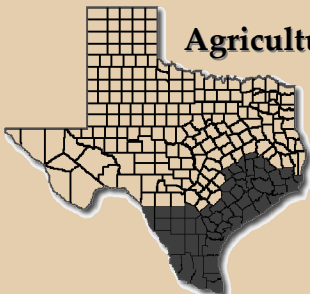


# AgriLIFE EXTENSION

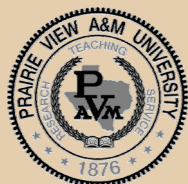
Texas A&M System

*Improving Lives. Improving Texas.*

## 2008 Programmatic Outcomes South Region Extension Districts 9, 11, & 12



Agriculture & Natural Resources  
Family & Consumer Sciences  
4-H and Youth Development  
Community Development



# ENSURE A SUSTAINABLE, PROFITABLE, AND COMPETITIVE FOOD AND FIBER SYSTEM IN TEXAS

## Texas livestock and poultry sustainable and profitable management systems

**Relevance/Response:** Livestock production plays a major role in the economic well being of every county in the South Region. Livestock inventories across the South Region include: 2. 6 million cattle, 92,166 horses, 58,078 goats, 8,270 sheep, 5,396 pigs, and over 4 million poultry. Total livestock sales in 2007 stood at \$1,280,340,000.00.

### Results and evidence of change/benefits:

- Added value of \$149.61 per head was realized by commercial cattle producers for open or exposed heifers (194 head) , \$307.91 per head for bred cows (141 head), and \$326.63 per pair (129 pairs) participating in Extension cattle marketing program verses marketing cattle through a more traditional weekly auction barn system. Total increased value to all producers involved was \$114,574.92.
- Producers participating in herd health management seminar demonstrated a 57% increase in understanding related to grazing strategies for winter forages and a 66% increase in understanding related to the effects of improper injections on beef carcasses. Seventy one of 71 (100 %) indicated information learned would assist them in making better management decisions.
- Horse producers participating in a horse mini series increased knowledge related to natural hoof trimming by 80% , body condition scores for brood mares by 91 % , and limiting amino acid of the horse diet by 82 %.
- During a cattleman's college educational series, 11 of 15 (75%) of program participants demonstrated an increase in knowledge related to concepts taught. Additionally, 13 of 15 (87 %) indicated the program will save them money , 12 of 15 (81 %) indicated they would adopt practices such as forage value analysis, pregnancy testing of females, and breeding soundness evaluations of bulls.
- Cattle producers attended a series of beef cattle production programs to increase knowledge of managing a cattle operation. Regarding the adoption of recommended practices presented, an increase of 176% in identifying weeds prior to control, 86 % increase in the use of seasonal price cycles to market calves , and 126 % increase in utilizing body condition score to assist with herd reproduction decisions were measured. These 23 producers also indicated an average positive impact on their operation of \$16.77 per breeding cow or an average benefit of \$539.25 per respondent based on cattle numbers owned. This translated to a total respondent economic benefit of \$10,785.00 for the program.
- Program participants in recovering from range and pasture management program indicated a savings of \$5.25 per acre as a direct result of program participation. This correlated to a total of \$494,004.00 in savings across the 95,096 acres positively impacted by this program.

### South Region Agricultural Statistics

# of farms .....62,883  
Ave. farm size (Ac) .....1,298  
Ave. \$/farm.....\$63,722.00

#### Primary Operators

# males .....54,361  
# females .....8,522  
Ave. age (yrs).....58.6

#### All Operators

# A. Indian/AL Native .....874  
# Asian .....342  
# Black of Af.Amr .....3,006  
#N Haw/ OPI .....32  
#White .....88,190  
# > 1 race .....822  
# Spanish, Hisp., Latino.....15,616

USDA 2007 Census of Agriculture

## Technology and best management practices for crop and forage systems

**Relevance & Response:** Leading crops in terms of acres produced include: grain sorghum, forages, cotton, corn, and rice. Sugarcane, peanuts, wheat, pecans, vegetables, and timber are also produced. Dryland production comprises the largest number of acres, however, irrigation plays a significant role in some areas of the region. Total crop sales for 2007 were \$1,609,973.00.

