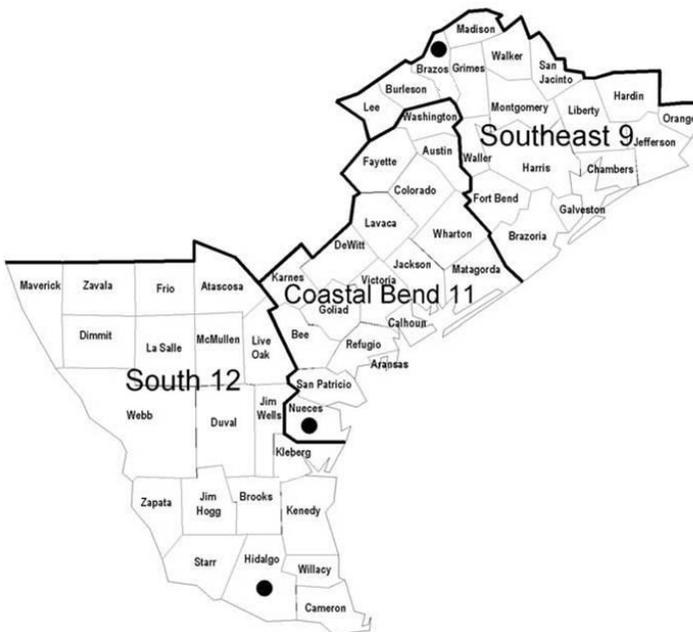


South Region

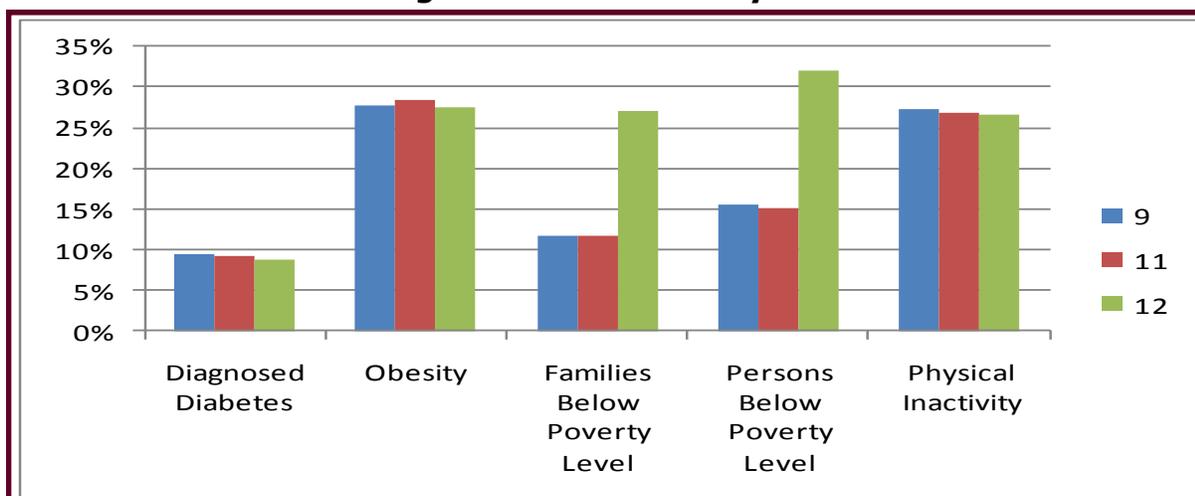
2010 Outcome Report



South Region Extension Faculty and Staff	D-9	D-11	D-12	Totals
CEA/EA—4-H, and Youth*	16	8	5	29
CEA/EA—FCS/FR/ENP*	24	18	13	55
CEA/EA—ANR/NR*	21	20	19	60
CEA/EA—Other (Hort., Marine, IPM)*	11	5	4	20
Extension Specialists/Assistants/Associates	8	12	12	32
Extension Program Assistants (BLT, EFNEP, Other)	26	11	24	61
District Support Staff	4	9	6	19
County Support Staff	50	35	25	110
County-funded Program Assistants (4-H/ANR/FCS)	5	6	5	16
Total	165	124	113	402

South Region Demographics Information					
Location	D-9	D-11	D-12	S. Region (%)	State
Total Population- 2010	6,554,542	771,813	1,779,832	9,106,187	25,145,561
10-Yr. Percent Change	19.96%	3.11%	6.91%	22.39%	20.59%
Hispanic Pop. - 2010	2,211,799	355,745	1,550,747	4,118,291	9460,921
10-Yr. Percent Change	64.52%	26.1%	11.75	40.81%	41.85%
White Population - 2010	2,695,893	347,854	194,747	3,238,494	11,397,345
10-Yr. Numeric Change	77,373	-15,605	-10,001	51,567	464,032
10-Yr. Percent Change	6.18%	-3.74%	-4.94%	1.62%	4.24%
Afro./Am Pop. - 2010	1,129,148	49,200	15,267	1,193,615	2,886,825
10-Yr. Percent Change	16.6%	-7.03%	33.01%	22.17%	22.10%
Asian Population - 2010	404,439	9,647	12,710	426,790	948,426
10-Yr. Percent Change	81.9%	23.84%	106.9%	67.66%	71.06%
Other Race Pop.—2010	30,489	3,121	2,558	36,168	132,486
10-Yr. Percent Change	33.5	36.17%	56.6	40.06%	33.5%

South Region Health & Poverty Statistics



IMPROVING FAMILY LIFE

Relevance

South Region residents face issues and challenges in families that span throughout the life cycle. Learning strategies for decision making affects the success of families in relationships and in the home environment. When families are successful, so are our communities. Research indicates that children who grow up with actively involved and nurturing parents have the benefit of better school performance, increased self-esteem, healthier relationships with peers and greater future income potential. Over 60% of children from birth through age six receive some form of child care from persons other than their parents. The Texas Workforce Commission estimates that there are over 100,000 child care providers caring for more than 760,000 children under the age of 13 in licensed or regulated child care facilities, making child care the 16th largest industry in the state. Studies indicate that quality does matter when it comes to child care. Children receiving quality care, which comes from a well-trained child care workforce, develop better language, math, and social skills; exhibit fewer behavior problems; and tend to be better prepared for entrance into school. At the other end of the life span, the South Region has an aging population (ranging in counties from 7.7 to 23.2% of the population, according to the 2010 census). Issues include compromised health, nutrition, reduced physical activity, access to resources, and eldercare giving.

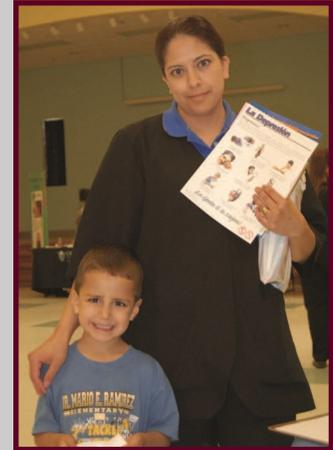
Response

In the South Region, major areas of educational emphasis that impact clientele include:

Child Care Provider Trainings reached 1,106 child care providers, with over 6,600 training hours. In seven major multi-county conferences, a variety of educational sessions were offered that relate directly to the licensing and continuing education units needed annually by providers as determined by the Texas Department of Family and Protective Services (TDFPS). Providers attending these conferences care for 15,543 children enrolled in centers or family homes (in 15 counties). There were also 41 trainings conducted on six topics relating to acquiring, preparing, and feeding children in day care centers (through a TDA partnership). There were 288 providers in 1,153 hours of training (in 14 counties).

Parenting Connections, a four lesson series, was used by agents to conduct multiple parent education workshops to improve skills and knowledge to be more actively involved in guiding behavior and developing children. Topics covered included guidance/discipline, parent-child communication, promoting a healthy self-esteem in children, and child development. There were 826 participants (in 6 counties), attending the workshop series.

Fathers/Families Reading Every Day (FRED) is a 4 week family literacy program designed to increase parental involvement in children's early literacy development by helping promote daily reading activities between parents and children. Activities reached 1,241 families (in 10 counties).



"I can truthfully say my teenager and I get along much better than before. You were teaching us respect and how to communicate"

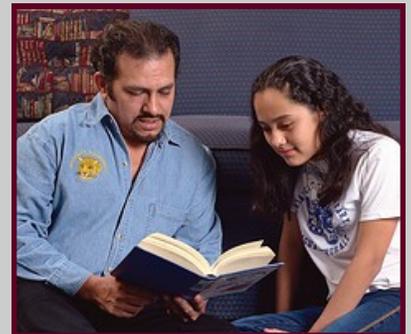
"I can honestly say this is working in my house and I just came to comply with the law"

Parenting Connections Participants

"This is the best time I have ever spent with my two kids without spending money"

"This is the best thing that could have happened to us. The children are happy and now they don't ask for toys, they want more books"

Hidalgo County FRED participants



Imperative 4, Goal 1

Results

Child Care Provider Conferences and Trainings are evaluated for impact through formal evaluations. At 7 events, with 1,106 evaluations collected: 95.1% (1,051 of 1,106) learned new information they could use immediately; 94.1% (1,041 of 1,106) believe the information will strengthen their center and ability to be more effective; 93.4% (1,033 of 1,106) indicated topics were relevant to their daily work with children; 71% (564 of 794) indicated Extension training as better or much better than others they have attended.

Parenting Connections series of classes was evaluated from 826 evaluations received. Participants indicated that by attending the classes: 95% (785 of 826) feel more confident as parents; 95% (785 of 826) immediately used information they learned; 93% (198 of 213) will listen more carefully to their child (increased from 60.6%); 80.7% (172 of 213) feel more able to encourage their child (increased from 55.4%); 78.9% (168 of 213) will communicate more positively with their child (increased from 44.1%); and 74.7% (159 of 213) feel more able to set and enforce rules (increased from 42.3%).

