

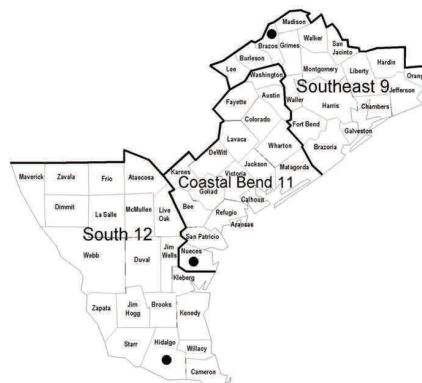
# Making a Difference 2011

## South Region

Southeast District 9

Coastal Bend District 11

South District 12



## 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

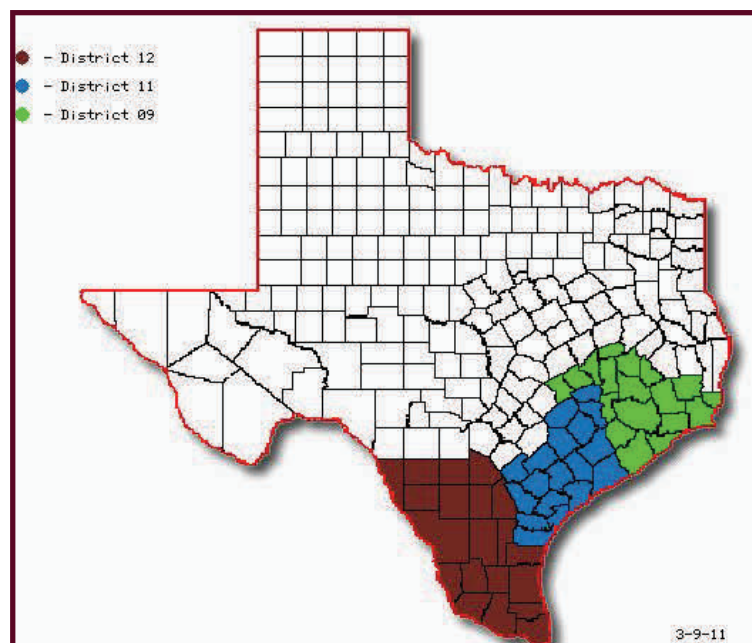
**Monty Dozier**  
Agriculture & Natural Resources  
**Elaine K. Fries**  
Family & Consumer Sciences

### 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  
**Luis H. Saldaña**, District 12



# 2011 South Region Profile

## Population Demographics

Popula- tion	Total 2000	Total 2010	% Change	%White % chge	%Af. Am % chge	% Hisp % chge	% Asian % chge	% Other % chge	% 2+ % chge
<b>District 9</b>	5,359,699	6,643,907	23.96	41.72 (2.96)	17.12 (24.07)	33.34 (55.06)	6.09 (68.01)	0.47 (44.6)	1.27 (30.61)
<b>District 11</b>	799,492	836,617	4.64	48.61 (-4.29)	6.52 (-5.71)	50.67 (18.24)	1.32 (32.85)	0.46 (15.94)	1.01 (5.93)
<b>District 12</b>	1,424,385	1,783,216	25.19	9.32 (-4.77)	0.43 (21.04)	89.18 (29.77)	0.72 (92.93)	0.18 (25.76)	0.21 (-8.59)
<b>Total</b>	7,583,576	9,263,740	22.15						

## Extension County Category

District	Number in Category 1	Number in Category 2	Number in Category 3	Number in Category 4	Number in Category 5	Number in Category 6	Number in Catego- ry 7
<b>9</b>			1	9	1	5	2
<b>11</b>		1	2	10	4	1	
<b>12</b>	2	3	6	5	3		1
<b>Total</b>	2	4	9	24	8	6	3

## Staff Position Types and Race/Ethnicity/Gender

Position Type	Total	Vacant	W	H	B	A	M	F
CEA-4-H and UYD	25	3	14 (64%)	5 (23%)	3 (14%)		9 (41%)	13 (59%)
EA-4-H-CEP	6	2			4 (100%)		4	
CEA-FCS/EFNEP	47	9	22 (58%)	12 (32%)	4 (11%)			38 (100)
EA-FCS/EFNEP-CEP	9	1		4 (50%)	4 (50%)			8
CEA-AG/NR	55	4	34 (67%)	15 (29%)	2 (4%)		47 (92%)	4 (8%)
EA-AG/NR-CEP	6	1		2 (40%)	3 (60%)		5 (100)	
CEA-Other (Hort, CMR, IPM...)	17	2	13 (87%)	1 (7%)	1 (7%)		10 (67%)	5 (33%)
EA-Other-CEP	2			1 (50%)	1 (50%)		2 (100)	
Extension Program Assistants (BLT, EFNEP....)	53	3	3 (6%)	36 (72%)	10 (20%)	1 (2%)		50 (100)
County Funded Program As- sistants (4-H/Ag/FCS...)	23	1	15 (68%)	7 (32%)			4 (18%)	18 (82%)
County Support Staff	98	2	65 (68%)	27 (28%)	4 (4%)			96 (100)
Extension Specialists/ Associates/Asst.	28	1	14 (52%)	13 (48)			23 (85%)	4 (15%)
District Support Staff	15	1	4 (29%)	8 (57%)	2 (14%)			14 (100)

## **Degree and Career Ladder Attainment of CEAs**

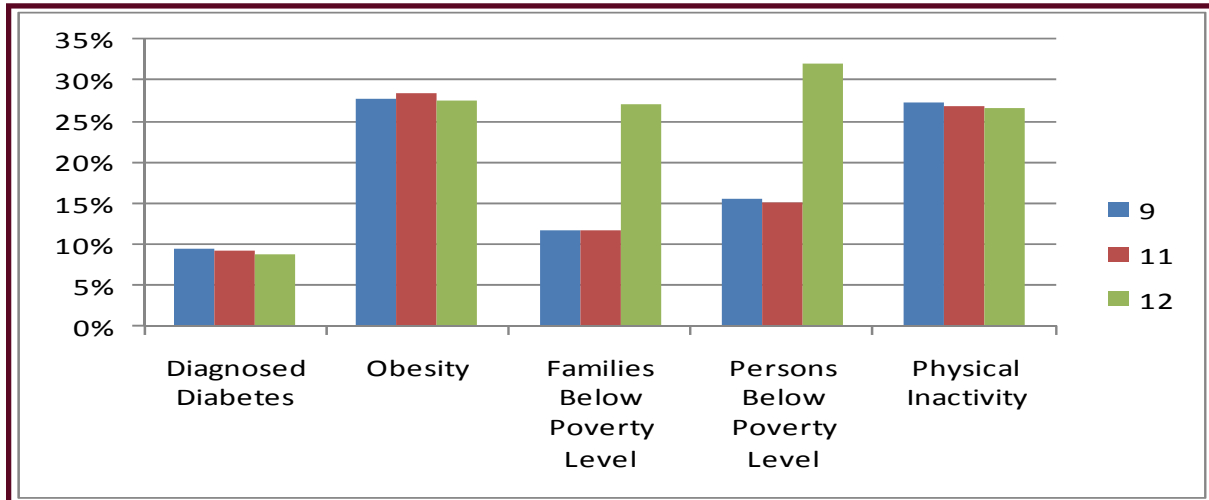
Degree	Doctorate	Masters	Bachelors	
Percentage of Agents	5.4	76.8	17.5	
CEA Career Ladder Level	I	II	III	IV
Percentage of Agents	44.9	32.4	10.5	12.2

