NORTH REGION PROGRAM SUMMIT

Regional Program Report 2011

Regional Program Directors:
FCS — Angela Burkham
ANR — Galen Chandler
Total North Region Population -2010 - 1,362,511 (5% of TX Population)

<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lubbock</td>
<td>278,831</td>
</tr>
<tr>
<td>Wichita</td>
<td>131,664</td>
</tr>
<tr>
<td>Potter</td>
<td>121,073</td>
</tr>
<tr>
<td>Kent</td>
<td>808</td>
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<tr>
<td>Border</td>
<td>641</td>
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<td>King</td>
<td>286</td>
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<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
<th>1990</th>
<th>2000</th>
<th>2010</th>
<th>Total # Change</th>
<th>% Change</th>
</tr>
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<tbody>
<tr>
<td></td>
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<td>2000-2010</td>
<td>2000-2010</td>
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<tr>
<td>Lubbock</td>
<td></td>
<td>227,636</td>
<td>242,628</td>
<td>278,831</td>
<td>36,203</td>
<td>14.92</td>
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<td>13,833</td>
<td>-1,152</td>
<td>-7.69</td>
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Components of Changes for Counties in North Region (2000-2009)

<table>
<thead>
<tr>
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<td></td>
<td>Foreign</td>
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<td></td>
<td></td>
<td></td>
<td>Domestic</td>
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<tr>
<td>Wichita</td>
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<td>5,704</td>
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<td>20,736</td>
<td>615</td>
<td>2,631</td>
<td>1,162</td>
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North Region 4-H and Youth Development

<table>
<thead>
<tr>
<th></th>
<th>Total Membership</th>
<th>4-H Club Enrollment</th>
<th>Group Enrollment</th>
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<tr>
<td>2010-11</td>
<td>75267</td>
<td>8474</td>
<td>67153</td>
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Science of Agriculture

Relevance

All Texas and U.S. residents rely upon the U.S. agricultural systems for a safe and abundant food supply. A total of 98% of Texas residents are now three to four generations removed from the farm and are not knowledgeable about the importance of agriculture to our everyday lives and the Texas economy. Many of our youth will be the future leaders who will be making critical decisions impacting agriculture and should be provided an opportunity to have hands-on educational experiences to ultimately make informed decisions. It is Extension’s goal that the exposure to components associated with agriculture and the requirement of the food and fiber systems will increase understanding and basic knowledge regarding agricultural systems.

Response

The Science of Agriculture (Ag Literacy/Awareness/Safety) program targets elementary, junior high and high school students and teachers and provides a variety of educational components and venues (Ag Days type events) to address this important topic. Due to the fact that all students are exposed to these educational events, it provides an excellent opportunity to recruit new 4-H members into the program. The events also provide a great opportunity to collaborate with many important partners such as independent school districts, Farm Bureau, Progressive Farmer, SW Dairy Museum, Texas Parks and Wildlife, Commissioners Courts, Texas Beef Council, Texas Pork Producers, Chamber of Commerce, Texas Tech University, West Texas A&M University, Vernon College, water districts, etc.

Results

Science of Agriculture Events - 24 counties hosted a variety of Science of Ag educational events to 16,419 participants. The events were called various things such as Ag Days, Farm Safety Days, Kids Kows and More, Ag Literacy Fair, Ag Fair, etc., but the general and common theme among all of them was to increase the knowledge and importance of agriculture and an emphasis on safety. Through their participation, youth became better educated voters and consumers as they are exposed to agriculture in the future. Most of the events included classroom time taught by teachers prior to the big event and following the event as well as for an evaluation of the total program. In some of the larger Science of Ag events, such as Lubbock’s Ag in the Bag event (1,250 attended), Hockley’s Ag Literacy Day (1,232 attended) and Potter’s Ag Day (1,103 attended) which are more of our populated counties as well as some of the more rural events such as Cochran’s event (54 attended) and Hall county’s event (85 attended) the increase in knowledge about agriculture from pre-post tests are very similar. The events provide an excellent learning tool and activity with a variety of subjects, active learning opportunities, pre and post classroom sessions and a variety of volunteers (adults and youth) who provide the information. Agents continue to increase knowledge and improve attitude about how we are solely dependent upon agriculture for the food we eat and the clothes we wear.
Results (cont’d)

School Enrichment Curriculum - Today’s school teachers are charged with a large responsibility of educating young people in this fast moving and ever changing world. Extension provides assistance through quality curriculum and educational resources. We offer a variety of enrichment curriculum programs which can be used to enhance subjects being taught in the classroom or special interest programs. The curriculum is available for public school teachers as well as private and/or home school teachers. Most of the materials have been aligned with Texas Essential Knowledge and Skills (TEKS).

The teachers make contact with their agents to order curriculum and the agents work with teachers in a “train the trainer” situation so the teachers understand all requirements for using the curriculum. The intent is to simply enhance the educational experience of youth through these programs and provide youth with an awareness of 4-H and provide us with recruitment opportunities.

The “Science of Ag” type enrichment program, with participation across the region is as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>D-1</th>
<th>D-2</th>
<th>D-3</th>
<th>Region</th>
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<tbody>
<tr>
<td>Science of Ag &amp; Ag in the Classroom</td>
<td>2794</td>
<td>4936</td>
<td>3938</td>
<td>11668</td>
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<tr>
<td>Hatching in the Classroom</td>
<td>771</td>
<td>1349</td>
<td>1634</td>
<td>3754</td>
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<tr>
<td>Water</td>
<td>543</td>
<td>-</td>
<td>126</td>
<td>669</td>
</tr>
<tr>
<td>Somethings’ Fishy</td>
<td>94</td>
<td>-</td>
<td>33</td>
<td>127</td>
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<tr>
<td>Predators in the Classroom</td>
<td>16</td>
<td>47</td>
<td>-</td>
<td>63</td>
</tr>
<tr>
<td>Totals</td>
<td>4218</td>
<td>6332</td>
<td>5731</td>
<td>16281</td>
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</table>

There were a variety of evaluation instruments utilized with these major enrichment programs and with a variety of age group audiences (from 4th graders through junior high). The increase in knowledge from the pre vs. post- test from seven outcome program summaries in D-1 was 78%, so we are accomplishing the objective. In a D-3 evaluation, there was an 85% increase in positive attitude towards agriculture.

Future Goals

- Continue emphasis of increasing Ag Literacy Knowledge
- Increase efforts with offering school enrichment programs and collaboration with schools
- Look for new/innovative learning modules (ex: Water Conservation trailer)
Youth Healthy Lifestyles

Relevance

While the general population is affected by limitations in access to care, one group most impacted include children and adolescents. Research indicates good nutrition and dietary behaviors, increased physical activity, and risk reduction of specific behaviors can prevent development of certain diseases/conditions. Physical inactivity is associated with an increased risk of a number of chronic health conditions including cardiovascular disease, diabetes, some cancers, high blood pressure, overweight and obesity. Texas ties as the 13th most obese state in the nation. 20% of children in Texas are considered obese. Research indicates only 25% of high school students get regular, moderate exercise. According to The Cooper Institute, half of the youth in North Region public schools have BMIs and cardiovascular fitness levels below standard. A 2006 Texas Youth Tobacco Survey determined high school students in northwest Texas have the highest use of tobacco in the state (45.2%) and is twice the national average (27.4%). Motor vehicle crashes, typically more prevalent in rural areas, are the leading cause of death for children/youth; alcohol and drug use are major contributing factors. According to National Safe Kids, unintentional injury remains the leading cause of death among children ages 14 and under in the United States. Forty percent of deaths and 50% of nonfatal unintentional injuries occur in or around the home.