### Results and evidence of change/benefits:

- 44 of 52 (85%) of participating producers in a rain-fed row crop production series indicated they anticipated an economic benefit from their participation. Theses producers expected an \$11 per acre increase in net income through their participation. Average size of cotton ground farmed and grain sorghum ground farmed was 743 acres and 1,195 acres, respectively. Given this inform, a total increase in net income of \$554,268 by all participants was projected.
- A fall army worm program was developed to teach producers the best methods to reduce worm populations and increase returns per acre. Program participants indicated an increase in \$10.47 per acre by controlling army worms in the whorl stage. A total increase of \$418,110.00 could be realized if all grain sorghum acres followed the prescribed best management practices (BMPs).
- An agricultural industry professional development program targeted to crop consultants and crop advisors was conducted. A percent knowledge gained (37 respondents) related to wheat production of 276% and 113% related to physiology of corn and grain sorghum were documented. Thirty (83%)

### Top Crop Commodities .....# of Acres

Grain Sorghum..... 1,097,950  
Forages ..... 1,010,421  
Cotton ..... 591,336  
Corn..... 452,150  
Rice ..... 142,149

USDA 2007 Census of Agriculture

indicated they are better able to provide information to the producers they serve and 26 (71%) feel more comfortable when making varietal recommendations.

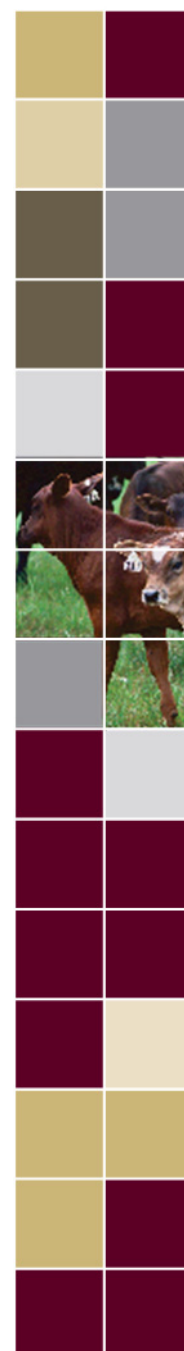
- Through the use of use of centra-symposium as the vehicle of program delivery, producers increased their knowledge by 38% related to options available to reduce fertilizer costs. Additionally, 25 of 26 (96%) indicated they can make better management decisions and 22 of 25 (88%) felt mostly to completely satisfied with the use of centra-symposium to receive educational information.
- Forage production webinars were conducted to more efficiently deliver educational information to a wider audience. In one of the participating counties, 20 of 21 (95%) indicated the information presented would help them make better decisions and 24 of 25 (96%) rated the use of webinar technology as good to excellent in program delivery.
- A spring hay management educational series targeting BMPs of hay production, harvest, and storage was conducted. Forty six of 67 (69%) increased their understanding of the importance of soil testing and 48 of 67 (71%) increased their understanding of the effect of stocking rates on profitability. Eighty five percent (57) indicated they planned to adopt BMPs to increase their net returns. Twenty five of 31 (83%) indicated an increase in understanding of the positive effects of the use of barns to store hay as it related to hay nutrient value . Finally, 60% (19) participants estimated a savings of greater than \$2,000.00 to their individual operations by their participation in this program.
- An estimated \$4.4 million was saved by producers in Southeast Texas who would have likely planted ryegrass as winter forage without information provided to them through soil salinity testing and pasture recovery programs.

## Natural Resources and the Environment

**Relevance/Response:** Growing concern related to water quality contamination associated with land use in rural and urban settings is a growing concern in the South Region of Texas. Concerns include surface water contamination, health concerns related to contact water recreation, contamination of food supplies including vegetables and shell fish, and loss of aquatic plant and animal habitat. Educational sessions were conducted with agricultural workers, landowners, master gardeners/master naturalists, teachers, homeowners, and others.