## **2011 Estimated Value of Basis Agriculture Production**

<b>District 9 Top Five Commodities</b>	Commodity	Estimated Value
	Beef Cattle – Cow/Calf	\$546,940,790.00
	Nursery Crops – Ornamentals, Shade Trees, etc.	\$437,520,600.00
	Broilers	\$155,644,600.00
	Timber	\$105,871,200.00
	Rice	\$58,461,000.00
<b>District 9 Total Value of Ag Prod.</b>		\$1,582,631,110.00
Ranking of District Total - 7		
<b>District 11 Top Five Commodities</b>	Commodity	Estimated Value
	Beef Cattle – Cow/Calf	\$478,901,080.00
	Cotton	\$367,380,470.00
	Sorghum	\$156,782,480.00
	Nursery Crops – Ornamentals, Shade Trees, etc.	\$145,441,640.00
	Rice	\$115,418,090.00
<b>District 11 Total Value of Ag Prod.</b>		\$1,609,914,240.00
Ranking of District Total - 6		
<b>District 12 Top Five Commodities</b>	Commodity	Estimated Value
	Cotton	\$259,398,700.00
	Beef Cattle – Cow/Calf	\$230,581,130.00
	Vegetables and Melons	\$186,874,430.00
	Nursery Crops – Ornamentals, Shade Trees, etc.	\$163,611,990.00
	Hunting	\$158,307,250.00
<b>District 12 Total Value of Ag Prod.</b>		\$1,534,238,990.00
Ranking of District Total – 8		
<b>South Region Top Five Commodities</b>	Commodity	Estimated Value
	Beef Cattle – Cow/Calf	\$1,256,423,000.00
	Nursery Crops – Ornamentals, Shade Trees, etc.	\$746,574,230.00
	Cotton	\$561,390,870.00
	Sorghum	\$338,474,400.00
	Hunting	\$191,754,100.00
<b>South Region Total Value of Ag Production</b>		<b>\$4,737,187,300.00</b>



## South Region Health & Poverty Statistics



## 4-H Enrollment

4-H Year		2008-2009	2009-2010	2010-2011
4-H Club Enrollment	District 9	8,504	8,821	8,922
	District 11	6,001	6,496	6,565
	District 12	4,361	4,871	5,168
	Total	18,866	20,188	20,655
4-H Curriculum Enrichment Enrollment	District 9	29,826	79,307	116,165
	District 11	14,941	20,497	19,446
	District 12	21,956	37,820	19,325
	Total	66,723	137,624	154,936
4-H Special Interest Enrollment	District 9	55,799	34,084	45,697
	District 11	12,556	14,384	12,032
	District 12	25,952	20,851	40,915
	Total	94,307	69,319	98,644
Total 4-H Enrollment		179,894	227,131	274,235



## **2011 Volunteer Report Summary**

<b>Volunteer Group</b>	<b>Number of Volunteers</b>
Leadership Advisory Board	609
Ag/NR Program Area Committees	1,028
AG/Nr Program Area Task Forces and Coalitions	566
FCS Program Area Committees	400
FCS Program Area Task Forces and Coalitions	874
EFNEP Volunteers	1,133
Community/Economic Development Committees	260
Youth Board	391
4-H Task Forces and Coalitions	934
Master Volunteers	2,811
4-H Livestock Mentors	194
Result Demonstration Cooperators	247
Texas Extension Education Association	1,191
County Parent/Volunteer Leader Association	754
4-H Direct Adult Volunteers	4,568
4-H Direct Youth Volunteers	3,148
Military Volunteers	13
1890/Cooperative Extension Program Volunteers	250
Random/Episodic Volunteers	3,532
Indirect Volunteers	4,474
Total Volunteers	27,377
Total Hours Volunteered	971,455 Hours
FTE Equivalent (Total Hours/1,896)	512.37 FTEs
Number of Volunteers that Teach and Lead Educational Programs	3,830 Volunteers
Number of People Reached Through Volunteer-Led Educational Programs	258,142 Texans
Average Hours Volunteered Annually per Volunteer	35.48 Hours
Value of Volunteer Time (\$21.36/hour)	\$20,750,278.80

## Program Outputs

Program Outputs	# Sessions	Goal 1 Contacts/ Contact Hours	Goal 2 Contacts/ Contact Hours	Goal 3 Contacts/ Contact Hours	Total Contacts/ Contact Hours**
<b>District 9</b>	8,410	1.8 million/ 170,506	6.3 million/ 149,758	2.4 million/ 746,079	10.4 million/ 1.2 million
<b>District 11</b>	4,336	1.8 million/ 141,771	6.6 million/ 149,758	1.8 million/ 403,276	10.1 million/ 694,806
<b>District 12</b>	6,801	1.8 million 378,297	39.2 million/ 108,120	1.3 million/ 347,943	42.4 million/ 834,360

**\*\* as per the TExAS  
reporting system  
Jan-Dec 2011**

## Diversity of Program Participation by Ethnicity

Diversity of Pro- gram Participa- tion by Ethnicity (%)	White	Af. Amer.	Hispanic	Amer. In- dian	Asian	N.A.	Female
<b>District 9</b>	56.1	14.0	22.2	0.1	2.5	5	54.5
<b>District 11</b>	56.8	5.3	33.9	.05	0.4	3.5	49.9
<b>District 12</b>	13.5	0.7	85.4	0.5	0.1	0.1	55



# Making a Difference 2011

## **IMPROVING FAMILY LIFE**

### **Relevance**

South Region residents face issues and challenges in families that span throughout the life cycle. Through an issues identification process conducted at the county level, parenting skills, family values, and eldercare issues were listed as high priorities. Learning strategies for decision making affects the success of families in relationships and in the home environment. When families are successful, so are their 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 16<sup>th</sup> largest industry in the state. 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 elder-care giving.

### **Response**

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

**Child Care Provider Trainings** reached 935 child care providers, with 6,525 training hours. In eight 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 12,649 children enrolled in centers or family homes (in 15 counties). There were also 41 trainings conducted on six topics relating to feeding children and adults in day care centers (through a TDA partnership). There were 483 providers attending who either train other adults or provide care for 53,795 youth or adults (in 13 counties).

**Parenting Connections/Strengthening Families** lesson series were 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 774 participants (in 7 counties), attending parenting workshops.

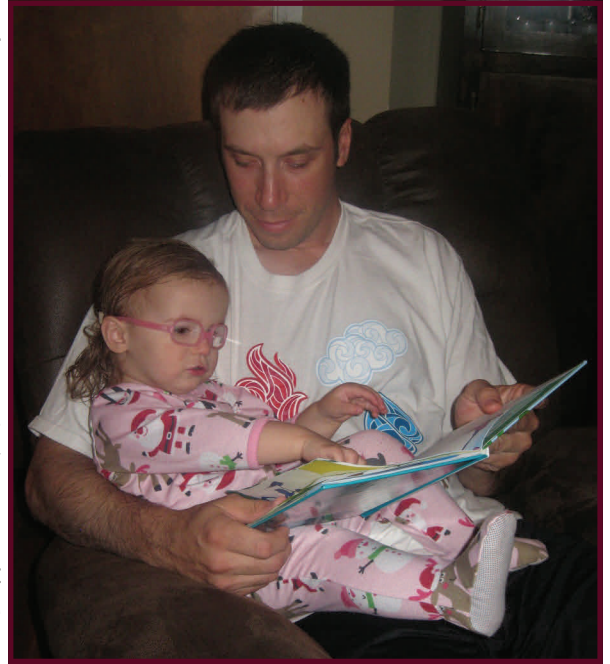
**Fathers/Families Reading Every Day (FRED)** is a 4 week family literacy program designed to increase parental involvement in children's early literacy development by helping promote daily reading activities between parents and children. Activities reached 1,550 families (in 4 counties).