FRED evaluations received from 128 parents (of the 1,241 parents participating) indicated: 61.7% (79 of 128) felt their child's vocabulary improved; 59.4% (76 of 128) felt they became more involved in their child's education; 55.5% (71 of 128) improved their relationship with their child; 53.1% (68 of 128) improved the quality of time spent with their child; 52.3% (67 of 128) increased the time spent with their child.

Other Significant Program Accomplishments

Senior Citizens - To address the educational needs of the senior citizen population, several targeted strategies are planned and implemented ranging from healthy aging conferences, health fairs, programs at senior congregation sites, and Master of Memory series of lessons. Through these events, over 10,300 seniors have been reached. **Eldercare Givers** - Caregivers of the elderly population needs have been addressed through conferences and information shared with 1,882 caregivers.

Future Plans

Child care provider trainings will continue to play an important role in the South Region. Through the TDA partnership, 13 agents will conduct an additional 41 trainings in the South Region. Improving family life through parenting programs, child literacy programs and addressing needs of aging Texans will continue to be areas of educational emphasis.



HELPING PEOPLE EAT BETTER & SAFER

Relevance

Dietary quality has been linked to four of the ten leading causes of death including heart disease, cancer, stroke, and diabetes. Helping families learn strategies to improve their diets can help improve overall health as well as influence the costly incidence of chronic disease. Research has shown that individuals who live in poverty have dietary intakes that are not congruent with current recommendations for optimal health (i.e. Dietary Guidelines or MyPyramid). Stretching food resources so food is available throughout the month is also a challenge given the high rates of poverty. With county poverty rates of individuals residing in the South Region ranging from 8.1% to 52.4%, and an estimated 1,493,384 individuals receiving food stamps, it is vital that families learn strategies to stretch scarce resources. This audience may also not recognize their risk for food borne illness. Each year, food borne diseases cause an estimated 76 million illnesses, 325,000 hospitalizations, and 5,000 deaths. In 2000, it was estimated that the medical, productivity loss, and premature death costs related to five food borne pathogens totaled 6.9 billion annually (U.S. Department of Agriculture Economic Research Service, 2000).

Response

In the South Region, the following educational emphasis impacts clientele in nutrition, food safety, and food buying strategies:

Limited resource families are targeted through the Expanded Food and Nutrition Education Program (EFNEP) in Cameron, Harris, Hidalgo, Nueces, Webb, and more recently Willacy Counties. The Better Living for Texans (BLT) program (SNAP -Ed funds) reaches families in 42 rural and urban counties. Families improve their ability to plan and prepare nutritious meals, stretch food dollars, and prepare and store food safely. These audiences are also encouraged to increase their level of physical activity. Program staff graduated 5,671 EFNEP adults from a series of 6 – 12 lessons (6,436 participated); 35,980 EFNEP youth graduated from a 6 lesson series in 693 distinct youth groups; and 1,825 BLT adults graduated from a 3 lesson series.

Food safety is addressed by providing the Food Protection Management (FPM) Certification course and the Food Handlers (FH) course to food service managers, workers, and also food handlers at local community events with the goal of preventing food borne illness. There were 153 participants (in 9 counties) in the 2 day FPM certification course and 404 participants (in 7 counties) in the 2 hour FH course. County Extension Agents also build food safety messages into their other nutrition programs and food demonstrations.

Dinner Tonight is a technology based program that encourages family mealtime by providing quick, nutritious, cost effective recipes to consumers through weekly video web casts. There are 2,174 households participating weekly (in 5 counties).

Special projects bring outside funding to the South Region:

- \$2.1 million for EFNEP
- \$860,473 for BLT (Salary, benefits and operating)



Imperative 4, Goal 2

Results

Limited Resource Families received nutrition education through EFNEP and BLT programs. There were 8,261 adults enrolled or graduating from a series of lessons addressing nutrition, food safety, stretching food dollars, and physical activity as well as 35,980 youth in a series geared to their needs:

6,436 adults enrolled in **EFNEP** (28,121 family members benefiting). In a sample of 1,555 homemakers surveyed to determine program impacts, 96.8% (1,505 of 1,555) of participants had a positive change in at least one food group by the end of the series, 91% (1,260 of 1,392) showed improvement in one or more nutrition practices, 84% (1,269 of 1,509) showed improvement in one or more food resource management practices, and 57% (873 of 1,528) showed improvement in food safety behaviors.

1,458 adults in **BLT** graduated from the **Eat Better to Live Better** series. Analysis of 1,458 pre/post evaluations indicated that the number of people that always plan their meals improved from 25.7% (374) to 65.6% (957). The number of people who always shop with a list improved from 32.2% (469) to 74.8% (1,090). The number of people who always compare prices improved from 45.4% (662) to 77% (1,122), with improvements sustained at a 30 day follow up; 367 adults in **BLT** graduated from the **Get the Facts** series. Analysis of 367 pre/post evaluations indicated the number of people who almost always read food labels for making better food selection decisions improved from 24% (83) to 55% (192).

35,980 youth graduated from 693 youth groups in **EFNEP**. In a sample of 921 youth surveyed to determine program impacts, 93% (857) improved food safety practices, 86% (792) increased ability to select low cost/nutritious foods, 85% (783) increased knowledge of human nutrition, and 83% (764) now eat a variety of foods.

Food Safety results and outcomes from the FPM & FH Courses: 75.3% (116 of 153) people passed the FPM course, 60.8% (93 of 153) indicated they had never taken a certification course and exam before and 76% (116 of 153) had not had food safety training in the past year; in the 2 hour FH course, the 90% mean score post test improved from the pre test 63% score (n=404).

Dinner Tonight weekly web casts are reaching approximately 2,174 households.

Future Plans

EFNEP and BLT programs continue to incorporate new activities and techniques to maximize learning using adult education principles.

EFNEP is expanding to Kleberg/Kenedy Counties with the addition of one paraprofessional being supervised and trained out of the Nueces County EFNEP Unit.

Pilot project in Nueces County for including participation of EFNEP youth into the 4-H Food Challenge Activity.

EFNEP savings

- \$21.5 million in healthcare
- \$4.3 million in food costs



"Thank you for changing my life and that of my family. My daughter and I now have our high blood pressure, high cholesterol and diabetes more under control."

Cameron County EFNEP participant



HELPING PEOPLE MANAGE RESOURCES

Relevance

With the continuing economic downturn, many families and individuals have been facing numerous and difficult financial challenges. Growing unemployment, foreclosures, and credit delinquencies have contributed to increased interest among consumers in budgeting, saving, and learning strategies to cut spending. According to the Federal Reserve Division of Consumer and Community Affairs' (2002), consumers lack a working knowledge of financial concepts and do not have the tools they need to make decisions to improve their economic well-being. Of significance, the average family spends \$1.22 for every dollar it earns, and the average household with at least one credit card carried a balance of nearly \$8,000 in 2000. Families need to learn a variety of strategies that can help with areas of spending throughout the household.

Response

Several programs have been used in the South Region to address financial literacy, stretching dollars, and using available resources more wisely:

Money Smart is a financial management program developed by the Federal Deposit Insurance Corporation (FDIC). This curriculum helps individual build financial knowledge, develop financial confidence, and learn the use of banking services.

Wi\$e-Up Women is an eight lesson financial education series that is offered online and in the classroom setting to help increase the financial security of women.

Starting Over is **Debt Education** that helps families/individuals fulfill the education requirements as they complete Chapter 7 or Chapter 13 bankruptcies. They learn money and debt management strategies in order to move forward after declaring bankruptcy. There were 92 attending the workshops (in 3 counties).

Other agent developed financial management programs are used in a variety of settings. There were 170 financial management programs/sessions and 8,196 educational contacts reported. The overall messages, regardless of the series used, includes information on increasing savings, reducing debt, and making a spending plan.

Water Conservation through the Rio Grande Basin Initiative (RGBI) helps promote water saving strategies inside and outside of the home, and included a widely marketed Fix-a-Leak initiative in the border counties. There were 7,693 reached in direct contacts through educational programs, tours, and in-home water audits.

Food Resource Management is included within the Expanded Food & Nutrition Education program as well as the Better Living for Texans program, reaching a total of 8,261 adults in a series of lessons.

"Thank you so much for all you have taught me. I learned how to save my money and not to buy unnecessary things. I also learned how to safeguard my important papers and how to guard my credit."

Harris County participant



"You taught us how to manage our money, how to save, and how to track our spending. I am now more careful with my credit use."

Harris County participant



Imperative 4, Goal 3

Results

Financial Management programs conducted reached a total of 12,759 educational contacts. With 150 sample surveys from participants in a series, 70% (105 of 150) learned to stretch food dollars, 60% (90 of 150) learned how to prepare a budget, 60% (90 of 150) learned methods to control spending, 58% (87 of 150) learned how to find their credit report and how to maintain good credit, and 52% (78 of 150) learned methods of planning bill paying to reduce debt.

Through the **Starting Over** program, 82 of the 92 participants completed surveys; 95% (78 of 82) indicated learning strategies they could use immediately; 84% (69 of 82) indicated they would probably to most definitely adopt at least 5 of the 7 recommended financial practices covered.

Water Conservation programs conducted reached 7,693 contacts. During the Fix-a-Leak campaign, there were 689 pledges signed to fix leaks in the home. During 19 in-home water audits with 148 family members or neighbors attending, participants learned minor plumbing repair to fix leaks (replacing washers, toilet leaks, etc.). Results found they were losing 20 gallons per day on average due to leaks. Participants also learned to install low flow faucet aerators to save water. In-home water conservation tips were shared with 569 parents at schools and 2,758 youth in schools or on tours. Other water conservation topics were covered in a variety of programs as well.

Food Resource Management is taught using a variety of methods such as food shopping, comparing prices, making lists, planning menus, and reducing food loss through food safety measures. Through the series of lessons conducted by EFNEP and BLT, there were 8,261 families learning these strategies. Based on EFNEP studies at the national level, it is estimated that families in the South Region would save 4.3 million in food costs.