**Results and evidence of change/benefits:** Examples of changes in clientele as documented through evaluation include:

- Food safety education and good agricultural practices (GAPs) education address concerns and risks at the farm level related to fecal coliform bacterial contamination. In 2008, 55 of 57 (97 %) of the irrigation water samples collected and analyzed were found acceptable for furrow or sprinkler irrigation in vegetable crops under the guidelines for generic E. coli of the California Leafy Greens GAPs Agreement. Entry level worker training in hand washing and hygiene is another important area of GAPs certification. Three food safety trainings were conducted in District 12 area to entry level workers in Spanish. Over 83 individuals were trained and 100 % completed/passed the video modules. This two tiered approach of irrigation water sampling and worker trainings have helped 3 Texas producers become USDA GAPs certified. Economic impacts indicated that median costs to implement GAPs practices on the farm to be \$239 per acre. Failure to implement GAPs would result in 65% median average of the total program acres (>12,000) being negatively impacted either by reduction or elimination of sellable product.
- During landowner education programs, participants increased understanding of the right of capture by 136 % and Texas surface water laws by 127 %.
- A total of 12 of 12 (100%) of producers surveyed indicated they increased their understanding of Precision Agriculture and how it may benefit their operation. Additionally, 8 of 12 (66%) indicated intention to increase the use of Precision Agriculture technologies in their operation to protect water resources and reduce costs..
- Thirty three participants in a pesticide safety program increased their knowledge of securing pesticides in preparation for a natural disaster by 56%.
- In relation to protect water quality by reducing the amount of chemicals used, 16 of 18 (89 %) have begun to use compost and 5 of 18 (28 %) have begun to select organic alternatives.
- Master Naturalists have grown from seed and replanted 15,000 plants on 5 sites for prairie restoration in the Galveston Bay area.
- An environmental golf course management field day was held in cooperation with the Audubon International to educate golf course superintendents on managing golf courses in an environmentally friendly manner . Five of 6 (83%) of golf courses participating in the educational program enrolled in the Audubon Cooperative Sanctuary Program for Golf Courses. This resulted in a 42% increase in Harris County golf courses in this program.
- Private well water screening programs were conducted to determine water quality. Educational programs complete with screening results and recommendations were held and well owner feedback indicated a 93% commitment to shock well chlorination treatment recommendations. Fifteen percent of respondents were intent on following up with home filtration systems as a precautionary measure.



## IMPROVE THE HEALTH, NUTRITION, SAFETY, AND ECONOMIC SECURITY OF TEXAS FAMILIES

### Increasing parenting skills, and improving the quality of child and eldercare in Texas

**Relevance:** South Region residents face issues and challenges in families that span throughout the life cycle. They need to learn strategies to help them make sound decisions that will affect the success of their health, safety, relationships, finances, and home environments.

#### Response and Results:

- Child care provider conferences. Demand for quality childcare continues to rise as over 60% of children from birth through age 6 receive some form of child care from persons other than their parents. Extension programs help childcare providers complete annual required training hours and improve skills that directly impact children. In 9 conferences, 1,100 participants received 6,229 training contact hours, represented 255 centers, and served 12,514 children. Providers (931) indicated 95.5% agreement that information would strengthen their center while 96.1% indicated agreement that they would be more effective child care providers. In addition, 96.9% indicated learning information that would be used immediately.
- Eldercare and health conferences. Texas has the 4th largest population of older adults over age 65, demonstrating a need to address aging issues. As a response, conferences and programs reaching 2,869 participants have targeted strategies to improve health and learn coping skills related to aging. Free health screenings at events are valued at \$75,000. An additional 1,590 senior citizens attended Master of Memory (MOM) sessions with 15 volunteers teaching. Respondents (261) indicated a higher confidence in their ability to take steps to improve memory function.
- Fathers/Families Reading Everyday (FRED). According to experts, the single most important activity parents can do to help children acquire literacy skills is to read to them. A strong relationship exists between children's literacy skills, academic performance, and future income potential. In the South Region, 1,440 fathers/families participated in FRED. Participants averaged 9.2 hours reading time and averaged 42.4 books. Adults reported: 52.6% (211 of 401) increased time spent with the child, 48.1% (190 of 401) improved their relationship with the child, 53.6% (215 of 401) improved the quality of time spent with the child, and 49.9% (200 of 401) improved the child's vocabulary.

***“Free health screenings  
at events are valued at  
\$75,000”***

### Decreasing demand for health care through health, nutrition and safety education

**Relevance:** High priority issues identified by Texans include affordable health care as well as access to health care services. Research indicates improved good nutrition and dietary behaviors, increased physical activity, and reduction of specific risk behaviors can prevent or delay development of certain diseases and conditions requiring professional health care.