## Results

**Child Care Provider Conferences and Trainings** are evaluated for impact through formal evaluations. At 8 events, with 875 evaluations collected: 96.6% (845 of 875) learned new information they could use immediately; 94.1% (823 of 875) believe the information will strengthen their center and ability to be more effective; 94.1% (823 of 875) indicated topics were relevant to their daily work with children; 66% (578 of 875) indicated Extension training as better or much better than others they have attended.

**Parenting Connections** series of classes was evaluated from 121 evaluations received. Participants indicated that by attending the classes: 81.1% (98 of 121) will listen more carefully to their child; 76.7% (93 of 121) feel more able to encourage their child; 74.4% (90 of 121) feel more confident as parents; 67.8% (82 of 121) will communicate more clearly with their child; and 61.1% (74 of 121) feel more able to set and enforce rules.

**FRED** evaluations received from 297 parents (of the 1,550 parents participating) indicated: 55.6% (165 of 297) improved the quality of time spent with their child; 52.5% (156 of 297) felt they became more involved in their child's education; 46.8% (139 of 297) improved their relationship with their child; 45.1% (134 of 297) felt their child's vocabulary improved; 42.1% (125 of 297) 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 7,100 seniors have been reached. **Eldercare Givers** - Caregivers of the elderly population needs have been addressed through conferences and information shared with 522 caregivers.

**Texas Extension Education Association South Region (TEEA)**- TEEA has 1,191 members averaging 35.4 volunteer hours in community service activities that support family and community issues and education. These service hours translate to \$900,567 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.

## Future Plans

Child care provider trainings and conferences will continue to play an important role in the South Region. Through the TDA partnership, 8 agents will conduct an additional 45 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 as agents address locally identified issues on these topics.

# Making a Difference 2011

## HELPING PEOPLE EAT BETTER & SAFER

### Relevance

Family nutrition, adult and childhood obesity and their relationship to impacting chronic disease were identified locally as critical issues in the South Region. 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 MyPlate). 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 foodborne illness. Each year, foodborne 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 foodborne 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 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 6,926 EFNEP adults from a series of 6 – 12 lessons (8,475 participated); 37,225 EFNEP youth graduated from a 6 lesson series in 736 distinct youth groups; and 1,606 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 foodborne illness. There were 163 participants (in 10 counties) in the 2 day FPM certification course and 324 participants (in 9 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 4,691 households participating weekly (in 8 counties).



## Results

**Limited Resource Families** received nutrition education through EFNEP and BLT programs. There were 10,081 adults enrolled or graduating from a series of lessons addressing nutrition, food safety, stretching food dollars, and physical activity as well as 37,225 youth in a series geared to their needs:

8,475 adults enrolled in **EFNEP** (36,358 family members benefiting). In a sample of 1,435 homemakers surveyed to determine program impacts, 97.1% (1,393 of 1,435) of participants had a positive change in at least one food group by the end of the series, 91% (1,306 of 1,435) showed improvement in one or more nutrition practices, 86% (1,234 of 1,435) showed improvement in one or more food resource management practices, and 66% (927 of 1,435) showed improvement in food safety behaviors.

1,606 adults in **BLT** graduated from one of four lesson series. Analysis of 914 pre/post evaluations indicated that the number of people that always plan their meals improved from 25.5% (184) to 67.4% (486). The number of people who always shop with a list improved from 32.7% (236) to 82.7% (596). The number of people who always compare prices improved from 47.3% (341) to 87% (627), with improvements sustained at a 30 day follow up. The number of people reporting always or sometimes running out of food before the end of the month fell from 71% (511) to 54% (391), and never running out of food increased from 24% (172) to 42% (300). Changes in out of pocket food expenses reported by 596 participants fell from \$220.80 to \$185.50. Assuming this was not due to economic hardship, these individuals could save \$252, 466 over the year.

37,225 youth graduated from 736 youth groups in **EFNEP**. In a sample of 1,309 youth surveyed to determine program impacts, 95% (1,244 of 1,309) have improved physical activity behaviors, 92% (1,204 of 1,309) improved food safety practices, 84% (1,100 of 1,309) increased ability to select low cost/nutritious foods, 84% (1,100 of 1,309) increased knowledge of human nutrition, and 78% (1,021 of 1,309) now eat a variety of foods.

**Food Safety** results and outcomes from the FPM & FH Courses: 79.8% (130 of 163) had not had food safety training in the past year, 79% (129 of 163) people passed the FPM course, 70.6% (115 of 163) indicated they had never taken a certification course and exam before and, in the 2 hour FH course, surveys from 324 participants indicated the 97% mean score post test improved from the pre test 87% score.

**Dinner Tonight** weekly web casts are reaching approximately 4,691 households.

## Future Plans

**EFNEP and BLT** programs will continue to address family nutrition, improving healthy food choices, and increasing physical activity behaviors in order to address the locally identified issues of obesity and its impact on chronic disease.

Through a 5 year grant the South region has 3 counties participating in the **Grow, Eat, Go** project. This includes education and research components on nutrition, gardening, physical activity, and school/community involvement to address youth obesity.

Expand **Dinner Tonight** participation in weekly webcasts as well as conduct two Dinner Tonight Cooking Schools.

*Special projects bring outside funding to the South Region:*

- **\$2.15 million for EFNEP**
- **\$871,017 for BLT**

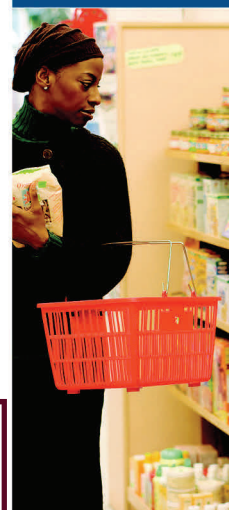
### *EFNEP savings*

- **\$18.4 Million in Healthcare**
- **\$4.0 million in food costs**



## VALUE

### Better Living for Texans



These nutrition programs teach low-income audiences to prepare nutritious meals, stretch their food resources, improve their food-safety practices, and participate in regular physical activity. This not only improves the quality of life and reduces the risk of chronic disease for participants, but lowers public health-care costs.

## Imperative 4, Goal 2



# Making a Difference 2011

## HELPING PEOPLE MANAGE RESOURCES

### Relevance

Financial literacy and increasing awareness of available community programs and services were identified locally as critical issues. 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, with messages, regardless of the series used, including information on increasing savings, reducing debt, and making a spending plan. In addition to agent developed programs:

**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 on-line 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 186 financial management programs/sessions and 4,259 educational contacts reported.

**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 8,600 reached in direct contacts through educational programs, displays, and tours (in 5 counties).

**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 10,081 adults in a series of lessons and with food resource management messages.

**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 through their local and county community service projects.



## Results

**Financial Management programs** conducted reached a total of 4,259 educational contacts. With 150 sample surveys from participants in a series, 96% (144 of 150) learned how to find their credit report, 93% (139 of 150) learned to stretch food dollars, 90% (135 of 150) learned methods to control spending, 79% (119 of 150) learned how to prepare a budget, and how to maintain good credit, and 79% (119 of 150) learned methods of planning bill paying to reduce debt.

**Water Conservation programs** conducted reached 8,600 educational contacts. During the Fix-a-Leak campaign, there were 1,846 pledges signed to fix leaks in the home. In-home water conservation tips were shared with 6,795 adults and 1,805 youth at various locations through presentations, displays, and tours.

**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 10,081 families learning these strategies. Based on EFNEP studies at the national level, and BLT evaluations, it is estimated that families in the South Region would save 4.2 million in food costs.