Future Plans

Families will continue to struggle during these difficult economic and financial times. In the South Region, agents will continue to offer a variety of programs to help families learn strategies to decrease spending and wise use of their scarce resources. They will continue to build money saving strategies into a wider array of topics as they work with families.



IMPROVING HEALTH & WELLNESS

Relevance

High priority issues identified by local committees and stakeholders in the South Region continue to include health and wellness issues for 2010. Region statistics supporting these issues identified include county obesity levels ranging from 24.7% to 31.3%, and levels of inactivity ranging from 23.8% to 30.9% of the population. These issues are also impacted by a lack of affordable health care and/or access to health services. Research indicates that improved dietary behaviors, increased physical activity, and reduction of specific risk behaviors can prevent or significantly delay the impact of certain diseases and conditions requiring professional health care, leading to fewer physician visits, hospitalizations and medications.

Response

In the South Region, several educational initiatives are implemented that impact clientele:

Walk Across Texas is an eight week program designed to help participants establish the habit of regular physical activity. Teams of eight people and school classes walk 830 miles across a virtual map of Texas and support each other. There were 10,743 total participants (in 31 counties); 5,606 adults on teams; 71 adults walking as individuals; and 5,066 youth on school teams.

Do Well Be Well with Diabetes is a five week program designed to help people with Type II diabetes adopt strategies to improve disease management in order to help reduce long term potential impacts. Strategies include regular monitoring of blood glucose levels and managing food choices and physical activity which impacts blood glucose levels. There were 400 people participating in the series (in 21 counties). **Cooking Well with Diabetes** helped an additional 118 participants in a four lesson series learn ways to prepare and adapt foods for better management of their diabetes (in 6 counties).

Child Passenger Safety events help families learn the proper use of child restraints while traveling in vehicles, thereby improving child safety. There were 1,121 safety seats inspected (in 8 counties). Agents and their volunteers checked 760 safety seats at events while agents checked an additional 361 safety seats through individual appointments.

Balance Food & Play is a 20 lesson series (targeting 3rd grade students) designed to improve knowledge and behaviors related to nutrition and physical activity. In addition to the lessons, there are 8 take home reading assignments, 4 parent letters, and a 41 page journal. In schools classrooms, 413 youth participated (in 6 counties).

"I have been telling my friends and relatives and they can't believe my A1C that used to be between 8 and 9, has gone down to 6.5."

"I realize that controlling my diabetes can become a reality"

Hidalgo County Do Well Be Well participants

"It feels good when you do something good for your health—its like we really care about ourselves."

Walk Across Texas participant



"I've barely watched TV and I play outside more."

"Made sure I drank water with snacks and milk with breakfast, lunch and dinner."

"I've been making a healthier plate and I've been physically active."

Balance Food & Play participants

Imperative 4, Goal 4

Results

Walk Across Texas: The 10,743 adults and youth logged 810,041 miles walked. For adults, the average mileage improved from 22.8 miles (wk 1) to 28.4 miles (wk 8), an increase of 5.53 miles. An estimated 1,044 people could avoid or delay the onset of diabetes through increased physical activity.

Do Well Be Well with Diabetes: Of the 400 participating, 274 were surveyed. Of those, 70% (192 of 274) indicated they had never taken classes to manage diabetes before, 46% (126 of 274) indicated they had never received a meal plan, 40% (109 of 274) indicated a household income of \$29,000 or less and 34% (93 of 274) indicated they had a diagnosis for 5 years or more before attending the classes. The average self reported blood glucose levels decreased from 137 to 122 mg/dl.

Child Passenger Safety: Through 1,121 safety seat inspections, it was seen that 23.8% (267 of 1,121) of children arrived either unrestrained or improperly restrained. Grants and donations allowed 734 safety seats to be distributed to families with an estimated value of \$33,030 (\$45 per seat).

Balance Food & Play: With 413 students participating in the series, they reported almost always drinking regular soda decreasing from 23% (97 of 413) to 14% (58 of 413); decreasing excessive screen time (3 hours or more) from 25% (102 of 413) to 16% (66 of 413); and increasing their physical activity (60 minutes or more) from 49% (204 of 413) to 62% (254 of 413).

Other Significant Program Accomplishments:

Yo Puedo Controlar Mi Diabetes, a 6 week diabetes self-management education program using culturally adapted activities and "novelas" reached 144 low literate, Spanish speaking clientele in the Starr and Hidalgo county pilot project.

Cancer Prevention Education events and programs reached 2,980 participants in a variety of educational activities. The South Region received \$15,614 in mini-grants to support county programs.

Salsa DVD Promoting Physical Activity was taped in Cameron County and distributed to agents. English and Spanish versions (about 10 minutes each) are being used in counties in a variety of settings.

Future Plans

Increasing Physical Activity will continue to be a high priority in the region. The Salsa video will continue to be used to enhance various programs.

Yo Puedo Controlar Mi Diabetes is being expanded to 6 counties. Grant funding has been secured for 4 border counties through the Texas Medical Institute.

Breast Cancer Prevention events will be conducted in 10 counties through the CPRIT Friend to Friend grant. Three counties have been awarded a total of \$20,000 by the Koman Foundation.

Estimated Economic Program Impacts totaling \$84,216,880

- \$56,895,673 Walk Across Texas
- \$26,000,000 Do Well Be Well
- \$1,321,207 Child Passenger Safety

"Now I know how to avoid the complications of diabetes and how to control it. I felt so good I started walking more!"

"I realize that controlling my diabetes can become a reality"

Do Well Be Well participants



CROP AND FORAGE PRODUCTION FOOD, FIBER, AND GREEN INDUSTRIES

Relevance

According to the 2007 United States Census of Agriculture, crop and forage production sales account for over \$1.60 billion in the South Region. This number is projected to rise to over \$2 billion for the 2010 production year. Crop production acres in the South Region are led by grain sorghum followed closely by forages. Rounding out the top five crops produced in the South Region (based on total production acres) were cotton followed by corn and then rice. Farms in the South Region also produce soybeans, citrus, sugarcane, and peanuts. South Region crops are produced in both irrigated and rain-fed systems. Production levels of grain sorghum, soybeans, and rice are at levels that place several South Region counties in the "Top Ten" producing counties for these commodities (2008 Texas Agricultural Statistics).

Response

A variety of teaching methods relating to crop and forage production were utilized throughout the South Region to reach 56,847. Programs included production aspects such as irrigation management, safe and effective use of pesticides, soil fertility management, proper variety selection, tillage system management, integrated pest management, harvest technologies, and introduction of new cropping systems to enhance crop diversification.

Applied research and result demonstrations projects conducted in the South Region focused on proper variety selection, introduction of new cropping systems, control of weeds and insects, management of crop stress, and fertility management.

Results

Sixty five responding rice producers (22% of all respondents) indicated they had a good to excellent working knowledge of use of economic thresholds and scouting techniques associated with rice sheath blight disease before participating in a rice best management practices conference. This rose to 100% (295 total respondents) after the conference. Similarly, only 15 of the responding producers (5%) indicated they had a good to excellent working knowledge of proper weed scouting and management in rice fields versus 100% of the same respondents (295) after the conference.

163 respondents indicated a marked increase (186%) in their level of understanding related to best management practices associated with producing a good sesame crop in South Texas.



We found Jeff's work with canola very useful in making our decisions on planting this type of oilseed crop and then selecting varieties for South Texas

Imperative 1, Goal 1

A total of 27 responded to a survey determining best management practices of row crops produced in the Upper Texas Gulf Coast and indicated: 1) 44% increased their level of understanding related crop nutrient utilization and removal and 2) 42% increased their level of understanding related to proper insect pest management.

When asked to rate their understanding of groundwater and surface water irrigation issues they faced, 15 of 27 respondents (56%) indicated they had a good to excellent understanding of the issue prior to their participation in a series of agriculture industry educational programs. Upon completion of the series, this level of understanding (good to excellent) rose to 100 % (27 of 27 respondents) reflecting a positive move of 81%.

Economic Impact of Programming Efforts

30 respondents (43%) indicated the estimated value of the 2010 Victoria County crops tour and the information presented was worth at least \$250.00 each to them.

89 respondents (72%) indicated they anticipate an economic benefit as a result of participating in row crop related educational programs presented by Nueces County.

The average estimated economic value on a per acre basis was \$9.67 and the total estimated economic impact for the educational program related to diversifying one's cropping system by adding alternatives crops was valued at \$70,200.00.

Producers participating in the Upper Gulf Coast Integrated Pest Management Program (Jackson, Matagorda, and Wharton Counties) indicate a per acre average value of the program for cotton of \$38.60, \$20.25 for grain sorghum, \$12.00 for corn, \$15.00 for rice, \$11.67 for soybeans, and \$3.00 for wheat.

Future Plans

The production of row crops and forages will continue to be of major importance to the economic stability of the South Region. Texas AgriLife Extension must continue ongoing efforts to evaluate variety responses across the entire region and methods to reduce costs associated with fertility and pest management. Rising production costs related to fossil fuels will be of major concern for producers across the South Region. Depleting supplies of irrigation water and the effects of drought will also add pressure to South Texas agriculture production. Given these issues and others, providing timely, research-based information on integrated cropping systems to assist producers in maximizing returns per acre while capitalizing on market trends across all commodities will be a major focus of the South Region.

Top Crop Commodities	# Acres
Grain Sorghum	1,097,950
Forages	1,010,421
Cotton	591,336
Corn	452,336
Rice	142,149

USDA 2007
Census of Agriculture



Livestock Production Food, Fiber & Green Industries

Relevance

Livestock production is a main stay of agriculture in the South Region with an estimated annual cash value of \$1.2 billion. 2010 estimates project this value to grow to \$1.36 billion. Cattle production accounts for the vast majority of this production with each county in the South Region reporting some form of cattle production. Cattle inventories for 2007 were projected over 2.68 million head with the bulk in cow-calf operations. Horses, mainly in the form of individually owned pleasure type horses, number over 92,000 across the Region. Finally, goats are growing in number across the Region, particularly in the Region's more arid and brushy areas south and west of San Antonio. According to the 2007 United States Agriculture Census, goat inventories stood just over 58,000 and continue to grow.