#### Response and Results:

- Walk Across Texas (WAT). Regular physical activity is linked to a longer, healthier life. Approximately 29% of adults are not physically active. A total of 3,625 adults and children participated in the 8 week WAT program. Of these, 1,151 were school children. Statewide, team participants increased their average weekly mileage from 21.5 to 26 miles, for a significant increase of 4.5 miles by week 8. Adoption of this practice decreases future risk for chronic diseases. Based on these results, South Region walkers have the potential to save \$21 million in future health care costs during their lives.
- Passenger Safety. Traffic crashes are the leading cause of death for children ages 3 and older. Research shows proper use of child restraints reduces the risk of fatal injury. Child safety can be improved through child seat installation inspections and providing safety seats for families in need. Statewide, it has been demonstrated that 99% of seats are not used correctly. Agents have inspected and installed 398 seats. Of these, 293 were new seats from grant funds. At these events, 108 children arrived unrestrained and only 2 arrived correctly installed. The South Region estimated economic benefit is \$451,982.





*"WAT really gave me the jump start and the motivation to exercise. I feel so much better. At my last doctor visit, my blood pressure was 120/80. That's down from 138/90."*

- **Cancer Risk Reduction.** Cancer is the 2<sup>nd</sup> leading cause of death in Texas. Education on early detection and reducing risk factors can help reduce the impact of cancer. Education programs have reached 1,751 participants. Hallelujah to Health and Cultivando Su Salud reached 130 minority women. Of those surveyed, 92% (66) planned to schedule their exams.
- **Better Living for Texans (BLT).** With county poverty rates (population below 185% poverty) in the region ranging from 18% to 77%, the BLT program is needed to help food stamp audiences maximize their ability to plan and prepare nutritious low cost meals. Evaluation results from graduates (876) in a 3 lesson series include: 74.3% (651) always plan meals (improvement of 47.6%), 82.2% (720) always shop with a list (improvement of 51.7%), 85.5% (749) always compare prices (improvement of 39.8%), 94% (824) store food within the time safety zone (improvement of 15% as this practice was initially good). An estimated average monthly savings from out-of-pocket food expenses was \$30.69 for 402 participants. Assuming this was not due to some other economic hardship, the estimated annual savings for these individuals would be \$148,048. BLT was the first Extension program for 74% (648) of participants.
- **Expanded Nutrition Program (ENP).** ENP addresses food insecurity issues with limited resource adults and youth, through a lesson series. Through this program, 9,170 adults (including 38,039 family members) and 25,525 youth were reached. In a sample of 1,390 homemakers, 84% - 91% showed improvement in 1 or more nutrition practices, 77% - 87% showed improvement in 1 or more food resource management practices, and 40% - 64% showed improvement in 1 or more food safety practices. In a sample of 1,463 youth, 61% - 92% increased nutrition knowledge, 81% - 99% improved food preparation and safety practices, 77% - 83% increased ability to select low cost, nutritious foods, 72% - 83% now eat a variety of foods, and 89% - 97% improved physical activity behaviors.

## Reducing health care costs by increasing risk-reducing behaviors among adults with Type II diabetes

**Relevance:** The number of people with diabetes is rapidly increasing which impacts health care costs and lost productivity if the disease is not well managed. People with diabetes who maintain their blood glucose, blood pressure and cholesterol numbers within recommended ranges can keep costs down, lower health risks and maintain quality of life.

### Response and Results:

- **Do Well Be Well (DWBW).** With the incidence of diabetes rising, the DWBW program helps people adopt strategies to improve disease management. There were 421 participants registered in the program series. Post test results indicated 69% (289) never had diabetes classes, 49% (208) received no meal plan from their doctor and 40% (168) reported incomes of \$20,000 or less. Participants completing the series demonstrated significant decreases in their blood glucose levels. Based on these results, South Region participants have the potential to save an estimated \$22 million in future health care costs if they continue to use strategies learned.

*"My glucose stayed in range and my sleep pattern was better. I had more energy which allowed me and my family to spend more time walking together and less time watching TV..."*

## Reducing the risk of food-borne illness

**Relevance:** Food-borne disease can cause illness and even death. Most vulnerable populations include pregnant women, elderly, young, and individuals with chronic disease or weakened immune systems.

### Response and Results:

- **Food Protection Management (FPM).** More than ½ of all food borne illnesses are attributed to improper food handling in food establishments. The FPM program addresses the need to have qualified food handlers on site at these locations. In the South Region, 150 participated in the 2 day course with a pass rate of 88%. Another 23 participated in a one day course with a pass rate of 75%. Fifty-three percent of participants indicated an educational level of high school equivalent or less. Forty-nine percent of participants had five years or less food service experience.