**Texas Extension Education Association South Region TEEA** - TEEA has 1,191 members averaging 35.4 volunteer hours in community service activities that support family and community issues and education. These service hours translate to \$900,567 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.

### Other Significant Program Accomplishments:

**Home Food Preservation** was identified by local clientele as an educational need. There were 12 County Extension Agents in the South Region who participated in the pilot testing of this program. They reviewed materials, attended training, and conducted 12 sessions reaching 169 clientele (in 8 counties).

### 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 use scarce resources. Agents will continue to build money saving strategies and messages into a wider array of topics as they work with families.



# Making a Difference 2011

## IMPROVING HEALTH & WELLNESS

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### Relevance

High priority issues identified by local committees and stakeholders in the South Region continue to include health and wellness for 2011. Region statistics supporting these identified issues 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, issues that have also been identified locally. 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 6,868 total participants (in 37 counties); 4,732 adults on teams; and 2,136 youth on school teams.

**Do Well Be Well with Diabetes** is a five week program and the **Yo Puedo Controlar Mi Diabetes** is a culturally adapted 6-lesson series using the novela concept. Both were 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 373 people participating in the DWBW series (in 21 counties) and another 170 people participating in the Yo Puedo series (in 4 counties).

**Child Passenger Safety** events help families learn the proper use of child restraints while traveling in vehicles, thereby improving child safety. There were 1,133 safety seats inspected (in 9 counties). Agents and their volunteers checked 808 safety seats at events while agents checked an additional 325 safety seats through individual appointments. There were 478 safety seats distributed through grant funding.

**Balance Food & Play** is a 20 lesson series (targeting 3<sup>rd</sup> grade students ) designed to improved knowledge and behaviors related in 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, 227 youth participated (in 4 counties).



## Results

**Walk Across Texas:** The 6,868 adults and youth logged 968,716 miles walked. For adults, the average mileage improved from 22.3 miles (wk. 1) to 24.9 miles (wk. 8), an increase of 2.6 miles. An estimated 948 people could avoid or delay the onset of diabetes through increased physical activity.

**Do Well Be Well with Diabetes:** Of the 373 participants surveyed, 75% (280 of 373) indicated they had never taken classes to manage diabetes before, 46.1% (172 of 373) indicated they had a diagnosis for 5 years or more before attending the classes, 43.9% (164 of 373) indicated a household income of \$29,000 or less and 41.8% (156 of 373) indicated they had never received a meal plan. The potential economic impact of DWBW is \$24.5 million.

**Yo Puedo Controlar Mi Diabetes:** Of the 170 participants, 62% (105 of 170) had an income of \$20,000 or less; 47% (80 of 170) had insurance; participants were minimally acculturated (score 11 out of 20); participants improved routine diabetes self-care behaviors; their confidence in self-care improved and A1C levels decreased from 7.23 to 6.69. The potential economic impact for Yo Puedo is \$12.5 million.

**Child Passenger Safety:** Through 1,133 safety seat inspections, it was seen that many children arrived either unrestrained or improperly restrained. Grants and donations allowed 478 safety seats to be distributed to families with an estimated value of \$21,510 (\$45 per seat).

**Balance Food & Play:** With 227 students participating in the series, youth reported: getting at least 60 minutes of physical activity increased from 48% to 75%, drinking soda almost never or never increased from 24% to 38%, limiting screen time to two hours or less per day increased from 71% to 91%.

### Other Significant Program Accomplishments:

**Texas Putting Prevention to Work** educational programs were funded by a DSHS grant (in 2 counties) for \$26,000. Two elementary schools became community “hubs” for free physical activities and increased access to affordable fruits and vegetables. Over 800 residents were reached in various activities.

**Friend to Friend** Cancer Prevention Education events (in 11 counties) reached 346 women with the help of 90 volunteers. Breast cancer was found in 2 women, cervical cancer in 1 (those three are receiving treatment) and 7 have had advanced screenings and are being closely monitored. The Komen Foundation granted \$15,000 for activities (in 3 counties).

## 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.

**Wisdom, Power, and Control** is being piloted in the South Region. This program targets African Americans in teaching diabetes management skills.

**Breast Cancer Prevention** events will be continue to be conducted in 11 counties through the CPRIT Friend to Friend grant.

**Texas Putting Prevention to Work** program resulted in Starr County receiving a 5 year grant to test educational community projects addressing obesity.

### *Estimated Economic Program Impacts :*

- *Walk Across Texas \$58.34 million*
- *Diabetes Education \$36.9 million*
- *Child Passenger Safety \$894,044*



## VALUE

### Walk Across Texas



Walk Across Texas is an eight-week fitness and health program that challenges participants to adopt a habit of regular exercise. Research indicates that a walking routine of this duration is more likely to lead to continued moderate exercise, which improves quality of life and reduces the risk of chronic disease (including type 2 diabetes). This program yields public value in the forms of reduced public health-care costs and a healthier, more productive workforce.

### Imperative 4, Goal 4



# Making a Difference 2011

## **Food, Fiber, and Green - Crop and Forage Production**

### **Relevance**

Total forage and crop production sales in the South Region grossed an estimated \$2 billion for 2010. With this level of annual sales, forage and crop production represents a significant income stream for South Region agricultural producers and the communities in which they live and work. While the vast majority of forage production systems rely on rain to produce forage, row crops are produced in both rain-fed and irrigation systems. In terms of total acres produced, grain sorghum is largest crop produced in the South Region followed closely by forages. Rounding out the top five crops produced in the South Region based on total acres produced (in order of greatest number of planted acres) are cotton, corn, and rice. Producers in the South Region also produce such crops as citrus, spinach, sugarcane, soybeans, and peanuts. This level of production, along with excellent yields, have contributed to several South Region counties being listed as a "Top Ten" producing county in the State.



Though historic yields have led several counties to reach "Top Ten" status, the drought of 2011 significantly reduced forage and row crop yields across Texas, including all counties in the South Region. It has been reported that 2011 was the driest year on record and the summer of 2011 was the hottest summer on record that Texas has experienced. The lack of moisture, and extreme and prolonged temperatures, reduced yields significantly and in some cases forced producers to completely abandon many fields. For the State of Texas, losses reported for crop production included \$2.2 billion for cotton, \$0.75 billion for hay, \$0.73 for corn, and \$0.39 for grain sorghum.

### **Response**

Working with district and state specialists, county Extension agents across the South Region planned, developed, delivered, and evaluated programs targeted at increasing crop yields while reducing production costs, thus maximizing gross returns for agricultural producers. Programs presented in the South Region included such things as proper variety selection, crop rotation, tillage management, safe and effective use of crop protection chemicals and soil amendments, irrigation efficiency, managing crop production during an extreme drought, and crop harvest. Instruction was delivered through a variety of methods including seminars, workshops, turn-row meetings, crop tours, clinics and site visits. In addition, on-farm applied research and result demonstration efforts such as the regional cotton, corn, and grain sorghum variety trials enhanced the transfer of information and technological findings to South Region agricultural producers.



## Results

Educational programming efforts associated with crop and forage production provided educational information for agricultural producers of the South Region. Based on an increase in understanding of concepts taught, agricultural producers were able to make more informed decisions related to the adoption of prescribed best management practices (BMPs) and technologies presented by Texas AgriLife Extension Service agents and specialists. In addition, Extension agents and specialists also conducted a variety of evaluation efforts to determine the effectiveness and value of their educational efforts.