Response

Childhood Overweight - 954 elementary age students in the North Region participated in a 20-lesson series called Balancing Food and Play or similar curriculum which emphasizes the importance of choosing fruits and vegetables as snacks, drinking milk with meals and water with snacks, increasing physical activity, and limiting screen time. Lessons incorporated higher level thinking and learning skills. Take home assignments and newsletters encouraged family engagement.

Safety Education - 1,310 youth participated in Safety Education programs. Topics addressed related weather issues, fire, electrical safety, skin cancer prevention, bicycle/ATV/dirt bike safety, gun safety, internet safety, farm safety, water safety, household dangers, personal safety, seat belt use and safety.

Cooking Camp and Kids in the Kitchen - An expanded delivery method in 2011 to reach families with nutrition education, kitchen safety and different methods of cooking. 205 youth were reached with the assistance of 19 volunteers.

A series of educational programs was conducted in Youth Healthy Lifestyles incorporating county 4-H project meetings and experience with Food Show, Food Challenge and Nutrition Quiz Bowl. Education contacts reached 856 youth in outcome programs in this area.

Results

Childhood Overweight - Balancing Food and Play - Reached 414 3rd grade students. Results indicate:

- Students engaging daily in 60 minutes of physical activity increased from 56% (223) to 70% (290).
- Students reporting drinking soda never, increased from 27% (112) to 33% (137).
- Correctly answering 4 knowledge questions increased from 1.28 in the pre-survey to
Youth Healthy Lifestyles

Results (cont’d)

Safety Education - 74% (270 of 366) can identify noises that cause hearing loss; greatest gain in knowledge were in areas of: hearing loss, underground utilities, chemicals and healthy lifestyles.

Cooking Camp and Kids in the Kitchen - 100% (30 of 30) learned kitchen safety tools and can properly cut and prepare vegetables. Through this program youth learn healthier food choices, ways to alter recipes for better health and understanding of hidden sugars in foods and drinks.

Healthy Lifestyles reached 226 youth. Results indicate:
- 79% (139 of 175) increased their knowledge of “My Plate”
- 65% (76 of 117) increased their knowledge in making healthier food choices
- 68% (79 of 117) increased their knowledge of recipe alteration

Additional Programs

Winning with Nutrition - 392 youth in 7th - 9th grades participated in this 6-lesson series. Through this program youth learn about proper nutrition, dietary needs, supplements, hydration and healthy methods to increase physical performance.

Walk Across Texas - An 8-week program designed to help people of all ages support one another to establish the habit of regular physical activity. In partnership with the Texas Education Agency, this program was implemented through North Region school districts. 1,508 youth on classroom teams logged a total of 131,751 miles during the program. Educational newsletters and the offering of bonus miles encouraged family members to participate.

Future Goals

- Continue to adopt 4-H and Youth projects at the County level and District contests to appeal to youth audiences
- Pilot a Fitness Challenge Contest in District 1
Developing Youth through Animal Programs

Relevance

4-H livestock and horse projects are a major attraction for many of the 4-H members to become active in our youth organization. Agent’s and volunteer’s involvement and supervision of these projects is extremely important and requires a significant time commitment with many project activities, such as, training of volunteers, livestock/horse judging practices, clinics, show preparation, selection, validation, project visits, showmanship practices, county/regional major shows, etc. Along with recognition and awards, a major goal of these projects is to develop youth through character education including the six pillars of character and developing productive adults for the future. The animal projects are simply the vehicle to accomplish the overall goal of youth development.

Response

In 2011, there were many educational events and activities related to 4-H livestock/horse projects. Four major program areas will be highlighted – 4-H horse project, Quality Counts, the economic importance of the county livestock shows and livestock judging.

Results

Horse Projects - The majority of the counties in the region have active 4-H horse project groups and activities. There were 402 group educational sessions with 22,261 contacts in the horse project. These group events/activities included the following: horse shows and play days (local, county, district, state and others), judging practices and contests, showmanship clinics, educational presentations, quiz bowl contests at Roundup, leader training workshops, validation sessions, and project meetings.

Quality Counts - A major emphasis was placed on the Quality Counts educational program in 2011 due to the importance of the information shared and most major livestock shows required a program completion certificate for livestock exhibitors entering their shows.

There were 131 group educational sessions with 38,325 contacts conducted in 46 counties in the region. A variety of educational methods were utilized – animal production clinics for 4-Hers and leaders in all animal species (beef, swine, sheep, goats, rabbits, poultry) covering selection, feeds and feeding, showmanship, sportsmanship, citizenship and livestock judging. The Quality Counts program was conducted with a variety of methods including clinics, meeting series over several days, newsletters, etc. The eight lesson series includes the following: six pillars of character, purpose of 4-H/FFA, purpose of livestock projects, decision making/goal setting, impact of livestock projects on red meat industry, responsibility of producing a safe product, medication use/reading and following labels and animal care and well being. The program created an opportunity for agents to cooperate and collaborate with their vocational ag science teachers as many of the educational sessions were conducted together with 4-H and FFA members. A few counties across the region have made this requirement to participate in their county livestock shows and more will require this in the future.
Developing Youth through Animal Programs

Results (cont’d)

County Livestock Shows - County Livestock Shows are an important component of the total 4-H animal program. The shows provide an opportunity for competition, recognition, involvement of volunteers, citizenship, sportsmanship, community involvement and pride and a tremendous economic development opportunity for the exhibitors and community. The dollars generated to the 4-H and FFA members “turns over” in the community in several ways such as feed and animal sales, interest on money borrowed, restaurant business, fuel sales, etc.

In 2011, the following summarizes the County Livestock Shows sales in the region. This only reflects county shows, regional and major shows are not included.

<table>
<thead>
<tr>
<th></th>
<th>D-1</th>
<th>D-2</th>
<th>D-4</th>
</tr>
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<tbody>
<tr>
<td>Total Gross Sales Receipts</td>
<td>$2,985,598</td>
<td>$2,914,083</td>
<td>$2,859,245</td>
</tr>
<tr>
<td>Total Animals Sold in County Sale</td>
<td>1815</td>
<td>3041</td>
<td>2590</td>
</tr>
<tr>
<td>Total Dollars for Region</td>
<td>$8,758,968</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Animals Sold in Region</td>
<td>7,446</td>
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</table>

This represents about a 9% increase from 2010 sales. The 2012 sales receipts should be quite a bit less due to the drought affects in the more agriculture dependent counties.