Response

Agents across the South Region planned, developed, and delivered some 170 educational sessions reaching 161,371 total livestock producer contacts in 2010. Outcome programs were carried out in 16 counties in the South Region related to beef cattle production. In addition, 19 educational sessions for horse producers were also conducted. Agents have also begun to respond to the need for small ruminant educational programs as goat numbers continue to grow in the South Region. In addition to educational programs, result demonstrations and applied research projects in herd sire selection, cattle growth and development, weed and brush control, insect and invasive species control and grazing management were established and evaluated.

Results

Of 103 responses received, 47% (50 respondents) had a good or excellent working knowledge of how to establish a stocking rate, after the program this number rose to 89% (92 respondents).

Upon completion of a cattlemen's clinic, 49% of respondents (50 total) indicated they would adjust stocking rates based on best management practices presented. Additional 25% (26 total) indicated they would adopt a prescribed grazing management plan for their operation.

Of the 57 individuals that responded to an evaluation of a beef production seminar, 72% (41 respondents) increased their understanding of best management practices in managing the cowherd and 33% (19 respondents) increased their understanding of proper bull selection and use of DNA markers to increase quality of calves.



Agents across the South Region planned, developed, and delivered some 170 educational sessions reaching 161,371 total livestock producer contacts in 2010



**Imperative 2, Goal 1;
Imperative 3, Goal 1**

Through participation in an agriculture risk management program, 96% (22 respondents) increased their knowledge of livestock risk protection programs for feeder cattle.

Economic Impact of Programming Efforts

Total value added to cattle sold through the Tri-county Beef Risk Management Program to participating producers equaled \$141,984.70 on 509 head sold. Gross receipts for this event, in 2010, were over \$250,000.00 to these producers. During the six years of this programming effort, participating producers have realized a total of \$862,545.00 value added to the sale of their cattle by participating in the Tri-County Beef Risk Management Program as compared to marketing their cattle through traditional avenues.

Establishment of a small ruminant task force in the Brazos Valley has resulted in the establishment of educational programs and marketing opportunities targeted to meat goat producers. Through selection and retained ownership the value of market goats in the Brazos Valley has experienced a \$175,000.00 increase. Additionally, producers were able to market \$31,075.00 worth of goats through a sale sponsored by this task force.

As an indication of the value of educational programs conducted in the South Region, a survey was completed by 106 producers across a sixteen county area. The average size of ranches for these producers was 1,391 acres with an average cow herd size of 155 head. These producers indicated on average they attend 2.75 cattle-related educational events per year and that by participating in these programs they projected they saved \$36,216.00 person in production costs. This equaled a total projected savings by all responding producers of \$3,838.896.00.

Future Plans

Livestock production will continue to be one of the mainstays of agricultural income across the South Region. Livestock production touches every county in the South Region and increase in production costs associated with the rise in fuel cost and feed stuffs threaten the sustainability of livestock production in the South Region. Weather, in particular precipitation, can also enhance or adversely impact livestock production of the South Region. With no real relief forecasted for the first half of 2011, much of the South Region remains in moderate to extreme drought conditions. Such drought conditions will put pressure on producers to monitor herd size and availability of forage. Rising production costs and uncertainty of the weather, will require agents and Specialists to develop and deliver quality, research-based educational programs to aid producers in meeting these challenges.

As an indication of the value of educational programs conducted in the South Region, a survey was completed by 106 producers across a sixteen county area. The average size of ranches for these producers was 1,391 acres with an average cow herd size of 155 head



Horticulture Production Food, Fiber, and Green Industries

Relevance

Horticulture is the science and art involving the cultivation, propagation, processing and marketing of ornamental plants, flowers, turf, vegetables, fruits, and nuts. For most homeowners, horticulture can be narrowed to the care and maintenance of lawns and the production of vegetables in gardens.

It is estimated that Texans maintain over 2 million acres of turf and are involved in vegetable gardening activities on hundreds of Texas acres. These acres are some of the most well maintained acres in Texas and often time receive irrigation, applications of fertilizers, and pesticide treatments.

Annual municipal water use for Texas is estimated at 1.37 trillion gallons of water with 40 to 60% of all summer, residential use being applied to the home landscape. The United States Environmental Protection Agency (US EPA), reported that in 1996 non-agricultural fertilizer use in the United States stood at just over 2 million tons with nitrogen fertilizers being applied the most. Regarding pesticide use in the home landscape, the US EPA estimated that 71 to 78 million pounds of active ingredient were applied in 2007. Herbicides were the most commonly applied plant protection chemicals.

In order reduce off-target losses of fertilizers and pesticides and to ensure safe water supplies for generations to come while maintaining aesthetically pleasing home landscapes and healthy, productive gardens, Texans need to be trained in proper horticultural best management practices.

Response

Educational efforts, in management of the home landscape, were carried out by Extension staff and volunteers. Most volunteer-led programs were presented by Master Gardener volunteers serving through local, county, Extension office in the South Region. Educational programs focused in vegetable and fruit production, care and maintenance of turf, and ornamental horticulture. Program attendees received instruction related to best managements practices such as variety selection, proper irrigation management, use of compost, rainwater harvesting, safe and sustainable use of fertilizers and pesticides, proper harvesting techniques. Through horticultural related programming efforts in the South Region, a total of 1,547 educational sessions were conducted that reached some 4,275,242 total contacts.

Through horticultural related programming efforts in the South Region, a total of 1,547 educational sessions were conducted that reached some 4,275,242 total contacts.



Imperative 4, Goals 1 and 2

Results

Related to the deliver of educational programs on EarthKind Environmental Stewardship Program, the following results were recorded for the South Region (based on 441 respondents using a 5-point Likert Scale) :

- 33.3% increase in knowledge related to proper management of landscape irrigation systems for water efficiency (Before mean - 2.7 and after mean - 3.6)
- 25.0% increase in knowledge related to safe use and handling of fertilizers in the home landscape (Before mean - 2.8 and after mean - 3.5)
- 25.0% increase in knowledge related to safe use and handling of pesticides in the home landscape (Before mean - 2.8 and after mean - 3.5)
- 82% plan to decrease use of pesticides in their landscape.
- 76% plan to decrease use of fertilizers in their landscape
- 72% plan to adopt the use of rainwater harvesting to enhance water conservation in the home landscape.
- 100% (12 of 12) of respondents to a survey following a rainwater harvesting workshop indicated they will take actions as outlined to conserve water in their landscape.
- 85% (11 of 13) of respondents probably or definitely will use proper cultural practices presented at the commercial turf manager's field day to reduce disease pressure when possible.

Economic Impact of Programming Efforts

Three thousand three hundred and nineteen Master Volunteers in the South Region provided 121,177.37 total hours of service through educational programming efforts. This represents an average of 36.51 service hours per volunteer and reflects a total \$2,453,841.00

Sixty percent of respondents in the EarthKind Environmental Stewardship Program indicated they anticipate an economic savings by adopting prescribed landscape best management practices.

Estimated anticipated savings per respondent was \$225.00 with a total estimated savings of \$99,225.00 for all respondents participating in the EarthKind program.

Future Plans

Programs related to reduction of water used in the landscape will continue to be a major issue for Texas as pressure to meet water demands rises. Education related to protection of limited ground and surface water quality associated with off-target losses of fertilizer and plant protection chemicals will also be a major objective for the South Region.



It is estimated that Texans maintain over 2 million acres of lawns and are involved in vegetable gardening activities on 38,000 acres of vegetable gardens.



SMALL ACREAGE MANAGEMENT FOOD, FIBER, AND GREEN INDUSTRIES

Relevance

Farms and ranches with less than \$20,000.00 annual cash receipts make up approximately 80% of Texas operations in production agriculture. Additionally, migration of Texans from urban and suburban settings continues across the South Region. The United States Census of Agriculture for 2007 indicated that while the number of farms in the South Region is increasing, the size of these farms is decreasing. The average size of farms in the urban centers of Harris, Ft. Bend, and Hidalgo Counties of the South Region is 242 acres with a total of 3,590 farms consisting of 49 acres or less.

Response

Programs targeted to small or new landowners were conducted in each District across the South Region. These programs were single stand-alone programs or, in most cases, part of a series of educational meetings and tours. These programs were designed to give small landowners training related to various phases of production agriculture, techniques to properly management their land resource, exposure to laws and regulations in the rural environment, and introduction to challenges they may face as rural property owners and agricultural producers. Many of the sessions included hands-on demonstrations and field trips to afford participants a "first-hand look" of how other established small landowners manage their operations. In the South Region, a total of 94 sessions were held reaching some 5,966 contacts.

Results

Participating in the Small Acreage Horticulture Crops Program, respondents demonstrated a 99% increase in knowledge of production costs associated with small acreage horticulture crops (69 respondents, Before Mean = 1.70, after mean = 3.38 on a 4 point Likert Scale) and 95% increase in knowledge of sustainable/ environmentally responsible production practices (69 respondents, Before Mean = 1.56, after mean = 3.03 on a 4 point Likert Scale) associated with small acreage horticulture crops.

41 respondents indicated that prior to participation in a stocking rate educational series they had only a 56% good to excellent understanding of forage species or varieties adapted for the local area. Their level of understanding rose to 100% at the completion of the educational series. Additionally, 0% of respondents had a good to excellent understanding of utilizing legumes to improve nitrogen levels in Bermuda grass fields prior to participating in the series compared to a 100% good to excellent understanding at the completion of the series.



Participants in the Small Acreage Horticulture Crops Program indicated they anticipate an average savings of \$371.00 per person to their operations as a result of this program



Imperative 6, Goal 1

90% (37) of respondents indicated they will definitely adjust their existing stocking rates based on prescribed best management practices presented and 85% (34) indicated they will definitely adopt recommended grazing management strategies presented during stocking rate educational series.