Survey results returned by participants highlighted the following:

Forty nine percent of respondents (57 of 117) increased their understanding of the importance of variety selection on yield and 57% (67 of 117) increased their understanding of the value and limitations associated with selecting a transgenic variety. Additionally, 56% (56 of 100) indicated they now have a better understanding of selecting the proper pesticide based on the pest targeted.

In terms of the intent to adopt the practices prescribed by Extension personnel, 42% (53 of 126) indicated they probably to definitely will adopt the BMP of more rapidly adopting new varieties as recommended by variety testing programs. Another 59% (60 of 102) indicated they probably to definitely will adopt the BMP of managing their weed populations based on Texas AgriLife Extension Service recommendations.

A sample of producers and/or crop consultants were surveyed following a series of programming and result demonstration/applied research projects in the Upper Gulf Coast of the South Region. Survey results indicated that 100% of respondents now select crop varieties based on Integrated Pest Management (IPM) and use of crop rotation as prescribed by Extension helped these producers to more effectively manage weed populations. In addition, respondents indicated that participation in the multi-county IPM program has resulted in an estimated increase of \$20.63 per acre to their operation's bottom-line.


Survey respondents also indicated that they managed an average 2,251 acres. These crop producers also indicated that the value of the information received and the adoption of prescribed best management practices was worth on average \$13,383.58 per respondent. This totaled \$2.68 million for all respondents.

## Future Plans

Row crop and forage production will continue to be a major economic engine for the people and communities of the South Region. Texas AgriLife Extension must continue efforts to evaluate new technologies and to provide educational programs for the transfer of knowledge related to best management practices and new technologies. This is necessary as producers face rising costs associated with increased prices for fossil fuels and uncertainty associated with the lingering effects of the 2011 drought and land fragmentation near the urban centers of the South Region. Depleting water supplies and increased competition from municipalities for water has become a major issue for agricultural production in the South Region. Programs targeted to enhancing crop production while maintaining or increasing the economic sustainability of crop and forage production will continue to be of major importance in the South Region.

*"Excellent series—as a 'newbie' I feel that I have a much better understanding of the forage management process."*



V A L U E	
Crop and Forage Production Education	
	Extension programs targeted to producers of crops and forages are increasing profitability and productivity of farmers, thereby helping to build and sustain rural economies and support jobs.

**Imperative 1, Goal 1**

# Making a Difference 2011

## Food, Fiber, and Green - Livestock Production

### Relevance

Livestock production is a major source of agricultural income for counties across the South Region. Many families and communities rely on livestock production for their livelihoods. All counties in the South Region have some type of livestock production system operating within their counties, with cattle being the most popular. According to the United States Department of Agriculture, cattle inventories for the South Region were projected at 2.68 million head with the bulk of cattle production being in cow-calf operations. In addition to cattle, some 92,000 head of horses (mainly individually owned pleasure-types) and 58,000 head of goats call the South Region home. The effects of the driest year on record coupled with the hottest summer ever recorded in Texas have negatively impacted these numbers. As existing grazing and fresh water supplies decreased, producer costs associated with providing supplemental feed and water increased. As the drought wore on into 2012, sale barns swelled to beyond capacity and livestock herds declined as producers were forced to sell most, if not all, of their animals. The cost and burden of providing supplemental feed and water became too great to manage.



### Response

Programs and on-farm result demonstrations and applied research projects related to management and production of livestock were carried out across most counties of the South Region. Working with Extension specialists, county Extension agents developed and delivered programs addressing such matters as managing cattle during drought, weed and brush control, herd health, herd size management based on available grazing resources, selection of sires and dams based on operation goals and the carrying capacity of the land, and marketing of livestock. In addition to educational programs, result demonstrations and applied research projects were carried out to provide on-the-farm first-hand account of the effectiveness of new technologies and management strategies. These result demonstra-



*"This series of programming was the best I have ever attended from any agency or university."*

tions and applied research projects included such things as weed and brush control, invasive species management, insect management, and feed production trials.



## Results

Educational programming efforts associated with livestock production provided information for producers in the South Region. Based on an increase in understanding of these concepts, livestock producers were able to make decisions related to the adoption of prescribed practices and technologies as presented by Texas AgriLife Extension Service agents and specialists. In addition, Extension agents and specialists also conducted a variety of evaluations to determine the effectiveness and value of these educational programs and demonstrations.

Survey results returned by participants highlighted the following: A total of 82% of respondents (60 of 75) increased their understanding of the importance of proper forage variety selection based on local growing conditions to maximize grass production and 82% (38 of 46) increased their understanding of the differences in fertility requirements of native grass forage systems as compared to forage production systems involving introduced grasses.

Related to johnsongrass control in hay pastures, 33% (25 of 75) increased their understanding of options available to them and 26% (20 of 75) more fully understand the economic importance of proper spray rig calibration.

Seventy eight percent (29 of 40) increased their understanding of how to manage their cattle herd during a drought and 81% (30 of 40) indicated their understanding of resources available related to drought management increased following participation in Extension educational programs.

In terms of the intent to adopt Best Management Practices (BMPs) prescribed by Extension personnel, 70% (26 of 37) indicated they probably to definitely will adopt the BMP using decision support aids in determining hay and fertilizer costs and 58% (21 of 37) would use decision support tools in selection of breeding stock. Another 59% (60 of 102) indicated they probably to definitely will adopt the BMP of managing their weed populations based on Texas AgriLife Extension Service recommendations. Additionally, 45% (18 of 40) indicated they probably to definitely will adopt strategies related to destocking their herds as outlined by Extension and 77% (31 of 40) probably to definitely will adopt management techniques associated with reducing herd health issues associated with drought.

Survey respondents indicated that they managed an average 1,122 acres. These livestock producers also estimated that the value of the information received and the adoption of prescribed Best Management Practices to be worth on average \$6,266.00 per respondent or a total value of \$1.31 million for all respondents.

## Future Plans

Livestock production faces some difficult days ahead. The drought of 2011 has reduced pastures and rangelands to nothing more than blowing piles of dirt. With the loss of grazing and the high cost of supplemental hay and feed, many cattle producers drastically reduced the size of their herds. Even as rain continues to fall across many portions of the South Region, restocking diminished herds will take time, given the interval needed for grazing acres to recover and the high cost of purchasing replacement sires and dams. These and other factors will preclude many producers from immediately restocking their herds. In addition, the loss of many miles of fence and other livestock related structures due to wildfire will negatively impact the rebuilding of the South Texas cattle inventory. To assist livestock producers with making proper management decisions based on sound economic principles and the long-term viability of their operations, Texas AgriLife Extension must prepare to develop and deliver timely, research-based programs that address such things as animal selection, pasture grazing capacity, management of feed and hay resources, drought recovery, and conservation and protection of existing water supplies. Producer support related to the making of sound business decisions associated with the rebuilding of the South Region cowherd will also be of extreme importance as livestock producers move forward in 2012 and beyond.



## VALUE

### Livestock Production



Texas AgriLife Extension programs targeted to large- and small-scale livestock producers help generate safer food and fiber products with maximum efficiency. The result is quality, consistent, affordable products and industries that support the state's rural economies.

**Imperative 1, Goal 1**



# Making a Difference 2011

## Food, Fiber, and Green - Small Scale Agriculture

### Relevance

Texans continue to migrate from urban or suburban settings to more rural locations across the South Region. Many individuals move to the country seeking to get back “in touch with the land”, pursue a dream to be an agriculture producer and supplement their income, or find a quieter and less hectic place to raise their families or retire. This migration is reflected in the 2007 United States Census of Agriculture. The United States Department of Agriculture defines small farms as those generating less than \$250,000 in gross annual sales. Though defined as small based on sales, these small farm operations account for 91% of the total number of farms in the United States and 95% of the total number of Texas farms. Of these small farms in the US, 60% generate gross annual sales of less than \$10,000. For Texas, 72% of all small farms generate annual gross incomes of less than \$10,000. Therefore it is easy to see that a major portion of US and Texas farms are defined as small farms and according to the US Agricultural Census this number is growing. As more Texans



migrate to the country and engage in small farm operations, the need to educate these individuals in sound production agriculture practices and proper techniques to protect the natural resources of rural Texas grows.