# PREPARE TEXAS YOUTH TO BE PRODUCTIVE, POSITIVE, AND EQUIPPED WITH LIFE SKILLS FOR THE FUTURE

## Focus on Youth: Experiential learning to build life skills among Texas youth

**Relevance & Response:** Throughout the region, youth leadership development continues to serve as a focal point of educational programs. There are over 1.3 million youth (ages 9 to 19) in this region, making it the largest youth population in the state. Of the 56 counties in the region, 100% conducted educational programs targeting youth, as well as volunteers that support youth programs, which focused on leadership and life skills.

### Results and evidence of change/benefits:

#### Character Education

- 9,447 educational contacts (10% by volunteers) provided youth with learning opportunities in character education and quality assurance as part of their **Quality Counts** programs. Programs reported in 19 of the 56 counties demonstrated that youth participants were more knowledgeable of how to keep meat safe following proper withdrawal times, using appropriate vaccination sites, and 83% increase in acknowledgement that their actions have an impact on food safety for Texas meat consumers. Results from over 248 youth participating supports the intended outcomes with 98% reporting the value and importance of protecting the food supply with responsible care of livestock. 96% (86 of 90) also reported that dishonest practices can negatively impact others and more importantly their own character.
- Texans Building Character** programs reached over 5,160 youth to include some targeting specifically at-risk youth. Results included youth in one program reporting that they could knowing how a person of good character represents themselves in their behavior, with 100% (29) identifying those who demonstrate trustworthy characteristics.

#### 4-H and Youth Enrollment 2007-2008

<b>Total Youth in Region (9 to 19)</b>	<b>1,354,013</b>
<b>Total 4-H Members</b>	<b>311,651</b>
♦ 4-H Clubs	<b>19,554</b>
♦ Special Interest	<b>68,354</b>
♦ Curriculum Enrichment	<b>206,200</b>
♦ Other	<b>17,543</b>

Source: 2008 Texas 4-H ES-237 Report

***"The way I act sometimes with my friends will change because of the effect behaviors and personalities have on people."***

#### Leadership & Life Skills

- 56 of 56 counties conducted leadership development programs for youth and adults. 15 of 56 counties implemented educational programs reaching over 484 youth using **Putting The Pieces Together** curriculum. Youth reported (N=20) the greatest impact of the program was an change in behavior as it relates to developing steps to achieve goals and in working effectively with groups from "sometimes" to "often and always."
- 18,348 youth contacts through Youth Boards, Ambassadors, and County Councils also served as delivery methods for educational programs. One leadership program reported reaching more than 2,155 youth contacts in the region. Results indicate that youth participants are better able to identify issues in their community. One program reported identifying over 17 youth-related issues and prioritized them with the intent of developing youth-led educational programs to address them.

#### Career, Workforce & Higher Education

- Educational programs focusing on careers targeted middle-school to high school youth. Programs ranged in topics from college readiness, career choices, and job skills. Evaluations (95.7% response rate) from the 392 **Career Quest** participants reported increasing their likelihood of applying for college. Respondents reported 88.8% would Probably or Definitely apply, while 89.9% of the respondents indicated that they would Probably to Definitely use the interview skills they learned as a result of their involvement in the program. Also, 92.3% indicated that they would research new careers as a result of their involvement.
- 2,398 youth were reached through programs focusing in **Higher Education** resulting in over 9,859 contact hours (>4 hrs per contact). 93% of respondents to a higher education program indicated they were motivated to attend college as a result of their involvement.
- Kids with Biz** ideas was delivered resulting in 888 youth contacts using hands-on interactive programs resulting in over 5 hours per contact. Youth learning job skills, planning, budgeting, and entrepreneurial skills as part of the program delivery. Volunteers contributed by teaching as well as local businesses contributed valued at over \$8,447. A program with 71 participants reported increased knowledge of goal-setting, interest in owning their own business, and other business financial skills. At least 79% of participants came from economically disadvantaged families.

## Nutrition & Health

- **Balance Your Day With Food & Play** was implemented throughout 28 counties in the region making over 928 youth contacts. Data from five counties (N=240) reflected that gained knowledge in all seven emphasis areas. In addition, 78% (184) youth demonstrated that they could identify important nutrients, compared to 25% (59) prior to their involvement. Parents also reported changes in their attitudes about their child's health indicating, *"I realize how important it is for parents to help their children and themselves to stay fit and healthy."*
- **Health Rocks** reached approximately 7,186 youth through volunteers with over 4.5 hours per youth involved. While other program focused on nutrition such as **Expanded Nutrition Program—Youth** reaching 16,967 different youth in economically disadvantaged areas of the region with **Professor Popcorn** and other educational programs.
- **Food Safety** programs targeted youth in the region one of which reported a four-fold (n=28) increase in knowledge of proper food handling techniques and importance of cross contamination.