Responding new landowners demonstrated a 93% increase in understanding the basics of grazing land health associated with livestock grazing (78 respondents, Before Mean = 2.00, after mean = 3.86 on a 4 point Likert Scale) and 68% increase in understanding of the importance of developing a grazing program based on individual operations (78 respondents, Before Mean = 2.09, after mean = 3.36 on a 4 point Likert Scale) associated with livestock production systems.

100% of participants in the Urban Rancher program indicated that information presented and the experience they gained will aid them in making better production decisions in their individual operations. Additional, respondents indicated a 54% average increase in understanding (across all 32 educational concepts presented) as a result of their participation in the Urban Rancher program.

Economic Impact of Programming Efforts

Participants in the Small Acreage Horticulture Crops Program indicated they anticipate an average savings of \$371.00 per person to their operations as a result of this program.

64% of respondents (163 of 256) anticipate benefitting economically as a direct result of their participation in the new landowner educational series.

Small landowners involved in a stocking rate educational series valued the information and education they had received at \$370.00 per respondent or a value of \$10.60 per head for the cattle they manage.

Participants indicated an anticipated average economic impact of \$25,607.00 per participant through involvement in the Urban Rancher Educational Series.

Future Plans

The South Region will continue to experience land fragmentation as more Texans migrate from the urban centers and larger cities in the Region looking for their "place in the country". In addition, more and more baby boomers will reach retirement and look to settling on a small tract of land and developing income potential of their land. South Region agents and specialists will need to develop and deliver programs for this growing audience; an audience that has shown an appetite for information related to managing land and capitalizing on small acreage agriculture.



DEVELOPING YOUTH THROUGH ACTIVE CITIZENSHIP, CIVIC ENGAGEMENT, AND BETTERMENT OF COMMUNITY PROGRAMS

Relevance

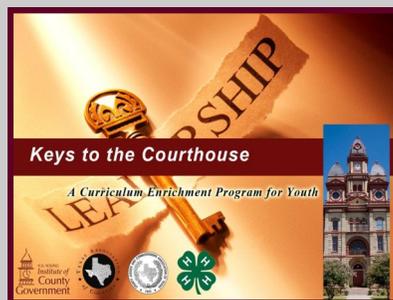
Teaching young people the importance of leadership, citizenship, and civic responsibility is an important part of the 4-H & Youth Development Program. Studies show that youth that are more engaged in the communities tend to have a higher sense of responsibility and involvement as they become adults. It is important for young people to increase their awareness of the community needs around them by helping to identify issues and begin to develop ideas or action plans to address these issues.

Additionally, it is important young people to gain a better understanding of local, county, state and national government. Youth should learn about elected and appointed offices in their communities and the role of each office so they might have a better understanding of how government functions and affects individual citizens and the community as a whole.

Response

Texas 4-H Congress was created as a leadership experience for senior aged 4-H members to learn the legislative process. Members are assigned leadership roles such as Governor, Lieutenant Governor, Speaker of the House, Senator, Representative, and even Lobbyists. Members gather at the Texas State Capitol for three days every other summer and participate in a simulated legislative process by submitting bills, debating bills, participating in committee hearings, and ultimately passing bills on the floor of the House of Representatives and Senate to go before the Governor for final approval. More than 275 youth participate in this citizenship and leadership program bi-annually with many of them saying it is truly the educational highlight of their 4-H career. **Of the 275 participants at the 2010 Texas 4-H Congress, 89 of the youth were from the South Region (D9, D11, D12).**

The **Keys to the Courthouse** curriculum was developed in 2010 aimed to teach 7th grade and 12th grade students about county government. Lessons focus on the framework and function of county government, primary services offered by county government, the justice process at the county level, elections and voting, and financing county government. Many counties are choosing to implement the curriculum with outreach audiences at local school districts and other youth organizations. **Ten (10) counties in the South Region utilized the Keys to the Courthouse curriculum in 2010.**



Results

Participants at **Texas 4-H Congress** were administered a pre-test at the start of the event and a post-test at the conclusion of the 3 day event to assess changes in behavior, communication skills, and knowledge gained about the legislative process.

Statements	Mean Before ¹	Mean After ¹	Difference
I have an understanding of the state governmental process	2.25	3.47	1.22
I use parliamentary procedure effectively	2.43	3.07	0.64
I am comfortable leading discussions	2.77	3.28	0.51
I am comfortable asking questions	2.95	3.40	0.45
I am comfortable speaking in front of others	2.98	3.30	0.32
I listen well to what others say	3.14	3.45	0.31
I lead other people effectively	3.00	3.31	0.31
I motivate others to be involved	3.23	3.51	0.28
I am open to change	3.29	3.56	0.27
I am a responsible person	3.34	3.52	0.18

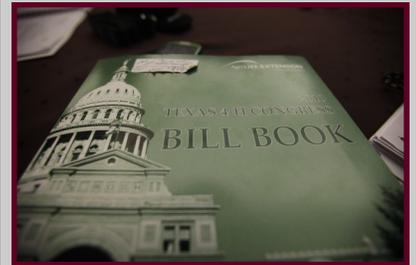
¹ Likert scale was defined as: 1- Not at all, 2-Somewhat, 3-Very, and 4-Extremely

Results from an informal survey taken in two counties that utilized the **Keys to the Courthouse** curriculum revealed that 87.5% of youth (21 of 24) stated they had a better understanding of the roles & functions of county government and **67% (16 of 24) could name their county judge and commissioners**, whereas they could not name them before utilizing the curriculum.

Future Plans

Texas 4-H Congress continues to be a very beneficial educational experience for youth to gain skills in the legislative process, citizenship, communication, and teamwork. Congress will continue to be offered bi-annually to Texas 4-H youth so they may become well-educated in the legislative process and begin to understand the importance of their role and impact on Texas government.

Many counties currently have plans to implement and put special emphasis on the **Keys to the Courthouse** curriculum in April 2011 during County Government Month. Young people will continue to grow in their knowledge of the roles and functions of county government and how they, as citizens, can influence and impact local government in a positive manner.



DEVELOPING YOUTH THROUGH PERSONAL DEVELOPMENT AND LEADERSHIP PROGRAMS

Relevance:

Personal development and leadership are two of the fundamental values that most youth organizations, schools, and parents hope that young people develop from adolescence to adulthood. Incorporating developmentally-appropriate learning opportunities to assess impact of life skill development is the foundation of most youth development programs. Many parents identify leadership and life skill development as primary reasons for enrolling their child in the 4-H Program.

Response:

Personal Development and Leadership are two of the core concepts that are taught through the Texas 4-H & Youth Development Program. The goal of youth programming is to provide developmentally appropriate opportunities for young people to experience life skills, to practice them until they are learned, and be able to use them as necessary throughout a lifetime. As with many other youth development programs, Texas 4-H utilizes the *Targeting Life Skills Model* to achieve specific results in encouraging life skills development while delivering subject matter content. The *Targeting Life Skills Model* consists of 35 life skills.

One of the most effective strategies for teaching personal development and leadership is through leadership camps, often called **Leadership Lab**, and offering opportunities for young people to serve in leadership roles through a county and/or district **4-H Council**.

All three districts in the South Region hold **Leadership Lab** in a 3 day format over the summer. Approximately **350 youth from the South Region** participated in 2010 Leadership Labs. Youth are exposed to a variety of project workshops, team-building exercises, leadership skills development, cultural diversity, and challenge activities.

District 4-H Council in each of the three districts in the South Region are elected during Leadership Lab or Election Convention. These **28 young people** serve a one year term as a district council officer and work toward serving others, improving communication in the district, encouraging greater involvement in 4-H events & activities, and building better relationships among their peers.

Additionally, all of the **56 counties** in the South Region have a **Council 4-H Council, Ambassador Team, or a youth leadership committee** to provide leadership and direction to the membership of the county.



Imperative 5, Goal 6

Results

Based on evaluation results, it is documented that, as a result of a young persons participation in **District Leadership Lab** (91 respondents):

- ◆ 92.3% are "more comfortable working in a team"
- ◆ 91.2% are "more confident in my leadership abilities"
- ◆ 90.1% are "more comfortable speaking with others"
- ◆ 85.2% are "more confident in making decisions"
- ◆ 91.2% are "more confident in serving in a leadership role"
- ◆ 92.0% are "more comfortable working with people that are different than myself"
- ◆ 89.4% plan to implement one or more of the activities or ideas learned at Leadership Lab in their home county
- ◆ 92.9% feel like what they learned provides them the ability to make better leadership decisions

Future Plans

All South Region 4-H members will continue to be exposed to opportunities for leadership and personal development through project participation, serving in leadership roles in their club, county, or district, and by attending camps and workshops specifically targeting leadership development. By utilizing teen leaders to plan and coordinate events and activities and by placing them in teaching roles, their leadership skills are further enhanced and developed.

4-H is a **community** of **young people**
 **across America** who are learning
leadership, citizenship and
life skills.



DEVELOPING YOUTH THROUGH ANIMAL PROGRAMS LIVESTOCK AND DOGS

Relevance

Livestock exhibition and animal agriculture continue to be a staple of Texas AgriLife Extension Service youth development efforts. The rural lifestyle coupled with clientele desire to stay connected to their agricultural roots creates a unique opportunity for Character Education and Life Skills development through animal production. The inherent necessity of caring for an animal in your possession creates an environment rich for educational delivery.

This livestock exhibition model provides a natural extension into the urban environment through the focus on pets. The same Character Education and Life Skills development can be achieved with the motivation shifted from production goals to animal companionship. Simply stated there are 6.2 million youth in Texas age 5 to 18, and there are 72.11 Million dogs in the United States. These numbers lead to a great opportunity for implementation of a youth development model that is proven over time.