### Response

Programs that targeted small or new landowners were conducted in each District of the South Region. These programs bore names such as **Urban Rancher**, **New Landowner**, and **Small Landowner** among others. Though called by different names, the goal of each of these programs was to educate individuals on the art of production agriculture and stewardship of the land. Working with Extension specialists, county Extension agents in the South Region provided single stand-alone educational events, or in most cases, designed and delivered a series of educational seminars and tours. These programs were designed to provide small landowners training and instruction in various phases of production agriculture, techniques to properly manage their land and water resources, exposure to laws and regulations associated with the rural environment, and introduction to the challenges they might face as rural property owners and agricultural producers. Many of the educational sessions included hands-on demonstrations and field trips to afford participants a “first-hand look” at how more established and experienced small landowners manage their operations. This allows the exchange of real life experiences between small farm producers who have “been there and done that” with individuals beginning their agricultural production journey.

## Results

South Region educational programming efforts associated with small scale agriculture provided educational information for new landowners, those new to agriculture production, and others seeking information related to agricultural production and stewardship of natural resources. These programs were designed to increase the understanding of those who participated in the events. Armed with an increase in understanding of concepts taught as indicated by survey results, these program participants should be able to make more informed decisions related to the adoption of prescribed Best Management Practices (BMPs) and technologies presented by Texas AgriLife Extension Service agents and specialists. Surveys were, once again, employed to measure a participant's intention to adopt prescribed BMPs or new technologies. In addition, Extension agents and specialists also determined the effectiveness and value of their educational efforts.

Survey results returned by participants highlighted the following:

Sixty two respondents to the small acreage horticultural crops program evaluation indicated a 79% increase in knowledge of climate, soil and water requirements and the appropriate variety and crop selections for small acreage horticultural crops. In addition, respondents demonstrated an increase of 76% in knowledge associated with sustainable and environmental responsible production practices associated with small acreage horticulture crops.

When evaluated on their level of understanding of several forage related production concepts, 34 respondents to a small acreage forage educational series indicated the following: 100% of respondents indicated they had poor to fair initial understanding of alternative fertilizers or nutrient sources available for forages and how to apply these alternative and a poor to fair understanding of how to use legumes to improve nitrogen levels in bermuda grass fields. Upon completion of the forage educational series, 96% of respondents reported an increase in both concepts. Furthermore, 100% of these same respondents indicated they had a poor to fair understanding of the establishment costs associated with winter pastures and the economic benefit of grazing winter pastures before the forage educational series. However, upon completion of the forage series 100% of these respondent's understanding increased to good to excellent for these concepts related to winter pastures.

In terms of the intent to adopt the practices prescribed by Extension personnel, 92% (57 of 62) respondents to the small acreage horticulture crops survey plan to evaluate the climate, soil, and water requirements of their operations and they plan to utilize the appropriate variety and crops for their operations. Finally, 83% (53 of 62) plan to utilize concepts of sustainability and environmental responsibility learned in their operations.

Sixty two percent (21 of 34) respondents indicated they definitely will adopt the practice of soil testing to improve nutrient management, 82% (28 of 34) will definitely adopt the recommended practices and technologies to control weeds without damaging legumes, and 74% (25 of 34) definitely plan to use prescribed techniques to renovate pastures damaged by the drought of 2011.

In regards to the value of the information received, participants indicated an average value of \$2,659.00 per respondent. This totaled to \$662,303.00 for all respondents of surveys used in Small Scale Agricultural programs.

## Future Plans

Given its proximity to major populations centers such as Harris, Fort Bend, Nueces, Bexar, Travis, and Hidalgo Counties, rural areas of the South Region will continue to experience land fragmentation as more Texans migrate away from urban areas to their "place in the country". In addition, more and more baby boomers will reach retirement and want to invest in small tracts of land to retire to and establish an additional income stream to supplement their retirement income. South Region agents and specialist will need to continue to reach out to this growing audience with timely, research-based educational programs to satisfy the group's need for information on production agriculture and land stewardship.



# Making a Difference 2011

## Natural Resources and the Environment—Water

### Relevance

The drought of 2011 had a major impact on the existing water supplies of Texas. With Texas recording the driest year on record and Texas' population increasing by 12.7% over the past decade, increased demand for water has applied even greater pressure on a shrinking water supply. According to the Texas Water Development Board, 241 public water suppliers in the South Region are restricting water use to avoid shortages. Additionally, surface water storage capacity for South Texas impoundments stood at 48% of normal capacity, while South Central Texas storage was 48% of normal capacity. With the Texas Water Development Board projecting the Texas population to rise from 25.6 million in 2010 to over 46.3 million by 2060 and the total Texas Water Supply to decrease by 10% during the same time period, it is imperative educational programs in water conservation and protection of the quality of existing water supplies be conducted.



It is estimated that Texans maintain over 2 million acres of turf and are involved in gardening hundreds more acres in Texas. Typically, these acres are the best maintained in the State and receive applications of irrigation water, pesticides, and fertilizers on a regular basis. Through such care, it is estimated that annual municipal water use for Texas tops 1.37 trillion gallons of water. Water is not the only thing being applied to Texas lawns and gardens. The USEPA estimates that non-agricultural use of fertilizers stood at just over 2 million tons with nitrogen fertilizers being the most applied and that in 2007 the USEPA estimated that 71 to 78 million pounds of pesticide active ingredients were applied in the home landscape with herbicides being the most commonly applied plant protection chemical. Home landscape education on techniques for irrigation, fertilizer and pesticide management are important to ensure the efficient and effective use of each and to protect water resources from the risk of contamination.

### Response

As the drought intensified in the South Region, educational programs directed at reducing water usage in the home landscape and protecting the quality of water were conducted across the South Region. Working with a variety of audiences, Extension agents and specialists provided educational programs related to in-home water conservation, turf irrigation management, reduction of landscape water use, and the proper use of plant protection chemicals and soil amendments to reduce the risk of surface and groundwater contamination.

*"This information is great! I am going to treat my well on a yearly basis. I didn't know it was this easy to treat a problem."*



## Results

### Earth-Kind Environmental Stewardship for the Urban Landscape (Earth-Kind Program)

The **Earth-Kind (EK) Program** targets homeowners with education on proper management of water, pesticides, and fertilizers in the home landscape. Several counties in the South Region sponsored EK programs to educate homeowners on techniques to increase water efficiencies, reduce pesticide and fertilizer use, and to reduce the risk of pollution. After completion of the EK program, participants were invited to respond to a survey to determine such things as key concepts learned, willingness to adopt prescribed best management practices, and the perceived economic value or potential savings associated with the EK program. Survey results based on 410 responses indicated:

- A 25% increase in understanding associated with how landscape design affects water usage and a 28% increase in understanding related to proper management of their home irrigation system
- 22% increase in understanding related to the safe handling and use of fertilizers and a 18 % increase in understanding related to the safe handling and use of pesticides
- 45% probably or definitely will adopt strategies to improve the management of their home irrigation system
- 30% probably or definitely will adopt strategies to reduce fertilizer use and 25% probably or definitely will adopt strategies to reduce pesticide use in their landscapes
- 73% indicated they believe adoption of prescribed practices would result in economic savings for them with a average projected savings of \$221 per participate. This translates to a total saving of \$90,610.
- 44% of respondents indicated they will save water by adopting the prescribed best management practices with an average decrease in water usage per respondent of 32%. With the average use of water per US household standing at 300 gallons per day and Texas with 8.5 million households, a 32% reduction in water usage following EK principals by all Texas households would save a projected 816 million gallons of water a day or 916,431 acre feet of water annually in Texas.