<table>
<thead>
<tr>
<th>Number of Animals Exhibited in County Shows</th>
<th>D-1</th>
<th>D-2</th>
<th>D-3</th>
<th>Region</th>
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<tbody>
<tr>
<td>Swine</td>
<td>1,860</td>
<td>3,925</td>
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<tr>
<td>Goats</td>
<td>402</td>
<td>705</td>
<td>1,441</td>
<td>2,548</td>
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<tr>
<td>Sheep</td>
<td>303</td>
<td>1,144</td>
<td>664</td>
<td>2,111</td>
</tr>
<tr>
<td>Beef</td>
<td>406</td>
<td>683</td>
<td>720</td>
<td>1,809</td>
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<tr>
<td>Rabbits</td>
<td>131</td>
<td>143</td>
<td>1,300</td>
<td>1,574</td>
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<tr>
<td>Poultry</td>
<td>0</td>
<td>0</td>
<td>800</td>
<td>800</td>
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<tr>
<td>Totals</td>
<td>3,102</td>
<td>6,600</td>
<td>7,774</td>
<td>17,476</td>
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Livestock/Horse/Dairy Judging - There are many hours spent and miles driven by agents and volunteers related to 4-H livestock/horse/dairy judging. In the region there were 252 group educational session with 49,412 contacts. These group’s educational sessions included judging practices, contests (local, county, district, state, national and invitational), leader training, recruitment, field trips and camps.

Judging is not only an important aspect of the livestock project in actually evaluating livestock, but the most important skill they develop is an important “life” skill. The results from these 4-H members participating in livestock judging indicate these projects are successful in the development of skills to make decisions in a timely manner and communicate orally with others in an organized manner. These young people have developed skills they will utilize in everyday life.
Relevance

Citizenship, Civic Responsibility, Community Awareness, and Community Service are developed traits that are taught through education and practice. Citizenship is changing. Younger generations are developing different political values and attitudes about their responsibilities in public life. Members of the up and coming "DotNet" generation prefer charting their own individualized political paths through consumer activism, loosely knit issue networks, volunteerism, and participation in a growing global political scene through campaigns and social forums. While these are all positive civic activities, the Dot-Nets are inclined to look away from government for solutions to important concerns. They are also less likely to see good citizenship as including the responsibility to participate in government through activities such as voting (Center for Communication and Civic Engagement, 2012). We have the unique opportunity through 4-H to develop these traits in our Texas youth through education, planning, expectation, and practice.

Specific objectives for 4-H One Day are:
• Provide opportunities for youth to perform community service projects in their individual communities and counties base on their identified needs.
• Provide opportunities for participants to learn about social and community issues and develop ways of resolving those issues.
• Provide opportunities for participants to learn from other team members.
• Promote teamwork
• Give participants opportunities to work in a strong youth-adult partnership.
• Provide leadership opportunities
• Give 4-H members the opportunity to participate in a new, exciting event that promotes 4-H.

Response

Training and Planning - 1542 youth board members, county council members, club managers, and adult leaders were trained during the year on the importance of community service projects and ideas for implementing these in their club, project, and county activities.

One Day 4-H - 39 counties in the region planned activities for this day to provide community service projects that help those citizens around them.

Quality Counts/Livestock Project Education - 46 counties conducted group quality counts programming and 66 counties conducted livestock project education emphasizing the importance of citizenship and sportsmanship.

Take A Stand - 10 counties reached 1190 youth with this 5-lesson series on bullying and conflict resolution but also focused on communication, teamwork and cultural awareness.

Keys to the Courthouse - 33 7th grade youth participated in this enrichment curriculum in three different counties. Presentations by elected officials, homework assignments and field trips to the courthouse highlighted the learning opportunities.
Results

One day! - Youth and adults contributed 2,654 hours of community service through 54 sessions reaching 3,148 through one day activities. Highlights include a local AgriLife office served as a hub for donations for the wildfire victims, coordinated efforts both in goods and monetary donations for four families. 4-H members assisted in the cleanup and rebuilding of burned properties. Other service projects included roadside trash pick up, cleaning and refurbishing bus stop benches, canned food drive, snack donations to firefighters, assisted in the restoration of a county building to be used for educational programs and a book drive for the Maverick Boys and Girls clubs.

Surveys completed by those attending the 4-H One Day Event:
- Do you believe community service is important in your Community? 100% yes
- Do you believe helping others is important in being a leader? 100% yes
- Do you think stronger community service efforts are important for scholarships? 80% yes
- Would you be willing to lead community service projects in the future? 75% yes
- Would you be willing to promote community service projects in your school? 100% yes

Take a Stand - Evaluation data showed increases in the following areas of bully prevention education: they valued their own cultural identity; they valued the diversity of all human beings; they listened to team members to help solve problems; they identified the characteristics of dating violence, they showed respect to others in social situations and they could accurately identify the characteristics of bullies.

Keys to the Courthouse - Participants in this program showed the greatest increase in knowledge regarding who represents them in government, how their local county government is organized, and how exercise their voting rights. This was an excellent programming opportunity to involve our County Judges and Commissioners.

Future Goals

- Continue to expand citizenship and civic education through 4-H clubs and enrichment curriculum opportunities.
**Crops and Forages**

**Relevance**

Crops and forage production in the North Region consists of cotton, corn, wheat, grain sorghum, peanuts and forages including substantial irrigated acreage. The economic value (cash value) in 2011 in the region from crops and forages is estimated at $2.7 billion which amounts to 46% of the state’s production.

**Response**

Many educational program events were conducted across the North Region related to crops and forages. Program highlights related to this area include: cotton variety testing, moth trapping in corn, Cotton Premier Program, IPM program and wheat programming. Since March 2011, a total of $14,810 was collected in Partial Cost Recovery fees in crops and forages production related programming.

**Results**

**Cotton Variety Testing Program** - Two types of variety testing was conducted by Dr. Mark Kelley and 24 County Extension Agents; small plots (3), 16 large plot replicated trials to evaluate for lint yield, turnout percentages, fiber quality, earliness and economic returns. This testing program is financially supported by Cotton State Support Committee and Plains Cotton Growers. The results were shared at many county, multi-county and cluster educational events throughout the region. Unfortunately, all the dryland plots were lost due to drought.

**Moth Trapping Count in Corn** - Under the leadership of Dr. Ed Bynum and 11 County Extension Agents, a seasonal moth trapping replicated demonstration in 12 counties was organized and implemented. The agents used pheromone bucket style traps to monitor the abundance and duration of the moth flights of the Southwestern Corn Borer (SWCB), Western Bean Cutworm (WBC) and Fall Armyworm (FAW). This project was funded by the Texas Corn Producers Board to assist producers, crop consultants, local Ag suppliers and aerial applicators with information to know when these pests were active and to monitor the moth activity. A total of 54 traps (one per pest species) were set up in 18 producer’s corn fields and were monitored weekly. The trap counts were summarized and made available weekly through phone calls, text messages from CEAs, newspaper articles, CEA newsletters, Panhandle Pest Update online newsletters and posting on the District 1 website. Results of the survey (11 respondents) indicated the following: 9% rated the value of the moth trapping as “somewhat important”, 55% rate it “important” and 36% rated the data as “very important”.