## Focus on Volunteerism: Building capacity to reach Texas youth

**Relevance & Response:** Volunteers are the most valuable 4-H and youth development resource to promote and support our mission, values, and goals. Building capacity in volunteers to extend opportunities to youth requires their skill development through training and support. With over 1.3 million youth in the region, it is imperative that the 4-H program be led by volunteers and supported by Extension.

*Over 9,900 direct volunteers contributed more than 456,000 hours to support youth programming valued at*  
**\$8.7 million**

### Results and evidence of change/benefits:

- **Volunteers** made up approximately 25% of all contacts made to support Extension you programs while serving as the largest contributor of volunteer time to all Extension programs. 100% (56 of 56) counties reported volunteers supporting youth programming.
- **Livestock Mentor** and **Shooting Sports Coach's Certification** training events were conducted to prepare volunteers. Reports reflect that these volunteers contribute more than three times the number of hours as other volunteer groups in Extension. At 38 hrs per volunteer, the resulting value of their (171 livestock mentors reported) time to Extension and the youth they serve exceeds \$126,775.
- **Expansion** of volunteer efforts continues to be a priority region-wide. Expansion of both youth and volunteerism have demonstrated up to a 100% growth in registered volunteers in one county.

## Focus on Quality Programs: Providing youth science-based experiences

**Relevance & Response:** Successful development of leadership and life skills is dependent on providing youth with a variety of educational experiences that are science-based, experiential, and support the overall development of like skills in youth through their involvement in project work.

### Results and evidence of change/benefits:

- **Science, Engineering & Technology** programs resulted in 27,437 enrolled in Science & Technology project areas. In addition, targeted programs for at-risk youth provided hands-on experiences with evaluations reporting 100% (17) learning what an engineer was and 94% (16) able to identify engineering careers.
- **Junior Master Gardener** program continues to enroll over 60,000 youth annually in science-based classroom instruction. Master Volunteers who support this program contribute over 200 hours per volunteer. With an estimated 3,000 volunteers, this amounts to a conservative \$1.1 million in volunteer time. As part of the JMG program, approximately 24,076 youth participated in **Cylinder Gardening** in 6 counties that reported. Teachers (90%) reported youth had improved social skills, academic performance, and self-development as a result of their involvement in this program. One program reports 87% had increased their interest in science as a result of participation.
- **Vet Science** was formally reported in 8 counties with over 594 youth contacts averaging 4 hours per contact. These group activities do not include self-study that many of these youth engage. When comparing gender, a great majority of these participants are female youth (>90%) as reported by counties.
- **Science of Agriculture** programs have been reported in over 28 counties throughout the region. 80% of the participants in one group of 4th graders indicated that they had a greater knowledge of agriculture and its impact on them. 58% of participants indicated that they had also learned about science and how it relates to agriculture. 4-H Enrollment reports in excess of 84,000 youth participating in programs linked to Plants & Animals either through curriculum enrichment (schools), special interest (community-based), and club projects. Another report indicates the two greatest impacts on knowledge of youth include defining agriculture and knowing where their food comes from.



# BUILD LOCAL CAPACITY FOR ECONOMIC DEVELOPMENT IN TEXAS COMMUNITIES

## Preparing for Disasters

### Relevance & Response:

2008 proved beyond a doubt how vulnerable Texas, particularly the South Region, is to disasters. The region experienced three storms that hit the coast — Ike, Dolly and Edouard. **Hurricane Ike** bombarded the Texas Gulf Coast in September, causing more than \$11.4 billion in damage, and power loss for more than 3 million Texans for 1-3 weeks. Galveston Island took a direct hit, the lower half of Chambers County was devastated, and large portions of Jefferson and Orange counties were flooded. The storm surge measured >20 ft. and impacted 6 counties. Extension created a livestock and horse resource staging area in support of 20,000 head of cattle in the 100 mi. wide, 20 mi. deep inland surge zone area and agents and Extension volunteers were empowered to assist county resident throughout. **Hurricane Dolly** impacted S. Padre Island and the Lower Rio Grande Valley. Counties experienced power loss for 7-10 days and scattered flooding. Twenty CEAs established benchmarks on 2008 crop harvest prior to Dolly in preparation for post Dolly agricultural disaster assessment by USDA. **Hurricane Edouard**, fortunately never exceeded tropical storm strength.