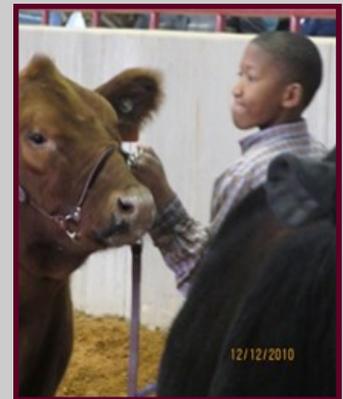
Response

In the South Region, major areas of educational emphasis which impact clientele include:

4-H Livestock Project Training reached 46,823 4-H youth through 492 educational activities and events. These activities included livestock project seminars, workshops, clinics and demonstrations. These activities were supplemented with informational publications and letters.

4-H Livestock Mentors conducted 16 educational sessions which reached 343 4-H youth with livestock project information and demonstrations.

4-H Dog Project Training was conducted through 6 educational series of activities which had 1,067 participants. The series of educational activities included dog project seminars, workshops, clinics and demonstrations.



Results

Southern Classic evaluation results clearly show intent by participants to adopt the best management practices taught.

Practice to be adopted by Swine Showman:	Percent Already Adopted	Percent Who Definitely Will
I will always read the label of feed additives and follow with-drawals	19.0	71.4
I will practice the showmanship tips learned today	16.3	69.8
I will weigh and record weights of my project to monitor growth	31.0	61.9
I will always read the label of medications and ask a vet if needed	23.8	61.9
I will clean my pens regularly to protect livestock health	34.1	60.5
I will monitor eating habits of my projects for signs of illness	34.1	59.1

Practice to be adopted by Meat Goat Showman:	Percent Already Adopted	Percent Who Definitely Will
I will practice the showmanship tips learned today	9.7	61.3
I will always read the label of medications and ask a vet if needed	26.7	56.7
I will monitor eating habits of my projects for signs of illness	32.3	54.8
I will always read the label of feed additives and follow with-drawals	26.7	53.3
I will clean my pens regularly to protect livestock health	25.8	51.6

Practice to be adopted by Lamb Showman:	Percent Already Adopted	Percent Who Definitely Will
I will always read the label of medications and ask a vet if needed	11.1	77.8
I will practice the showmanship tips learned today	11.1	72.2
I will monitor eating habits of my projects for signs of illness	22.2	66.7
I will clean my pens regularly to protect livestock health	21.1	63.2
I will always read the label of feed additives and follow withdrawals	16.7	55.6
I will weigh and record weights of my project to monitor growth	16.7	50.0

Practice to be adopted by Beef Showman:	Percent Already Adopted	Percent Who Definitely Will
I will always read the label of feed additives and follow withdrawals	25.5	65.5
I will always read the label of medications and ask a vet if needed	23.6	60.0



Future Plans

Quality Counts programs and youth livestock workshops will continue to be a staple of youth programming in south region counties. Additional emphasis will be placed on large scale events with highly measurable outcomes such as Southern Classic and Coastal Bend Classic. These events continue to draw large crowds and show significant measurable returns. Volunteer development will continue to have a local focus with the emphasis being on needs assessment and support of volunteers working directly with youth.

DEVELOPING YOUTH THROUGH SCIENCE OF AGRICULTURE PROGRAMS

Relevance

Many youth today are several generations removed from production agriculture. They lack knowledge and understanding of agriculture and its role in providing the abundant and safe food supply Americans currently enjoy. Future leaders who will be making critical decisions impacting agriculture should have an opportunity to have a hands-on educational experience to ultimately make informed decisions. An exposure to the components associated with agriculture and the requirements of the food and fiber system will increase understanding and basic knowledge regarding agricultural systems.

Response

In the South Region, major areas of educational emphasis which impact clientele include:

Science of Agriculture Events reached 106,950 youth at 122 sites across the South Region. These Agriculture Awareness/Literacy events included AGtivity Barn, AgriLife Expo, Pizza Ranch, Ag Day, Kids Day, and others which focused on our food and fiber production systems.

Hatching in the Classroom Programs were conducted in 25 schools and reached 3,340 youth. This program focused on embryology and included a series of lessons and live demonstrations.

Junior Master Gardener Program included 497 educational sessions which reached 10,616 youth at primarily suburban and urban schools. Sessions focused on plant growth and production.

Mobile Dairy Classroom was taken to several schools in the region and reached 6,502 youth. This demonstration classroom focused on milk production and care of dairy cows.

Results

Because of the Harris County Ag Literacy Program, *83.3%* of teachers *Strongly Agreed* that they increased their knowledge of agriculture.

The Jefferson county Hatching in the Classroom program resulted in *70.8%* of teachers rated the information being informative as Excellent, and 98.3% of youth said the field trip allowed them to understand the importance of agriculture.

Three hundred eighty eight high school students participated in a pre- and post-test after being involved in the Egg-to-Chick program focusing on embryology. On the pre-test everyone scored below 50%, on the post-test overall, there was a 56% improvement. On the post-test as a whole: 93 students scored a 75% or better; 580 out of 590 students indicated that they had a better understanding about agriculture and how important it is in our everyday lives after participating in the



Future Plans

South Region counties will continue to offer ag fair days and work with local school districts to promote the importance of Agriculture in everyone's life. The impact of these programs is evident in the results. Teachers continue to value the support of Texas AgriLife Extension Service in communicating the relevance of agriculture to their children. The challenge for the year ahead is to continue to stress the importance of agriculture through and ever shrinking school infrastructure.



HEALTHY LIFESTYLES FOR YOUTH

Relevance

Youth learning and adopting healthy lifestyles will provide a strong foundation for healthy and productive adults. However, experts are concerned that today's children are likely to be the first generation to live shorter, less healthy lives than their parents. Texas ranks 6th as a state with the highest childhood overweight rates. By the 4th grade, 23% of Texas children are obese (95th percentile for BMI by age/sex). Childhood obesity is associated with increased risk for diabetes, high blood pressure, and adult overweight/obesity, which will impact their quality of life and spending of health care dollars. Many children are not getting the 60 minutes of daily physical activity and not consuming proper amounts of fruits and vegetables as recommended by MyPyramid and the Dietary Guidelines for Americans. Modification of lifestyle habits and improved eating patterns can help reverse these trends.



Response

Balance Food & Play is a 20 lesson series (targeting 3rd grade students) designed to improve knowledge and behaviors related to nutrition and physical activity. In addition to the lessons, there are 8 take home reading assignments, 4 parent letters, and a 41 page journal. Educational components include snacking on fruits & vegetables, drinking milk with meals & water with snacks, encouraging 60 minutes of physical activity each day, and limiting screen time to two hours or less per day. There were 413 youth participating (in 6 counties).



Expanded Food & Nutrition Education Program – Youth is a nationally recognized program designed to assist low income youth to acquire the knowledge, skills, and changed behaviors necessary for nutritionally sound diets. A six lesson series called "Professor Popcorn" is used in a variety of in-school and after-school settings to reach youth through hands-on/interactive programs. There were 35,980 youth participating in 693 distinct youth groups (in 10 counties).



The **4-H Food Challenge** is an event that helps teach youth the essential life skills related to not only healthy lifestyle choices, but also about teamwork, presenting information in front of a group, and problem solving. Youth compete in teams of 3-5 members with a bag of secret ingredients that they use to create a recipe. At the judges table, teams present their creation along with nutrition information, food safety considerations, and the cost per serving. All three districts included this event at their District 4-H Food Shows, with 442 youth participating in 111 teams.



Results

Balance Food & Play: With 413 students participating in the series, they reported almost always drinking regular soda decreasing from 23% (97 of 413) to 14% (58 of 413); decreasing excessive screen time (3 hours or more) from 25% (102 of 413) to 16% (66 of 413); and increasing their physical activity (60 minutes or more) from 49% (201 of 413) to 62% (254 of 413).

Expanded Food & Nutrition Program –Youth: With 35,980 youth in 693 distinct youth groups graduating from the series, 921 youth were sample surveyed to demonstrate impact. Of these, 93% (857 of 921) improved food safety practices; 86% (792 of 921) increased ability to select low cost/nutritious foods; 85% (783 of 921) increased knowledge of human nutrition; and 83% (764 of 921) now eat a variety of foods.

4-H Food Challenge: With 442 youth participating in 3 district events, 97 were sample surveyed for impact of the learning experience. Of these, 87% (82 of 94) feel more comfortable working in a team; 85% (81 of 95) have changed the way they handle and prepare food; 81% (77 of 95) made healthier food choices; 65% (55 of 84) increased their knowledge of the purpose of different cooking methods; and 58% (50 of 85) increased their knowledge of how to alter a recipe according to dietary needs.

Other significant accomplishments:

Health Rocks is a series of lessons that teach youth critical thinking, decision making and problem solving skills by involving them in activities that promote healthy behaviors and lifestyle choices. There were 1,144 youth reached (in 5 counties).

Organwise Guys is a series of nutrition and physical activities that starts with a motivating school assembly and moves into the classroom for learning ways to make better food choices, increase water consumption, and increase exercise each day. There were 1,459 youth reached (in 3 counties).

Walk Across Texas is an eight week program designed to help participants establish the habit of regular physical activity. School classes walk 830 miles across a virtual map of Texas to provide support for each other. This year, there were 5,066 youth walking on school teams.

Nutrition & Health Camps are conducted during the summer to reach youth with nutrition information, positive health behaviors, healthy food preparation techniques, and physical activity. There were 2,703 reached with these activities (in 18 counties).

Future Plans

Promoting Healthy Lifestyles will continue to be an important focus for counties in the South Region through a variety of educational projects and initiatives. Three pilot counties (Brazos, Harris, Nueces) will participate in a grant project that will combine efforts of Extension, elementary schools, and community volunteers to promote growing, preparing, and eating vegetables as well as increasing physical activity.

"Thank you for teaching me how to be healthier."

**Cameron County
EFNEP Youth
participant**



"I jog with my Mom instead of watching TV."

"I've been making a healthier plate and I have been physically active."