**Cotton Premier Program** - Three year summary of educational events – 1,090 educational sessions were conducted in 21 counties with 1.7 million contacts and 214,699 contact hours.

- 734 cotton producers surveyed. 77.3% said either they have already adopted, probably will and/or definitely will adopt new varieties based upon Extension/Research variety testing program. The average improvement in net income/acre (irrigated and dryland) was $51.30/acre. The total net income received from these producers was $36.5 million (734 producers with an average of 970 acres/producer).
Crops and Forages

Results (cont’d)

Cotton Premier Program (cont’d)

- Three Economic Impact Statements (CRED) “one-pagers” were developed by Dean McCorkle on Cotton Stalk Destruction Methods, Evaluation of Cotton Varieties Improve Variety Selection and Managing Nitrogen Costs and Protection Water Resources.

IPM Program - There are seven (three positions were vacant) active programs which are educational by design and focus on informing producers about IPM techniques to control weeds, disease and insects, as well as agronomic management practices such as varietal selection, irrigation and fertility management. Highlights of educational activities conducted by IPM agents include:

- 13 local IPM steering committees
- 6014 field visits, 86 producers, 19,200 acres in program
- 107 applied research/result demonstration projects and 6 pest monitoring projects
- 147 CEUs offered via group and individual methods
- 26 peer reviewed and/or proceedings publications
- 56 scouts trained and 203 consultants trained

A survey was completed by 156 producers, consultants (represented 179,443 acres), ag retailers and ag industry representatives.

- 89% said IPM program educational activities have resulted in reduced pesticide use by an average of 27.5% in recent years.
- If only 10% of the 3.5 million acres of cotton planted in the High Plains eliminated only one pesticide application potential savings to producers could exceed $2.8 million and could potentially reduce pesticide load by 87,000 lbs.
- The average estimated IPM program value provided by survey respondents considering all crops was $46/acre for a total of $8.25 million.

Wheat Programming - Specialists and CEAs in 28 counties presented 32 wheat group educational events with 1,080 participants in attendance. Educational events included: High Plains Wheat Conference, Wheatheart Conference, wheat field days and tours, Wheat/Meat Symposium, Amarillo area wheat meeting, fall stocker/wheat meeting, wheat marketing workshop, Farm/Ranch Expo, etc. 13 CEAs were involved with specialists in a variety of wheat related result demonstrations including variety testing, soil sampling and herbicide comparisons.

Future Goals

- Keep producers up to date on emerging new issues
- Moth trapping counts demonstration will continue
- Result demonstration/applied research projects will increase with better weather conditions
- Increase PCR efforts
Livestock

Relevance

Livestock Production in the region consists of cow/calf, stocker and fed cattle, dairy and swine. The North Region livestock production accounts for about 40% of the state’s total economic value for these industries. Cash value is estimated at $5.2 billion. 91% of the fed cattle cash income comes from the region. 8 of the top 10 milk producing counties (81 producers) in the state are in the region with about 230,000 cows. 94% of the swine herd is in the Top 5 Panhandle counties.

Response

Many group educational program events were presented across the North Region related to livestock production. Program event highlights related to this area include: Agriculture Workforce Development Program (CLO), Drought education program summary and dairy programming. Since March 2011, a total of $8,480 was collected in PCR fees in Livestock production.

Results

Agriculture Workforce Development (CLO) (CRED) - In cooperation with Texas Cattle Feeders Association:

- Five training sessions were conducted in the North Region for 88 employees from 31 feedyards representing a one-time capacity of 1.5 million head of cattle. 94% of the participants said they had a better understanding of the TCFA Beef Safety and Quality Assurance Programs as a result of the training.
- Over 100 feedyard employees participated in a regional Animal Care & Handling Seminar in Hereford. Seminar (presented by Dennis Sigler, Ted McCollum and Curt Pate) provided information about care and management of feedlot horses, behavioral principles of cattle, proper handling of non-ambulatory cattle and euthanasia methods, also an afternoon live cattle handling demonstration.
- 3rd Annual Junior Fed Beef and Leadership Camp in June on the WTAMU campus with 19 high school juniors and seniors from Texas and New Mexico. The camp offered the students a hand-on look at career opportunities in the fed cattle industry and leadership development activities.
- Students enrolled in the Ranch and Feedlot Program at Clarendon College piloted internet ready programs on Beef Safety and Quality Assurance and Cattle Handling developed by Ted McCollum and Kay Ledbetter.
Livestock

Results (cont’d)

Drought Education - With the driest and hottest year in recorded history 28 drought group educational events were conducted in 24 counties to 1025 participants. Among the event’s topics included Feeding Cows in Drought Conditions; Cow/Calf Management in Drought; Economics of Drought and its Impact; Tax Implications When Selling Cows; Drought Insurance; CRP Emergency Grazing education; Stocker Cattle Management; etc. Numerous other types of educational methods were utilized such as news articles; newsletters; individual ranch visits; radio and TV programs, etc. Our agents and specialists co-operated with several agencies (FSA, NRCS, Farm Credit), agribusiness companies and organizations (Chamber of Commerce, Farm Bureau, Civic Clubs) to host many of these educational events.

Dairy Programming - 5 dairy herdmen short courses were conducted in 5 counties- Lamb, Deaf Smith, Bailey, Dallam and Archer with 65 dairy owners and employees participating which represented about 70,000 cows. The short courses focused on postpartum management of dairy cows including basic clinical exams, nutritional aspects of postpartum diseases and proper handling and correct usage of medicines for lactating cows. The short courses targeted dairy workers involved with handling and taking care of dairy animals with an emphasis on postpartum cows. The training consisted of single day event with classroom instructions and laboratories (for practical instruction). Some of the short courses were taught completely in Spanish by Dr. Ralph Bruno, Extension Program Assistant.

Future Goals

- Increase programming rebuilding cattle herd due to extreme drought conditions
- Increase number of BSQA sessions in collaboration with TCFA  
- Increase PCR efforts
Water Conservation

Relevance

With the 2012 State Water Plan being approved in December 2011, there is a tremendous amount of interest in water conservation and the future water supplies in Texas. The plan is developed (updated every 5 years) to ensure cities, rural communities, farms, ranches, businesses and industries will have enough water to meet their needs during a drought of record. Texas AgriLife Extension will be a key player in educating Texans to become better stewards of this precious resource.

Response

Many educational programs (group and individual methods) were presented across the North Region related to water. Program highlights related to this area will include: multi-county corn result demonstrations, economics of irrigation systems information, water education events and the Texas High Plains Evapotranspiration Network. Since March 2011, a total of $6,307 was collected in PCR fees in North Region Ag and Natural Resources water education.