### Results and evidence of change/benefits:

- Hurricane Ike - County emergency operation centers (EOC) activated 150 CEAs in 74 counties to distribute information and recovery & sheltering purposes. In addition, and Extension pre-positioned 47,000 recovery publications in 4 targeted counties in South Region. AgriLife Extension instituted "Operation No Fences" in response to the needs of ranchers devastated by Hurricane Ike.
- Hurricane Dolly - Extension delivered 57,500 recovery publications (22% in Span.); 3 CEAs were activated in support of animal care and shelter actions; 45 CEAs assisted with damage assessment where it was estimated 20 % of citrus, 90% of cotton, and 75% of sugarcane, was lost in the Rio Grande Valley; and the distribution of joint DSHS/Extension press releases relating to mosquito control.
- Texas EDEN web site was updated as needed. In S. Region, 94% of counties distributed EDEN publications, 88% of all county Extension computers have EDEN bookmarked for easy access and 100% of county Extension webpages have a link to EDEN.
- NIMS IS 700 is required of all CEAs; while ICS 100, 200, & 300 are required of CEAs who activate at local EOCs. S. Region tallied 78.1% (121 of 155 agents) compliance with regards to NIMS IS 700. Fifty-five agents or 35% completed ICS 100, 19% completed ICS 200, and 5% completed ICS 300.
- During National Preparedness Week 85 programs were conducted reaching 3,029 clientele, while 203 programs were conducted throughout the remainder of 2008 for 47,102 contacts. Results indicated: 96% of women and 91% of men will modify their emergency preparedness actions; 94% (+3% over 2007) are aware of the type of disaster that can take place; 94% (+1%) are planning to take preparatory actions; 59% (+7%) will upgrade insurance policies; 77% (+4%) will have a family contact plan; 73% (+6%) will have important papers ready in a water-proof file; 47% will plan further to protect pets/livestock (+12%); 62% (+0%) will have a complete list of prescriptions medicines; and 85% (+1%) will prepare a 3-day disaster supplies kit for all family members.
- 47% of South Region counties utilized "Patriotism Through Preparedness" in 51 schools for 4,515 contacts. Evaluations indicate that 100% of youth learned necessary skills to survive during an emergency, and 100% thought they were better prepared to handle circumstances that could be classified as disastrous.
- 5% of the South Region counties responded to other disasters such as wildfires, drought, Salmonella poisoning in tomatoes and animal abandonment for 4,300 contacts. Agents were involved in evacuation of people & animals, provided information and responded to mass media requests.
- 52% of counties have formed an Animal Issues (AI) Committee, while 42% are in the process. Most important, 94% of men and 91% of women stated that they are better prepared to cope with animal needs after attending Extension programs where AI plans were discussed.

*"We need water troughs, hay, feed, portable panels, trailers for livestock"*  
— Jimmy Silvia, Chambers County Judge

#### **Operation No Fences** provided...

##### Delivery of emergency aid

6,500 round hay bales	400 water troughs
3,000 square bales	10,000 units of vaccines
165 tons of feed	

##### Transportation and relocation

15,623 head of cattle

**"Saved \$8.3 million"**

— Todd Staples,  
Texas Department of Agriculture Commissioner



## Texas youth and adults prepared to participate fully in the 21st century workforce

**Relevance & Response:** Economic and financial stability is critical for South Region clientele to maintain the quality of life they so richly deserve. Grassroots involvement has helped AgriLife Extension maintain relevance throughout the region. Our clientele ranged in age from junior high to senior citizens, and our educational programs are equally diverse.