**Balance Food & Play
participants**



WORKFORCE DEVELOPMENT COMMUNITY RE-SOURCES AND ECONOMIC DEVELOPMENT

Relevance

According to the 2010 US Census, Texas is adding to its population more than 1,000 people a day. Such a rate has made Texas the fastest growing state in the Union. The bulk of people are moving to metro areas such as Houston. In fact, more people are moving to the Houston Metro Area than anywhere else in the United States. This increase in population is projected to lead to modest job growth in the South Region and will place pressure on other Texas industries to supply trained workers in child care, food services, and production agriculture.

The Texas Workforce Commission estimates that there are currently over 100,000 child care providers caring for more than 760,000 children under the age of 13 in licensed or regulated child care facilities, making child care the 16th largest industry in the state of Texas. State regulations require that providers participate in training that addresses specific learning objectives in order to keep their facility licensed.

Additionally, the State of Texas also requires a person in charge of food preparation to demonstrate food safety knowledge by becoming a certified food protection manager and to show proficiency of required information. The same can be said of agricultural producers applying plant protection chemicals.

Furthermore, the California leafy greens industry has initiated a Good Agricultural Practices (GAPs) requirement for the agricultural industry to protect public health and to ensure a safe product for human consumption. More and more, producers wishing to market their goods through food retailers must demonstrate they are certified in GAPs.

Response

Child Care Provider Trainings reached 1,106 child care providers. In seven major multi-county conferences, a variety of educational sessions were offered that relate directly to the licensing and continuing education units needed annually by providers as determined by the Texas Department of Family and Protective Services (TDFPS). Providers attending these conferences care for 15,543 children enrolled in centers or family homes (in 15 counties). There were also 41 trainings conducted on six topics relating to acquiring, preparing, and feeding children in day care centers through a partnership with Texas Department of Agriculture in accordance with guidelines for compliance with regulations.

Certified Food Managers and Food Handlers Courses address the training needs for personnel working in food serving establishments to be certified under state food safety guidelines. A two day Food Protection Management certification course reached 153 participants (in 9 counties). An additional 404 participants were reached through the two hour Food Handlers course (in 7 counties).



Imperative 3, Goal 1

Good Agriculture Practices (GAPs) conference was held to train vegetable and citrus producers on the concepts and recommendations of GAPs. Additionally, a training targeted to crop harvesting crew leaders was held to train crew leaders on food safety handling procedures and GAPs that they then could pass along to the crews they supervise. These trainings reached 170 participants and a food safety website with online training in GAPs was developed.

A total of 37 Pesticide Applicator License Training Sessions were held to meet the needs of 440 producers seeking their Texas Department of Agriculture (TDA) Private Pesticide Applicator's license. To assist existing TDA certified and licensed private pesticide applicators meet standards associated with required continuing education, 79 **Pesticide Recertification** trainings offering a total of 220 continuing education units (CEUs) to 5,046 agricultural producers were conducted in 2010 across the South Region.

Results

Child Care Provider Trainings are evaluated for impact through formal evaluations. At 7 events, with 1,106 evaluations collected: 95.1% (1,051 of 1,106) learned new information they could use immediately; 94.1% (1,041 of 1,106) believe the information will strengthen their center and ability to be more effective; 93.4% (1,033 of 1,106) indicated topics were relevant to their daily work with children; 71% (564 of 794) indicated Extension training as better or much better than others they have attended.

Food Safety results and outcomes from the FPM & FH Courses: 75.3% (116 of 153) people passed the FPM course, 60.8% (93 of 153) indicated they had never taken a certification course and exam before and 76% (116 of 153) had not had food safety training in the past year. In the 2 hour FH course, the 90% mean score post test improved from the pre test 63% score (n=404).

Respondents to a survey administered following the **GAPs** conference indicated that their overall knowledge of safety at levels of good to excellent rose 85% as a result of their participation in the conference.

During a **Pesticide Applicator Recertification** training, survey respondents indicated that participation in the training will help them make better management decisions for their operations. Knowledge gained across all five subjects presented increased an average of 81% for all respondents after completion of the CEU training session.

Future Plans

The need to provide opportunities related to certification and training will continue to be necessary for childcare providers, food handlers, and agricultural producers of the South Region. As budget restrictions increase, Texas AgriLife Extension Service must remain steadfast in delivering these certification opportunities through a variety of educational, delivery methods.



During these difficult economic times, maintaining all training and licensing requirements associated with employment are becoming more important.



STRENGTHENING COMMUNITY LEADERS

Relevance

Our communities must learn to strengthen local leadership and partner with others to maintain and improve their quality of life. The economic and social strength of a community is directly related to the local leadership and their level of educational leadership. Developing adults and youth leadership qualities will enhance the overall well being of the community.

Response

Leadership Advisory Boards-Agents in the south region engage diverse groups of volunteers who are responsible for the overall Extension program in their county. The Leadership Advisory Boards represent a cross section of the community and provide vision and long-term planning for Extension activities. Also serving as advocates for the program in interpreting public value to stakeholders in the regions counties. Each of the 56 counties in the south region held at least two formal meetings to validate issues and evaluate outcomes with in each county program.

Community Leadership Programs-In 2010, there were 32 counties with Out-put plans being conducted in community development, and or leadership. The agent’s plans targeted individuals that are existing leaders in their communities and those that are prospective leaders for the future.

Texas Extension Education Association (TEEA) members in the South Region provide scholarships for 4-H members, actively support local 4-H programs, and provide numerous hours of volunteer service though their local and county community service projects.

4-H Leadership- South region youth have many opportunities to serve as officers on community clubs, counties and district councils. 4-H members also can choose to participate in opportunities of specialized leadership camps and labs within the region. 4-H senior members also promote 4-H at the county and district level though 4-H ambassador and exchange programs.

One Day 4-H –On October 9th, 2010 the second one day 4-H event continued to prove that even one day can make a difference in the life of an individual, a community and a state. Young people across the south region were involved in community service projects ranging from collecting food and clothing for the needy to educational presentations making citizens lives better in their community. The One Day 4-H projects prove that when people come together they can truly make their community a better place to live.

County Judges and Commissioners Conferences-

- South East District 9** December 16, 2010, Conroe
- Coastal Bend District 11** December 14, 2010, Edna
- South District 12** Dec. 10, 2010, Laredo

*VOLUNTEER
ADMINISTRATION
IN THE 21 CENTURY:*



“District conferences provide me an opportunity to earn needed CEU’s and network with county commissioners in my area with similar needs “

County Judges and Commissioners conference participant

Imperative 3, Goal 4

Results

Leadership Advisory Boards-Agents in the South Region managed the support of their Leadership Advisory Boards through informative forums discussing the future direction of their county programs. All of the south region counties used the Making A Difference annual report to interpret 2010 outcomes to key stakeholders within each county. The south region outcomes directly reference issues identified by Leadership Advisory Boards. In 2010 44% of the counties in the South Region expanded their programming by using web based programs and distance technology. Directed by Leadership Advisory Boards, technology assisted program delivery was identified as a enhancement to current Extension programming.

Community Leadership Training- 144-programs were conducted in community leadership documenting 5842 direct contacts by faculty and volunteers. Leadership is being identified in communities to enhance the relationships that are being developed through our programs. Leadership development programs and activities are promoting adoption of positive change in communities. Membership in the region's Leadership Advisory Boards provided direction for much of the community leadership programs identifying community development as an important issue in their counties.

Texas Extension Education Association South Region TEEA - TEEA has 1,317 members averaging 29.6 volunteer hours in community service activities that support family and community issues and education. These service hours translate to \$812,796 to local programs. Members are involved in fundraising activities in order to provide scholarships to youth who have excelled through project work, leadership, and community service. South Region TEEA supports (64) scholarships for \$35,350 to local 4-H members.

4-H Leadership - In each of the three districts (3) business meetings were held with an average attendance of 45 youth. The Council facilitated coordination of all District events and contests. District 4-H Councils with direction of elected officers provided primary leadership of 4-H Leadership Labs in each of the Districts. The three day leader labs were conducted to help youth develop leadership best practices, in a relaxed educational setting. Activities were designed to build teamwork, goal setting, social communication with the use of technology and encouraging life long friendships.



One Day 4-H - 123 community service projects were recorded in the south region, out of 226 state wide projects. 4366 members and leaders participated out of the 11,610 in the state, contributing to an estimate of 45,000 hours or \$900,000 of volunteer time. In 2010 , one day in the south region partnered with many diverse organizations. Each club selected a project based on local community needs.

County Judges and Commissioners Conferences - The District 9, 11 and 12 Marketing and Interpretation Committees conducted an in-service training conference planned especially for County Judges and Commissioners. State Representatives, State Extension Administrative leadership and the general counsel for the Judges and Commissioners Association of Texas were in attendance at each of the conferences. Speaker's presentations focused on rural community economic development, water resources and wind energy for the future, water conservation and harvesting, keeping employees healthy, county government update, community affairs, mechanics of burn ban management, and a legislative panel. An average of over five hours CEU credit was given to those who attended the conference.



Extension Response to community needs and emerging issues collaborated with (LAB) members to provide oversight to the Business Development Center training to local business owners through ***Leadership Matagorda County.***



"We are going to revitalize the **Madison County** Courthouse Square . The planning has come together with many organizations excited about this project. Everyone seems to be coming together to make a difference in **ONE DAY**"



Texas Agricultural Lifetime Leadership- (56) Alumni form the South Region (6) current participants in TALL XII Class.

COPING WITH EMERGENCIES

Relevance

Texans and their communities are working toward becoming more resilient by effectively preparing for and recovering from the various forms of disasters. Since all 367 miles of Texas' coastline is within the South Region the effects of wind damage and flooding compounds residential, farming, commercial, and industrial property losses. In addition, drought, fires, industrial and offshore accidents can, will and have created added stress and hazards for our clientele, our environment, our industry and for our AgriLife Extension family.