Results

Corn Result Demonstration - EPIC (Efficient Profitable Irrigation in Corn) was a replicated result demonstration conducted by Extension (Nich Kenny and 7 CEAs) in five counties and funded by the North Plains Groundwater Conservation District. This project is designed to be a multi-year, staged project that helps high-yield grain corn producers maximize their on-farm production potential and reduce irrigation water. Potential regional water savings under partial adoption of this practice is estimated to exceed 37,500 acre or 12 billion gallons annually.

- Two side-by-side field plots maintaining one standard plot (Legacy) as a control and management of irrigation on the experiment plot (EPIC) were established to meet two objectives: improve yield and reduce pumped irrigation water by one-to-four inches.
- The results very strongly indicate that it is possible to reduce irrigation water applied to high production grain corn by a small increment and maintain or improve yields, ultimately improving grain corn production profitability. The range of economic impacts for each of the plots was $16/acre profit to $211.65/acre.

Economics of Irrigation Systems - A publication was developed (Amosson et al.) and information shared at many Ag production conferences which studied the costs and benefits of five types of irrigation systems commonly used in Texas: furrow; mid-elevation spray application (MESA); low elevation spray application (LESA); low energy precision application (LEPA) and subsurface drip irrigation (SDI).

- For the five systems studied, the application efficiency ranged from 60% (furrow) to 97% (SDI). Those with the highest efficiency (SDI) tended to have the lowest pumping costs.
Water Conservation

Results (cont’d)

Water Education - Water education encompasses many subject matter areas in ANR, FCS, CRED and Youth. There were 234 educational group methods (all types) with 211,806 contacts (keyword search: water).

- CEAs have cooperated with the High Plains Underground Water Conservation District in an educational capacity to allow them to present information at several educational venues throughout the region (more to come in 2012). This is the first conservation district in the state to amend its management plan and adopt rules designed to achieve desired future conditions (DFC) for aquifer management. These new rules and regulations have (and will continue to be) highly controversial due to the reduction of the Allowable Production Rate (APR) of 21 inches of water in 2012 to 15 inches in 2010, along with new water metering requirements of irrigation wells.
- Water Education and Conservation has been discussed at numerous educational events: Southern Mesa Ag Conference, SandyLand Ag Conference, Lawn/Garden Workshops, Water Well Screening Days, Landscape Water Conservation Seminar, Ag Fairs, Safety Day Camps, Rainwater Harvesting Seminars, Alternative Crop Field Day, Water Festival, Water Fair, water district meetings, new water measuring technology meeting, Irrigation Field Days, etc.

Texas High Plains ET Network (TXHPET) - As of September 1, 2010 this network ended its service which provided meteorological, reference ET (evapotranspiration) and crop ET data via the web, fax, email list serve and direct contact with network personnel due to the lack of sustainable and secured funding to support the network. The 18 stations operated up until mid-2010 have already been reduced to nine stations currently maintained on Texas AgriLife Research or USDA-ARS research sites. Sustainable funding is needed to maintain the network with updated equipment and software to assure a long-term reliability, as well as to support the trained personnel needed to maintain the stations and process the information.

- A TXHPET network solutions committee was established and charged by Texas AgriLife Research and Extension to identify and implement a workable approach whereby the current information can be utilized by our faculty and made available to our public stakeholders. These stakeholders include commodity groups, water district/aquifer authorities, agribusiness leadership, consultants and cities/townships in the High Plains.
- The committee is presently working on a realistic budget, internal and external possible funding sources, and a “Extension” portal to be used in outreach to public stakeholders on water management for using the data, greater user friendliness (iPhone program access) etc.

Future Goals

- EPIC replicated trials will continue and will be expanded
- Secure funding and establish an Extension portal for the TxHPET network
- Continue and increase water programming efforts in conservation which will increase PCR efforts
Rangeland, Pasture and Wildlife

Relevance

About 111 million acres in Texas, more than 70% of the state’s land surface, is considered native rangeland or permanent pasture. These lands provide forage for livestock, habitat for wildlife, watersheds for streams, reservoirs, rivers and open space for recreation.

More than 87% of the Texas native rangelands are infested with unwanted weed and brush species at varying densities. Rangeland sustainability can be maintained or enhanced by using brush and weed management systems and practices that are economically viable, environmentally sound and socially acceptable. Thousands of acres of rangelands are managed each year. Extension range specialists and agents are often asked for advice on control strategies for each specific plant species.

Response

Pasture and rangeland education is interdisciplinary as it has components of animal science, natural resources and watershed management, wildlife management, weed and brush control issues, grazing management, economic, etc.

Extension’s response in the North Region included numerous group educational events in wildfire management due to 89 wildfires, wildlife education as this area of economic development continues to increase, and general/traditional rangeland management.

Results

Wildfires/Range Management - the North Region was devastated by 89 wildfires in 46 counties in 2011.

- District 1 (11 counties with 18 fires) lost 178,675 acres
- District 2 (14 counties with 22 fires) lost 201,725 acres
- District 3 (21 counties with 49 fires) lost 689,457 acres

A total of 1,069,857 acres were burned. As a result of these wildfires, 16 counties provid ed educational group events to 832 people including: wildfire recovery meetings, safety prevention meetings, range recovery following a wildfire, individual visits, emergency management meetings, and wildfire assistance. These educational events gave Extension an opportunity to collaborate and cooperate with several partners, such as County Emergency Management Services, Texas Forest Service, Texas & Southwestern Cattle Raisers, Texas Animal Health Commission, Farm Bureau, local fire departments, etc. This represents 35% of the state’s total acreage lost by wildfires, a $76 million financial loss (David Anderson).

Wildlife Education - 15 counties conducted 21 wildlife/range group educational events with 509 participants. A variety of topics were covered such as: feral hog management, range monitoring for wildlife/livestock, brush/weed control and management, plant i.d. and monitoring, rainwater harvesting techniques, drought strategies, etc.
Rangeland, Pasture and Wildlife

Results (cont’d)

Wildfire Education (cont’d)

- Several result demonstrations were conducted such as: salt cedar control with beetles, rangeland water infiltration, brush/weed control, range monitoring, feral hog traps, etc.
- Hardeman County was awarded the top grant ($20,000) in the TDA Hog Out Program. The funds will be used to educate producers and trappers about different trapping techniques including large funnel type traps to ensure the head count and number of head sold for slaughter. Hardeman County producers and trappers trap and sell about 5,000 wild hogs per year.

Rangeland Programming Efforts - Seven counties (Montague, Clay, Borden, Garza, King, Foard, Motley) planned, marketed, implemented, evaluated and interpreted rangeland type outcome programs. Group educational events conducted in these counties included: pond management field day, brush management meetings, mesquite control meeting, producers summit, forage management 101, lease negotiating, ag producers gathering ag producers meeting, etc. 858 participants attended these events in the seven counties. 80% of the participants said they would benefit economically from participating in these events for a total of almost $3 million (4,254 producers).