### Sports and Athletic Field Education (SAFE Program)

The counties of Cameron and Hidalgo implemented the **Sports and Athletic Field Education (SAFE)** educational series for managers of sports and athletic turf in the lower Rio Grande Valley. Field managers are exposed to turf management, irrigation savings techniques, best management practices associated with the use of plant protection chemicals, and proper management of fertilizers. The series included classroom instruction, hands-on workshops, and actual field level demonstrations of best management practices. Upon completion of the series, participants were surveyed on what they had learned and what prescribed practices they plan to implement at their own schools. Results from surveys of the 21 participants included:

- 100% of the participants agreed the material presented was very informative and all plan to adopt prescribed practices of water conservation at their school
- 82% learned the importance of using evapotranspiration in irrigation scheduling
- And 88% learned how to properly estimate irrigation system output rates in gallons per hour and how to properly schedule irrigations

### Future Plans

Despite recent rains that have improved drought conditions and raised surface water levels in lakes across South Central Texas and the Texas Gulf Coast, water conservation education and the need to protect existing water supplies will remain a high priority. Given the fact that Texas has a history of drought conditions and a population that is growing faster than any other state in the Union at a projected annual rate of 1.6%, the need to address water conservation and water quality issues will continue.

V A L U E	
Water Conservation Education	
	Texas AgriLife Extension programs that teach farmers, homeowners and business administrators to conserve water are helping reduce demand on the state's limited water resources. Texans benefit from a safer, more reliable water supply at no additional cost.

# Making a Difference 2011

## Healthy Lifestyles for Youth

### Relevance

Life skills education was identified by counties at the local level as a high priority need. Youth learning and adopting healthy lifestyles and life skills 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 6<sup>th</sup> as a state with the highest childhood overweight rates. By the 4<sup>th</sup> grade, 23% of Texas children are obese (95<sup>th</sup> 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 MyPlate 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 3<sup>rd</sup> 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 227 youth participating (in 4 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 37,225 youth participating in 736 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. In three district events, 341 youth participated in 86 teams.

In **District Food Shows**, 280 youth participated. This involves 4-H members interviewing with judges to demonstrate nutrition knowledge and food preparation skills that they have learned.



## Results

**Balance Food & Play:** With 227 students participating in the series, youth reported: getting at least 60 minutes of physical activity increased from 48% to 75%, drinking soda almost never or never increased from 24% to 38%, limiting screen time to two hours or less per day increased from 71% to 91%.

**Expanded Food & Nutrition Program –Youth:** With 37,225 youth in 736 distinct youth groups graduating from the series, 1,309 youth were sample surveyed to demonstrate impact. Of these, 95% (1,244 of 1,309) have improved physical activity behaviors; 92% (1,204 of 1,309) improved food safety practices; 84% (1,100 of 1,309) increased ability to select low cost/nutritious foods; 84% (1,100 of 1,309) increased knowledge of human nutrition; and 78% (1,021 of 1,309) now eat a variety of foods.

**4-H Food Challenge:** With 341 youth participating in 3 district events, 90 were sample surveyed for impact of the learning experience. Due to their participation, 80% (72 of 87) have changed the way they handle and prepare food; 80% (72 of 96) are now more willing to listen to others; 78.9% (71 of 88) are now more comfortable speaking with others; 78.9% (71 of 86) feel more comfortable working in a team; 76.7% (69 of 88) prepared a recipe at home based on what they learned; 74.4% (67 of 88) made healthier food choices; and 54.4% (48 of 87) increased their knowledge of how to alter a recipe according to dietary needs.

### Other significant accomplishments:

**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 3,203 youth reached (in 4 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 2,136 youth walking on school teams, logging 45,247 miles.

**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 2,905 reached with these activities (in 19 counties).

## Future Plans

With childhood obesity identified locally as a critical issue in the South region, Promoting Healthy Lifestyles will continue to be an important focus for counties through a variety of educational projects and initiatives.

Through a 5 year grant the South region has 3 counties participating in the **Grow, Eat, Go** project. This includes education and research components on nutrition, gardening, physical activity, and school/community involvement to address youth obesity.

4-H clubs will be encouraged to include a Health Officer leadership role in local clubs in order to promote health and wellness within the 4-H Club program.





# Making a Difference 2011

## Science of Agriculture

### Relevance

Many youth today are several generations removed from production agriculture. Furthermore, Texas is experiencing growth in its urban centers as more people relocate to Texas and families in rural Texas migrate to cities. This migration from rural Texas and the land from whence our food and fiber are produced has created a disconnect between the farm gate and the table plate. Today's youth lack knowledge and understanding of agriculture and its role in providing the abundant and safe food supply Americans currently enjoy. Today's youth will be the future leaders who will be making critical decisions impacting agriculture. They should have an opportunity to have a hands-on educational experience to more clearly understand production agriculture and its impact on the Texas economy. Exposure to the components associated with agriculture and the requirements of the food and fiber system will increase understanding and basic knowledge regarding our Texas agricultural systems. Armed with the knowledge of the importance of agriculture, tomorrow's leaders will be better postured to make decisions to protect agriculture for generations to come.

### Response

As a method to educate today's youth on the importance of agriculture in our daily lives and for the security of our state and nation, a wide variety of hands-on educational experiences were conducted across counties in the South Region. Programs such as **Pizza Ranch, Embryology, Ag in the Classroom, School Gardening, and Agricultural Literacy** programs opened the world of production agriculture to students from across the South Region. Students learned a variety of concepts such as the importance of agriculture in our daily lives, sources of our food and fiber, and animal husbandry.



### Results

Science of agriculture programs took on many faces in the South Region in 2011. Examples of such programs include: the care and incubation of chicken eggs, students migrating through the process of building a pizza from scratch, elementary students descending upon county fair grounds to learn how Texas agriculture produces a wide array of products that we use each and every day. Over 14,000 students from across the South Region participated in science of agriculture educational programs. Results of knowledge gained, as determined through surveys, found that 95% of respondents (1,114 of 1,167) had a better understanding of the importance of agriculture to our society. Additionally, 100% (195 of 195) students indicated they now know how milk is produced and 93% (113 of 121) now understand at what temperature eggs must be maintained for chickens to hatch.

## Future Plans

Texas AgriLife Extension must remain committed to the education of future generations of the importance of agriculture to our daily lives. In order to meet this educational need, programs related to the Science of Agriculture must be offered across all counties of the South Region. While working with local school districts and our agency and industry partners, Extension agents and specialists must continue to meet the challenge of educating an ever growing and increasing more urban population of the importance of Texas agriculture to themselves and Texas as a whole. Strong Science of Agriculture programs will help ensure future generations of Texans clearly know and value where our food and fiber comes from and the need to defend and protect the food security of our great State.



## VALUE

### Science of Agriculture



Texas AgriLife Extension "Science of Agriculture" programs teach youth about the role agriculture plays in the world and in their lives. Through their participation in these programs, youth become better educated voters and consumers.



# Making a Difference 2011

## One Day 4-H

### Relevance

As our society becomes more involved in personal and family activities and as technology increases, direct human interaction and involvement in one's community have decreased. Individuals are more involved with things that bring personal enjoyment and less concerned with those around them and service to the communities in which they reside. Additionally, youth lack opportunities to get involved in a safe and organized effort to positively impact their community. Young people need the opportunity to discover the positive attributes of service to others while benefitting the communities and people where they live.