Response

Patriotism Through Preparedness – Agents throughout South Region utilized train-the-trainer programs to educate teachers, 4-H project leaders, camp counselors, vacation bible school volunteers and others to present the Patriotism Through Preparedness to nearly 6,000 youth.

Emergency Preparedness Educational Sessions – Throughout South Region the majority of counties conducted workshops and seminars, and provided exhibits that gave opportunities to gain valuable knowledge and strengthen survival skills.

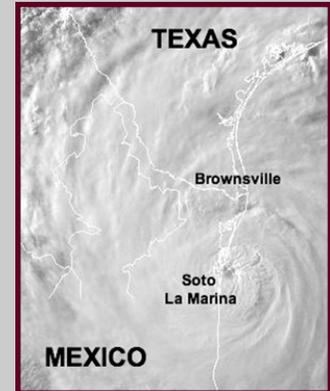
Animal Issues Committees – Thirty-one counties in South Region met at least once in 2010 to update and revise local plans to better serve our clientele in the event of an emergency. A total of 59 meetings were held that included 812 participants.

National Emergency Preparedness Week – Various educational activities throughout South Region ranged from Commissioners' Court and city proclamations to education exhibits to one-shot lectures and workshops of various sizes that educated nearly 4200 clientele.

Results

"Patriotism through Preparedness" was utilized by 31% of the counties (17) in a total of 59 schools for 4,610 student contacts - (37,000+ contact hours)(46% -W, 18%-B, 20%-H, 16%-A/AI/O). After-school groups, church groups, scouts, etc. accounted for nearly 1000 additional contacts. Evaluations indicate that 100% of youth learned necessary skills to survive during an emergency and 100% thought they were prepared to handle circumstances that may be classified as "disastrous."

National Preparedness Month in September - 62% of South Region Counties conducted educational programs that reached a total of 34,030 Texans. In addition, throughout the remainder of the year 42% of the counties reached 6,774 participants. Results indicate that 85.5% of women and 82% of men will modify their emergency preparedness actions according to Extension's recommendations.



<i>E. M. Courses</i>	<i>Agents</i>	<i>Support Staff</i>
<i>NIMS 700/a</i>	<i>112</i>	<i>46</i>
<i>ICS 100</i>	<i>77</i>	<i>19</i>
<i>ICS 200</i>	<i>50</i>	<i>4</i>
<i>ICS 300</i>	<i>35</i>	<i>1</i>
<i>ICS 800/b</i>	<i>30</i>	<i>0</i>

Teaching Kids in 6 Lessons:

- Overview,
- Be Ready,
- Be Steady,
- Stock Up,
- Listen Up, &
- Sit Tight.



Imperative 3, Goal 5

Also indicated by pre/post surveys - 97% are aware of the various types of disasters that might occur, 93% will prepare in advance of danger, 55% will upgrade insurance policies, 79% will have a family contact plan in place, 88% will have important papers ready to go in the event an evacuation is required, 94% will have a list of prescriptions/medicines and pharmacy information secured, and 59% will prepare a 3-day disaster supply kit for each and all family members.

Texas EDEN – 100% of counties indicated that they have the EDEN website bookmarked on office computers and 72% of counties have the site bookmarked on OEM office computers for easy access. In addition, 90% of counties distributed EDEN publications; while 17% specifically distributed over 11,800 “After A Disaster” publications. EDEN is promoted via county web pages, in newsletters, and at educational events hosted or co-hosted by Texas AgriLife Extension Service. Some counties indicated that EDEN is becoming a “regular source of information throughout the county.”

Responding to Emergencies in South Region – At least 10 counties actively responded to various emergencies. These included:

- 1) freeze damage to horticultural crops in the valley;
- 2) flooding caused by Hurricane Alex which resulted in crop loss, threat to cattle & mosquito outbreaks in lower Dist. 11 and in Dist. 12; and
- 3) issues relating to the British Petroleum oil spill off the coast of Louisiana and the effects on seafood and marine life along the entire Texas coast.

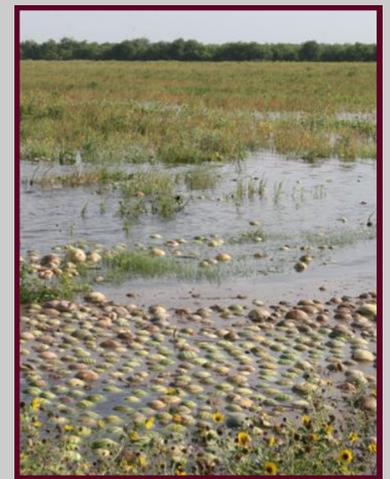
A total of 240,600 direct and indirect contacts were recorded.

Invasive species were highlighted in eight educational events in twelve counties across South Region. The newcomers to the list include Citrus Greening, Cactus Moth and Sweet Orange Scab. They join the Red Imported Fire Ant, Giant Salvinia, Formosan Termite and Tropical Soda Apple in importance. Workshops, tours, lectures and exhibits were offered to help reach 19,339 concerned Texans. Publications, various forms of mass media, and websites were utilized. Results indicated a >95% gain in knowledge and plans to adopt new practices were at 80%.

Wildfire Prevention - Farms, homes, and housing & commercial developments are susceptible to wildfires due to proximity to “wildland interface” conditions with nearby forest lands. Fire prevention in general and the development of a Community Wildfire Protection Plans (CWPP) were the main focus of Extension programs in at least 5 counties. Texas Forest Service, local emergency managers and fire officials were involved in these events. Trainings included an evaluation homeowners’ properties as compared to Fire Wise landscape management principles, prescribed burns and emergency preparedness. Mast. Gardeners, Mast. Naturalists, farmers, ranchers, and homeowners that live or work near forested areas were targeted.

Future Plans

- Tracking system for emergency management course participation and certification in AgriPeople, TrainTraQ or some other type system
- Heighten awareness and training in dealing with man-made disasters
- Work ever more closely with County Emergency Management offices to help fill the publication gap in funding shortfalls from FEMA



“If I had not heard the talk on emergency preparedness I would have been in serious trouble when the hurricane hit. All the important papers were safe because of what I learned.”

PROGRAM DELIVERY IN URBAN COUNTIES/ POPULATION CENTERS

Urban and urban initiative counties in the South Region are utilizing a variety of unique and innovative delivery strategies to reach the 7,980,832 million individuals residing in the urban population centers in the South Region. A significant 31% of the states 25 million population resides in these ten counties of the South Region. Additionally, this is also the most diverse region of the state requiring culturally sensitive programs that meet the needs of large numbers of diverse audiences. This diversity is reflected in the following ethnicity of the region: Hispanic 49%, Anglo 31%, Black 14% and other 6%. In addition to ethnicity size and variety of agricultural enterprises, socio-economic status and variety of and access to community resources present challenges and opportunities for the delivery of Extension programs. As indicated in the program goals and responses a variety of technology including various social media were used to deliver educational information. A concerted effort was made to deliver programs in Spanish and English. With the loss of key agent positions in urban areas, agents have focused more on priority goals to respond to population needs. Volunteers have assisted in extending the Extension Mission in the urban counties in the South Region. For example 1,832 Master Gardener Volunteers contributed 173,256 hours valued at \$20.85 per hour for an economic impact of \$3,612,387.60 in the South Region. Master Naturalist Volunteers contributed 38,579 volunteer hours valued at \$804,372.15.

Partnerships and collaborators have greatly enhanced the quality of Extension's educational programs. A few of these include other county departments, municipalities, Independent School Districts, State Agencies, Universities and Community Colleges, Habitat for Humanity, local libraries, National 4-H Council and Water Conservation Board and variety of Commercial Horticulture Groups and Agriculture Commodity Groups.

Several examples of program expansion and replication by urban and urban initiative counties include the Master Wellness Program which showed great success in the East Region. Urban Counties in the South Region are preparing to train Master Wellness Volunteers, some have completed the training. The Green Thumb Lecture series originally started in Harris County has expanded to Fort Bend County. The Urban Rancher Landowner Education has expanded to two additional counties.

A new program that has the potential for replication with funding attached is the Horticulture Certification Program a partnership between AgriLife Extension and the Harris County Juvenile Probation. Funding for this program increased from \$28,000 in 2010 to \$35,000 in 2011 through the State Mandated Family Protection Fee. This program will train juvenile offenders with horticulture skills to enable them to present a horticultural skill set to potential employers.

Urban and Urban initiative counties in the South Region conducted 11,858 programs.

2,299,003 participants benefited from AgriLife Extension Programs in South Region Urban and Urban Initiative Counties.



1,106 EFNEP Volunteers assisted in 4 Urban and Urban Initiative Counties. They contributed 7,488 hours for a value of \$156,124. In-kind value from interagency cooperators equated \$378,519.



Future Plans

In order to respond to the growing needs and programmatic demands in the Southern Region the leadership team has identified the following goals:

- Training of agents and implementation of Home Food Preservation Programs
- Continue efforts to expand the utilization of technology in the region
- Expand the variety of interpretation strategies to reach elected official
- Support the AFRI Childhood Obesity Grant in identified areas of the region
- Expand EFNEP service delivery area into neighboring counties



1,832 Master Gardener Volunteers in urban and Urban initiative counties contributed 173,256 hours valued at \$20.85 per hour for an economic impact of \$3,612,387.60 in the South Region.



BLT in the ten Urban and Urban Initiative counties in the South Region generated \$59,000 in travel and supplies, \$444,283 in salary and fringe benefits for 15



South Region Leadership Team

District Extension Administrators

Dale A. Fritz
Southeast District 9
Donnie Montemayor
Coastal Bend District 11
Ruben J. Saldaña
South District 12

Regional Program Directors

Monty Dozier
Agriculture & Natural Resources
Elaine K. Fries
Family & Consumer Sciences

County Extension Directors

Vince J. Mannino
Fort Bend County
Linda Williams-Willis
Harris County

District Extension Program Specialists, 4-H & Youth Development

Kevin Chilek
District 9
Jodi McManus
District 11
Luis H. Saldaña
District 12