### Results and evidence of change/benefits:

- Since the *Bankruptcy Abuse Prevention & Consumer Protection Act of 2005* took effect in October the law requires that those filing for personal bankruptcy complete a personal financial management course. S. Region began instituting the *Starting Over* programs and the *Wi\$eUp* pilot program to assist those financially stressed - namely single, divorced, widowed and unemployed women. Evaluations of 268 participants indicated 85% created a inventory list of financial records, 90% created a credit and/or debt card log to track expenditures, 85% began saving for retirement, 65% began saving for a child's college expenses, and 25% began saving an emergency fund.
- Limited-resource Ag producers lacked the knowledge and skills of seeking and applying for loans to aid in stabilizing their small farm and ranch operations. Collaborators that provided technical assistance included banks & lending institutions, FSA, USDA, livestock auctions, farm and ranch stores and local media. Every producer that was provided assistance was able to have a fair chance at securing a loan from USDA-FSA and saved 2% loan fee that independent loan packagers charge for their services.
- The NEFE High School financial planning program, *Money Smart* and others often target teen where a recent JumpStart Coalition survey of high school seniors reported the average score was 47.6% that possessed financial knowledge. Evaluations of educational efforts to inform students indicated 78% of the participants indicated they plan to utilize the information gained which included understanding credit, goal setting and budgeting. 100% anticipate benefiting economically from Extension efforts.
- A total of 14,247 private, commercial and non-commercial pesticide applicators reside in South Region. In an effort to maintain validity of licenses and increase knowledge & skills of producers with the goal of improving environmental conditions, Extension agents in 100% of S. Region counties provided well over 100 educational opportunities, > 5 hours in length. Total number of 104,789 CEUs for re-certification were recorded - an average of 7.35 per person. Producers indicated a gain in knowledge and skills.
- Over 240 Extension educational programs targeted career awareness for 322,000 contacts. Most recently career fairs for youth have taken on a whole new light - focusing on youth not necessarily interested in college, but technical trades that will afford them a decent living. Over 11,000 youth contacts were made regarding this latest trend. Racial breakdowns averaged 45% Hispanic, 45% African-American, 5% Asian and 5% white. Knowledge gained indicate that 90% learned and will use interviewing skills, 83% learned about emerging technical careers and will consider those, 88% learned where and how to apply for financial assistance, and 89% will seek financial assistance if needed.
- A new twist to the old farmers market is the *"Grow'n Growers"* program whereby customers pay a subscription fee to have a grower produce the vegetables they want using safe farming practices. Seventeen low-income families that participated in *Grow'n Growers* were taught the culture of organic vegetables, financial management, and marketing. The cost to the consumers was only \$10 - \$20 per week - a real bargain for fresh, organically-grown produce at their peak of vitamin and nutritional content.
- Time and money spent on entertainment is still a great indicator that "all is well." The "Theatre Guild of Burleson County" a brain-child of the county judge, local citizens and the CEA-FCS created an opportunity and the means for local talents to perform *Alice in Wonderland*, *Evening of Comedy*, and *Death Bemoans Her*. Fifty local actors including family members fulfilled the acting roles. Total show attendance was over 1,000, 5% of all attendees came from out of the county, 10 volunteers have served on the Board of Trustees, 25 volunteers have helped with various aspects of the productions, and another 40 have supported the theater with annual memberships. Since AgriLife Extension serves as the informational contact for the Theatre Guild basic information about Extension and its educational role in the community was included at each performance. An average of \$18-20 is spent by each member of the audience on tickets, food and other items for added benefit to the county.



## South Region Leadership Team

Extension Faculty and Staff	D-9	D-11	D-12	Totals
CEA/EA—4-H, and Youth*	19	9	5	33
CEA/EA—FCS/FR/ENP*	25	18	13	56
CEA/EA—ANR/NR*	21	20	21	62
CEA/EA—Other (Hort., Marine, IPM)*	12	5	4	21
Extension Specialists/Assistants/Associates	8	12	10	30
Extension Program Assistants (BLT, ENP, 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
<b>Total</b>	<b>170</b>	<b>125</b>	<b>113</b>	<b>408</b>

\* Note: 1862 CEAs = 156      1890 CEAs = 16

### Regional Program Directors

**Monty Dozier**, Agriculture & Natural Resources  
**Elaine K. Fries**, Family & Consumer Sciences  
**Luis H. Saldaña**, 4-H and Youth Development

### District Extension Administrators

**Dale A. Fritz**, Southeast District 9  
**Jeffrey A. Ripley**, Coastal Bend District 11  
**Ruben J. Saldaña**, South District 12

### County Extension Directors

**Vince J. Mannino**, Fort Bend County  
**Linda Williams-Willis**, Harris County  
**Allan Malone**, Associate County Director

### Regional Program Specialists

**Kevin D. Chilek**, 4-H and Youth Development  
**Jodi McManus**, 4-H and Youth Development