Future Goals

- Decrease efforts in wildfire immediate recovery efforts due to increased rainfall
- Increase programming efforts in management of range and pasture lands following wildfires—weed and brush control
- Increase result demonstration/applied research projects in rangeland management
Improve Family Life

Relevance

Successful families are the foundation of successful communities. Families influence the way individuals and society function. Few other social institutions have such a great impact on society. Research shows children living in single-parent families are 5 times more likely to live in poverty. Children raised by parents in healthy marriages often do better in school, are physically and emotionally healthier, and avoid risky behaviors. Positive parenting plays an essential role in children’s development and success. Due to the increase of both dual family wage earners and single parent families, the demand for quality care for children continues to rise. Over 60% of children from birth to school age receive some form of child care on a regular basis from persons other than their parents.

As the aging population continues to grow in our area, care for elderly family members continues to increase. Families provide an estimated 80% of the care to older adults, with the remaining 20% provided by formal community agencies and institutional facilities. Extension plays an important role in empowering families with knowledge and skills to help them meet their needs across the lifespan.

Response

Child Care Provider Conferences - 209 licensed child care workers in the North Region participated in one of two child care provider trainings conducted by Texas AgriLife Extension agents. A total of 2,256 children are enrolled in the facilities.


Parenting for Teen Parents - 25 teen parents including sit fathers attended the four week series on relationship building, preventing problems and positive behavior.

Babysitting Skills - 26 junior high youth participated in a 6-hour agent led Safe Sitter training to develop child care, personal safety and business skills.

Elder Care - 54 senior citizens and/or caregivers participated in programs and seminars to better prepare them to manage their resources and health.

Father’s Reading Everyday (FRED) - 29 fathers participated in the weekly reading programs.

Results

Child Care Provider Conferences - A total of 1,378 clock hours of training were provided to the 408 child care professionals seeking to meet state mandated training requirements established by the state of Texas. Of the 209 completing the same evaluation survey, 98% (205) indicated they learned new information and 98% (205) will utilize the new information to strengthen their program. 98% (205) indicated the training will lead to improvements in quality of care offered. 76% (159) of the providers rated Extension trainings “Better” or “Much Better” compared to other trainings they have attended.
Results (cont’d)

Parenting Education - When comparing pre- and post-data for 96 participants completing surveys, parents report increased parental involvement, improved communication, increased use of praise, and reduction in family conflict. They also indicated a better understanding of appropriate discipline skills and effective parenting styles.

Parenting for Teen Parents - 100% (25 of 25) agree the class has helped them have more confidence as a parent, set realistic expectations, better communicate with their child and given tools to help prevent problem behavior before it happens.

Babysitting Skills - 100% of the 26 youth passed the written and practical test with a score of 70 or higher to be eligible to receive completion cards. According to evaluation results, the greatest increase in knowledge was noted in CPR techniques and handling infant/child choking incidents. Students practiced on dummies provided by local hospitals and EMS to develop related skills.

Elder Care - Of the 54 responding to evaluation questions, examples of knowledge gained include: 78% anticipate benefiting economically as a direct result of what they learned. 100% of participants identified healthier snack options than were being prepared at their care facility.

FRED - 48% (14 of 29) are reading at least three times a week to their child as a result of the program. 45% (13 of 29) of participants own a library card after the program.

Future Goals

- Continue the Child and Adult Care Food Program grant to train contractors. Sessions will be conducted in the Lubbock and Ft. Worth areas. This is partnership with Texas Department of Agriculture.
- Continue to develop quality educational programs and expand Partial Cost Recovery opportunities
Helping People Eat Better and Safer

Relevance

Dietary intake has been shown to play a significant role in the development of several chronic diseases. Studies show that individuals and families with limited resources tend to consume diets that are not in agreement with current recommendations. In the North Region, an estimated 410,081 (35% of the population) have incomes at 185% of poverty or below; 190,763 receive benefits from the Supplemental Nutrition Assistance Program (previously food stamps). Food safety education is a critical prevention component for reducing the risk of foodborne diseases which cause approximately 76 million illnesses, 325,000 hospitalizations and 5,200 deaths in the United States each year. Most cases of foodborne illness can be prevented through education on proper cooking or processing of foods to destroy bacteria. Community-based nutrition education programs help individuals, families and businesses make informed and safe food choices to support their health and well being.

Response

Supplemental Nutrition Assistance Educational Programs – Better Living for Texans (BLT) - Provides educational programs to food stamp recipients, applicants, and other approved audiences to help them improve their ability to plan and prepare nutritious meals, stretch food dollars, and prepare and store food safety. A total of 435,051 contacts resulted through face-face educational efforts. 268 participants completed one of five 3-12 lesson series.

Certified Food Manager/Food Handling Courses – 174 food establishment employees were trained in safe food handling procedures through Texas AgriLife Extension programs. 150 food managers were trained through “Food Safety: It’s Our Business.” This course seeks to reduce the risk of foodborne illness and prepares participants for the certification exam. In Texas, each food establishment permitted by the Department of State Health Services must have a minimum of one certified food manager. 491 persons were trained through the Food Handlers course. It is recommended for all food service employees to promote the service of safe food.

Results

Better Living for Texans SNAP-Ed programs

- Of the 30 completing the Eat Better to Live Better series, 1 in 5 reported not washing their hands before or during food preparation. At the end of the program, 93% of the participants indicated intent to follow hand/utensil washing recommended guidelines.
- The 30-day follow-up survey responses from 30 participants indicates:
  - those who always shop with a grocery list increased from 43% to 63%
  - those always utilizing the unit price system increased from 20% to 60%
  - those reporting they always plan meals increased from 23% to 56%
  - those who compared prices increased from 66% to 70%
  - 30 participants reporting monthly out-of-pocket food expenses estimated the collective annual savings of $6,000.
Results (cont’d)

- Perceived participant ability to prepare nutritious meals rose from 70% (21) before BLT to 73% (22) after completing the series.
- 100% (30) of the participants rated BLT as either a good or excellent program.
- The 3-month follow-up responses by 65 participants in the Back to Basics series indicate:
  - those always planning meals ahead increased from 25% (17) to 37% (32)
  - those always shop for food with a list increased from 39% (21) to 66% (46)
  - those always running out of food before the end of the month decreased from 25% (16) to 17% (8)
  - those always using unit pricing increased from 25% (14 ) to 31% (29)
  -those always sanitizing cutting boards increased from 75% (44) to 89% (60)

Organ Wise Guys - Cast of characters that help young children understand how to be healthy from the inside out! 18 counties utilized the curriculum provided by Blue Cross and Blue Shield.

Certified Food Manager/Food Handling Courses

- Of the 150 food managers trained, 77% (115) passed the required exam.
- 60% (104) of the participants indicated this was their first CFM course. The greatest gain in knowledge: understanding of those most likely to contract a foodborne illness, temperatures within the danger zone, and the definition of a foodborne outbreak.
- Of the 491 food handlers trained, nearly 50% indicated this was their first training in food safety. The mean pre-test score was 69% and mean post-test score 85%. The increase in knowledge gained was determined to be statistically significant.

