify:

- Who was involved in the priority setting process?
- What county priorities were identified with brief description?

Continuing Stakeholder Involvement in Decision Making

Stakeholders are involved in an ongoing role in program decision making and resource allocation in two ways. Stakeholders can be members of work teams. Most likely stakeholder members of work teams are from industry or partner agencies. Each Extension district has a district resource management team (DRM) which is comprised of field staff and county-based elected officials and chaired by the district director. DRM teams make program and resource allocation decisions at the county level.

Guidelines for Program Priority Setting 2000-2004 and other information on the stakeholder process can be found at the web site at www.uwex.edu/ces/pdande/statewide/guide.html

3. PROGRAM REVIEW PROCESS

This information is listed under each goal.

4. MULTI-STATE EXTENSION ACTIVITIES

This information is listed under each goal.

5. INTEGRATED RESEARCH AND EXTENSION ACTIVITIES

University of Wisconsin-Cooperative Extension FY00 Joint Extension & Research Efforts

University of Wisconsin-Extension (Cooperative Extension division) administers a large statewide outreach program which includes the administration of the Smith/Lever program and funds. University of Wisconsin-Madison (College of Agriculture division) administers a large agricultural research program which includes the administration of the Hatch program and funds. While the two programs are located in separate institutions, there is significant integration of the two programs through integrated faculty/staff appointments. Integrated faculty/staff appointments in the College of Agriculture include extension, research and instruction components. In the College of Agriculture there are 154 faculty /staff with integrated extension/research/instruction appointments representing 100.93 Cooperative Extension FTEs. These integrated appointments cross 23 academic departments and allow faculty and departments to significantly integrate their extension and research programs.

6. ALLOCATED RESOURCES

ONSIN'S EXTENSION STATE PLAN OF WORK FOR
 RA, 2000-2004

Smith/Lever Formula + Required Match

	FY00		FY01		FY02		FY03		FY04	
	FTEs	Dollars	FTEs	Dollars	FTEs	Dollars	FTEs	Dollars	FTEs	Dollars
Goal 1	51.50	5,354,764	51.50	5,515,407	51.50	5,680,869	51.50	5,851,295	51.50	6,026,834
Goal 2	1.50	155,964	1.50	160,643	1.50	165,462	1.50	170,426	1.50	175,539
Goal 3	3.25	337,922	3.25	348,060	3.25	358,501	3.25	369,256	3.25	380,334
Goal 4	74.00	7,694,224	74.00	7,925,051	74.00	8,162,802	74.00	8,407,686	74.00	8,659,917
Goal 5	15.00	1,559,640	15.00	1,606,429	15.00	1,654,622	15.00	1,704,261	15.00	1,755,389
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	145.25	15,102,514	145.25	15,555,589	145.25	16,022,257	145.25	16,502,925	145.25	16,998,013

FNEP and FNP Supplement

	FY00		FY01		FY02		FY03		FY04	
	FTEs	Dollars	FTEs	Dollars	FTEs	Dollars	FTEs	Dollars	FTEs	Dollars
Goal 1	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0
Goal 2	6.67	755,300	6.67	755,300	6.67	755,300	6.67	755,300	6.67	755,300
Goal 3	88.58	10,030,661	88.58	10,030,661	88.58	10,030,661	88.58	10,030,661	88.58	10,030,661
Goal 4	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0
Goal 5	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0
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	95.25	10,785,961	95.25	10,785,961	95.25	10,785,961	95.25	10,785,961	95.25	10,785,961