Future Goals

- Continue to look for new avenues to reach limited income audiences through the Better Living for Texans program.
- Increase training and recognition of assistants, agents and staff that support that support Better Living for Texans programs.
- Increase collaborations with other agencies to train their employees and volunteers in the Food Handlers Course.
- Continue to develop quality educational programs and expand Partial Cost Recovery opportunities
### Helping Families Manage Their Resources

#### Relevance

The recent economic downturn and resulting recession have heightened consumer awareness of the need for financial literacy education. Growing unemployment, foreclosures, and credit delinquencies have contributed to an increased interest among consumers in budgeting, saving and cutting spending. Research studies indicate people of all ages, incomes, and education levels lack the basic financial knowledge and skills to ensure long-term stability for themselves and their families. The Corporation for Enterprise Development reports almost 51% of Texans do not have a savings account; 20% of Texans have zero net worth; Texans have the lowest credit scores in the nation. Access to resources and the ability to effectively manage them are key factors to family stability and strength. One in five adults (18-34 years old) still receives an “allowance” from their parents (HuffingtonPost, 2012). A 2010 report prepared for the Financial Crisis Inquiry Commission concludes, “Managing day-to-day finances has become not only more difficult, but getting it wrong poses greater risks today than in the past.” Families must be able to manage debt and spend based upon goals if they are to be financially secure in the present and future.

#### Response

Helping individuals manage their resources was addressed through 40 educational sessions reaching 2081 individuals through face to face contacts.

**Adult Financial Resource Management Programs**

- **Stretching to Make Ends Meet** - 3-lesson series reached 351 people. A variety of programs were offered that focused on Ten Holes in the Wallet, Dining at the Dollar Store, Couponing 101, Family Food $, Cooking on a Budget and Surviving the Holiday.

- **Money Smart** - 5-lesson curricula was utilized to teach 58 adults basic money management skills such as learning to track spending habits, developing a spending plan, budgeting monthly income, understanding needs vs. wants, setting goals, stretching food dollars, and understanding credit and insurance.

**Youth Financial Management Programs** - 161 students through school classroom settings.

- **National Endowment for Financial Education (NEFE) High School Financial Planning Program** - Reaching 44 students addressed setting financial goals, budgeting, tracking expenses, use of credit and loans, interest rates, building a credit score and investments through 5 to 10 lessons.

- **Dollars and Sense** - Agent developed 5-lesson series for 117 students addressed understanding financial institutions, goal setting, budgeting, insurance, credit and Game of Life.

#### Results

45 participants responding to **Stretching to Make Ends Meet** evaluation surveys indicate:

- 92% (41 of 45) indicated they would adopt at least one financial resource practice
- 98% (44 of 45) improved their knowledge in all five lessons

**Money Smart with adult audiences** - Intentions most often noted from evaluation results of 58 participants: create a monthly budget, be more in tune to the differences between needs versus wants, keep a log of expenses and will review a free copy of their credit report.
Results (cont’d)

29 high school students responded to NEFE evaluation surveys. Results indicate:
- 93% (27 of 29) had an excellent or good understanding of basic living expense concepts
- 100% (29 of 29) strongly agree or agree that the way they manage their money will affect their futures
- 100% (29 of 29) strongly agree or agree that they are willing to adjust spending habits to save money

86 participants in Dollars and Senses post responses indicate:
- 38% (33 of 86) have developed a personal budget; 51% (17 of 33) of those indicated they are following their budget
- 52% (45 of 86) have set personal financial goals
- 38% (33 of 86) have increased their savings contributions per month
- 80% (68 of 86) learned how to create a written budget
- 75% (65 of 86) learned how to use a written budget
- 71% (61 of 86) increased their understanding of the different options available from financial institutions
- 68% (59 of 86) reported a knowledge increase in their understanding of the consequences of using credit
- 68% (59 of 86) reported that they increased their overall knowledge about money management
- 65% (56 of 86) increased their level of understanding regarding the cost of buying on credit

Among all youth series offered, the greatest gain in knowledge was noted in the following: setting financial goals, developing a budget, tracking expenses, understanding interest rates, building a credit score, learning of investments.

Additional Programs

Retirement Seminars—2-lesson series targeted individuals ages 50+ and reached 110. Topics addressed: life planning, retirement expenses, income sources, understanding investment options, risk management, estate planning.

Where Do I Start—3-lesson series addressed interview and work skills reaching 15 who were out of work and seeking employment. This is a 2-day course.

Future Goals

- Expand family resource management programming to new youth and adult audiences. Utilize the Money Tips$ 4 Texas$ focusing on family stresses, stretching food, health care, housing dollars and basic budgeting.
- Texas Agrilife Extension Service to serve on the regional planning committee for the Benefit Bank of Texas. Pilot will be launched in 2012. The Benefit Bank is a diverse network of volunteer and professional counselors at organizations, businesses, churches, health care and social service providers, child care centers, government offices and community centers to help Texans in need.
- Continue to develop quality educational programs and expand Partial Cost Recovery opportunities
**Improve Health and Wellness**

**Relevance**

While the general population is affected by limitations in access to care, those most impacted include the elderly; the poor; mothers, children and adolescents; those with chronic diseases and disabilities; and agricultural workers. Under-served people living in rural areas are the least likely to seek regular exams which are important for early detection of cancer and diabetes. Later diagnoses result in higher treatment costs and increased mortality rates.

Research indicates good nutrition and dietary behaviors, increased physical activity, and risk reduction of specific behaviors can prevent development of certain diseases and conditions. Physical inactivity is associated with an increased risk of a number of chronic health conditions including cardiovascular disease, diabetes, some cancers, high blood pressure, overweight and obesity. Texas ties as the 13th most obese state in the nation. 29% of adults and 20% of children in Texas are considered obese. Research indicates only 43% of adults and 25% of high school students get regular, moderate exercise. In the North Region, 58% (38 of 66) of the counties are considered Primary Care Health Professional Shortage Areas (DHS, March 2011). According to 2011 Texas Medical Board data, 23% (15) of the counties in the region have no doctor. The prevalence of diabetes in the region is higher than the state average.

**Response**

**Nutrition/Physical Activity Education** - The Walk Across Texas program was implemented to help people of all ages support one another in establishing the habit of regular physical activity. 2688 people (1180 adults and 1508 youth) logged a total of 428,902 miles.

954 elementary age students in the North Region learned to choose nutritious foods and increase their physical activity through a 20-lesson series called Balancing Food and Play or similar agent-developed curriculum. Take home assignments and newsletters encouraged family engagement.

**Type II Diabetes Education** - 1,127 contacts resulted through programs addressing diabetes. 207 people learned to manage their diabetes or help a family member do so through self-care and proper nutrition by participating in Do Well, Be Well with Diabetes. This 9-lesson series offered in five classes addressed: What Is Diabetes?; Nutrition – First Step to Diabetes Management; One Diabetes Diet – No Longer the Sole Option; Managing Your Blood Glucose; Nutritional Labels; Diabetes and Exercise; For Good Measure at Home and Eating Out; Diabetes Medicines; and Preventing and Managing Complications. Four volunteers were trained in Yo Puedo and two individuals took part in this Spanish version of DWBW. 60 people participated in Cooking Well with Diabetes, a 4-lesson series that addresses healthful food preparation and recipe modifications through increased fiber and decreased fat, sugar and sodium.

**Cancer Education** - 5,759 program contacts addressed breast, skin, and lung cancer prevention. Women participated in breast cancer prevention and early detection programs. Ten counties received funding through Komen or CPRIT to support efforts targeting uninsured or underinsured women in rural areas. Friend to Friend events reached 511 women in rural, underserved areas.
**Response (cont’d)**

*Passenger Safety* - 1346 face to face contacts were made through passenger safety programs and child safety seat checks. Participants were taught the importance of buckling up while in a moving vehicle as well as how to properly install child safety seats as a precaution that can reduce the risk of fatal injuries up to 71% and reduce injuries exceeding $17.8 billion to children ages 14 and under.

**Results**

*Walk Across Texas*
- 1180 adults completed the 8-week program logging 297,151 miles.
- Participant’s average mileage improved from 22 miles in week one to 24.99 in week 8.
- If participants continue walking as they did during Walk Across Texas, it is estimated that 269 people could avoid or delay the onset of diabetes.
- Including the cost of lost wages, the total economic impact for the North Region WAT adult participants is approximately $17 million.

*Balancing Food and Play* reached 414 3rd grade students. Results indicate:
- Students engaging daily in 60 minutes of physical activity increased 56% (223) to 70% (290).
- Students reporting drinking soda never, increased from 27% (112) to 33% (137).
- Correctly answering 4 knowledge questions increased from 1.28 in the pre-survey to 2.89 in the post.

*Do Well, Be Well with Diabetes*
- 94 people completed the five week series
- Self-reported blood glucose levels decreased from 143 mg/dl at the beginning to 110 mg/dl at the end of the series.
- Based on the results, participants have the potential to save $9 million in future health care costs for their remaining years if they continue practices developed by the end of the series.

*Cooking Well* participants report modifying recipes to decrease fat, sugar, sodium, and increase fiber.

*Cancer Education* - 5,759 program contacts addressed cancer prevention.
- Eleven events were held with 511 participants attending.
- 147 women (29%) signed a commitment card for a mammogram.
- 278 women (54%) signed a commitment card for a Pap test.
- 194 volunteers assisted in the planning, implementation and evaluation of the events.

*Passenger Safety* - 1,346 contacts were educated in properly utilizing vehicle safety seats.
- 161 new seats were provided through nine Child Safety Seat Checks.
- New seats/correct installations could potentially save $242,777 in health care costs.

*Tobacco Related Cancer Education* - 897 contacts; 214 youth in tobacco education series gained knowledge related to hazards of both smoking and smokeless tobacco.

**Future Goals**

- Expand CPRIT grant to 18 counties
- Explore additional resources, curriculum and models that will expand programming in the area of Health & Wellness
- Continue to develop quality educational programs and expand Partial Cost Recovery opportunities
Leadership and Volunteer Development

Relevance

A recurring theme found in the literature proclaims that successful communities are built; they are not born. To ensure that a quality living environment exists along with stable economic opportunities, residents must be empowered to effect change within their communities. Programs offering the opportunities for leadership and volunteer development are a must for a stable and productive community. Residents working together can create the difference between a sustainable and successful community versus one that is not.

Response

There were several leadership and volunteer development programs and activities conducted throughout the region. Program highlights will include: Commissioner Court Conferences, Texas Extension Education Association (TEEA), volunteer involvement (adult & youth) and adult & youth leadership programs.

Results

Commissioner Court Conferences - Four Commissioner Court Conferences were held in the region - two in Amarillo (Spring & Fall) for Panhandle Judges/Commissioners Association, one in Vernon and one in Lubbock. The DEAs along with their planning committees organized and planned these conferences. The conferences were well attended (43 Judges and 188 Commissioners) with timely topics and good discussions among the court members. Among the topics of discussion were: Extension & Research ANR/4-H/FCS program highlight briefings by Regional Program Directors, oil evaluations, wind energy updates and tax abatements, wildfire preparedness, eminent domain, legislative update by Jim Allison, redistricting and V.G. Young Institute update.

These conferences are very important for several reasons: provides an excellent Extension interpretation opportunity; our state legislators present at each conference; provides CEUs for participants at a fair price and only ties up their schedules for one day; provides them an opportunity to visit with their state legislators; provides a venue to cooperate with our local community colleges for certification; provides an opportunity for participants to network with our court members, DEAs and RPDs.

Texas Extension Education Association - Members in the North Region provided 411,338 hours of volunteer service valued at $236,408. Individual clubs raised funds to support scholarships for regional youth totaling over $15,000. Members extend the efforts of Extension agents through various projects such as offering after school workshops for children in underserved areas, helping plan and sponsor senior citizen educational efforts and educating individuals on goal setting and connecting generations.
Leadership and Volunteer Development

Results (cont’d)

Adult Leadership Programs - Three counties (Wilbarger, Young and Montague) conducted structured adult leadership programs with 6-10 separate sessions throughout the year. The Leadership Advisory Boards (LAB) provided the leadership for these programs which involved about 15-20 participants per program. A common theme and/or objective of these programs were to identify the county's adult leadership, train and nurture future leaders, train these leaders to improve communication skills, conduct effective meetings, begin to work on projects they have identified as important to their community and become better informed about their economy, government and community.

Among the topics discussed at two sessions include: city/county/state government issues; community tour; recognition reception; county's history; local/regional economy; agriculture education; leadership and team building exercises.

In the Vernon Leadership program, there were a 84% increase in knowledge of city and county government function and a 65% increase in knowledge of agriculture and agricultural related business in the county. One participant said, "Learned a lot of useful information and inspired me to do more in my community."

Youth Leadership - Based upon pre and post evaluations with 63 youth participants, the most significant increases in knowledge and skills were in the areas of improved teamwork, confidence to speak, different communication styles, knowledge of 16 motions used in parliamentary procedures and how to build a business agenda.

Volunteer Summary
- Total Volunteers (LAB, Youth, PAC’s, Task Forces, etc.) - 17,372
- Total Hours volunteered - 278,431 hrs
- FTE Equivalent (Tot. hrs/1896) - 146.85 FTEs
- # of volunteer that teach and lead education programs - 2522
- # of people reached through volunteer led education programs - 54,208
- Average hrs. volunteered annually - 16 hrs.
- Value of volunteer time ($21.36/hr) - $5,947,286.16

Future Goals
- Conduct Region Extension leadership (RELP) conference in Lubbock
- Continue to host District County Commissioner Court Conferences
- Work with TEEA leadership to ensure their programs and educational information are current and appealing to all audiences.
- Work with counties it insure they are offering a strong base program in youth leadership.
- Increase efforts in Adult Leadership Programs