### Response

To provide an avenue for young people to give back to their communities and to serve those around them, the Texas 4-H Program developed One Day 4-H. Modeled after the Texas A&M University "Big Event", One Day 4-H is a statewide effort to introduce young people to the power and satisfaction of community service. One Day 4-H is also a way for individuals, communities, and organizations serving the general public to access a work force of youth and adult volunteers to complete much needed projects. One Day 4-H is centered around projects that are important to the local community and is designed to provide youth with opportunities to serve that are well organized and supported by adult volunteers and the community. One Day 4-H not only provided much needed assistance to thousands across Texas but also allows young people the opportunity to experience the satisfaction of helping others and serving one's community.



### Results

Through participation in One Day 4-H in 2011, 4-H'ers in the South Region made a positive impact on those they served. Counties across the South Region enlisted 876 4-H'ers and other interested young people, and 398 adult volunteers to complete a wide range of community service projects. These included such things as collecting food for local food banks, cleaning up Texas roadways, putting together care packages for wildfire victims, first responders, and the US military, raising money for community service organizations such as the Driscoll Children's Hospital and Gateway Restoration Orphanage, and collecting toys and clothes for victims of domestic abuse.

During One Day 4-H, these youth and adult volunteers collected 22,270 pounds of food, assembled 1,420 care packets (valued at \$3,550) for victims of wildfires, first responders, and US military personnel, cleaned six miles of Texas roadways, collected and properly disposed of 2,190 pounds of trash, raised \$5,719.00 for community organizations while giving 6,565 hours of volunteer service to the communities of the South Region. The value of this volunteer service equals just over \$140,000. In addition, these volunteers marketed 4-H to 296,853 people and recruited 57 new members to the 4-H program.



## Future Plans

South Region counties will continue to support the statewide One Day 4-H program by completing community service projects for the benefit of South Region communities. Participation in the One Day 4-H program will continue to provide an avenue of service for the youth of the South Region.



## VALUE

### Character and Leadership Development



Texas AgriLife Extension's 4-H Youth Development Program teaches participants leadership skills and character traits. Participating youth become mentors, role models, and leaders in their schools and communities.

*FRUSTRATIONS*  
- Slow offs  
- mean people

**Imperative 1, Goal 1**

# Making a Difference 2011

## Developing Youth through Livestock Projects

### 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 agricultural roots creates a unique opportunity for, character education, and life skill development through agricultural education. Opportunities for animal agricultural awareness in activities such as county, regional, and major livestock show competitions, livestock judging, public speaking, and quiz bowl contests are ways our youth are involved.

These livestock exhibitions provide a natural extension into the urban areas of our region, especially with the high profile Houston Stock Show and Rodeo conducted in the south region providing numerous opportunities to both youth and adults in the state of Texas.

The livestock show industry has grown to a very large and aggressive industry as technology has assisted in the marketing of livestock, feed and many products used by feeders. Junior Livestock shows and Fairs have in south region promoted increase economic development for many communities in our region. Livestock shows are big business as youth learn valuable life skills



### Response

- **South Region Educational** sessions related to youth and livestock resulted in 470 educational sessions conducted by Extension with 38,832 participants
- **South Region Mentor** participation was 323 across 21 sessions involving livestock project mentors
- **Southern Classic District 9 Clinics and Shows** totaled 780 participants
- **Coastal Bend Classic District 11 Clinics and Shows** had a total of 554 participants
- **162 county and multi county clinics** were held in the south region
- **The 4-H Livestock Ambassador Program** makes a concerted effort to increase the livestock production knowledge of senior 4-H members through livestock project clinics, workshops and a teen ambassador program. The Ambassadors complete advanced studies and are expected to contribute 20 hours of service assisting novice 4-H families with their livestock projects. The program evolved after team members realized many 4-H educational programs target only novice and beginning 4-H families, leaving a void in advanced animal science education for experienced 4-H youth, according to the award nomination.
- The **Livestock Ambassador Team** has trained 117 young people. These young people have given back over 37,000 hours of volunteer service through support of **Livestock Education Programming** efforts and advocating for Texas Agriculture. The value of their volunteer time is over \$800,000.00.



## Results

Information was acquired through evaluations from a cross section of clinics, especially the Southern Classic and Coastal Bend Classic. These events utilized both Extension expertise and industry support to provide educational programs. The support from industry was tremendous as cooperating companies see the value of our youth educational opportunities. The livestock show industry identifies the need of Extension programs teaching best management practices associated with their products. Working with supporters provides them with marketing opportunities in exchange for sponsorship of our events. Both events also provided increased funds in support of Extension partial cost recovery.



- 76% will definitely read the label of medications and ask a veterinarian if needed prior to administering medication
- 75.5% will practice showmanship tips learned at Extension clinics
- 65% will monitor eating habits of their livestock show projects.
- 65% will clean their pens daily to promote healthy livestock
- 55% will read labels of feed additives and follow withdrawals
- 50 % will record weights of projects to monitor growth

## Future Plans

**Quality Counts** programs and youth livestock workshops will continue to be a mainstay of youth programming in south region counties. Additional emphasis will be placed on large scale events with highly measurable outcomes such as the Southern Classic and the Coastal Bend Classic. These two events draw participants from outside the region and across our region. These events continue to draw large crowds and show significant measurable returns. Volunteer development will continue to have a local focus with emphasis being on needs assessment and support of volunteers working directly with youth. These high profile events will also prove to assist in the development of volunteers as individuals come from within our region. Management of **Livestock Mentors, 4-H Livestock Ambassadors and Volunteer Leaders** will continue to be a big part of Extension's role in support of our future educational efforts.



# Making a Difference 2011

## Trade Adjustment Assistance Program for the Gulf and South Atlantic Shrimp Industry

### Relevance

The Southeastern U.S. shrimp fishery, which ranges from North Carolina to Texas, is a major contributor to domestic seafood production. In fact domestic shrimp landings are exceeded only by salmon harvested from the Northwest, and crabs landed from all three coasts. The South Atlantic States account for about 5 percent of annual shrimp landings, while the Gulf States produce roughly 95 percent of the annual harvest. Louisiana generally produces the largest annual volume of shrimp, but the Texas shrimp harvest is perennially first in landed value. Shrimp accounts for the "lion's share" of Texas' seafood production, and ports like Brownsville/Port Isabel, Palacios, and Port Arthur are among the nation's most valuable fish ports. Owing to their high fecundity and short life span, wild shrimp resources are healthy. This makes the Southeastern shrimp fishery unique among North American fisheries by being one of the few, if not the only commercial resource, that is not overfished. While the shrimp resource is healthy, adverse operational circumstances over the last eight-plus years have taken their toll on producers. The reason: record volumes of low-priced imports.

With an annual harvest of roughly 200 million pounds but the domestic market several times larger, imports have been part of U.S. shrimp supplies for decades. Thus, it is no surprise that shrimp leads the nation's seafood trade deficit. However, since 2001 average annual growth in shrimp imports have more than doubled from 29.3 million lb. per year to 72 million lb. per year. Today the U.S. imports some 1.2 billion pounds a year, much of it value-added, worth \$3.7 to \$4.3 billion. The low dockside prices generated by the sharp increases in imports have had a crushing effect on shrimp fishermen.

### Response

In 2010, USDA again offered the Trade Adjustment Assistance Program (TAA) for those industries, including commercial fisheries, able to demonstrate reduced prices, revenues, or production levels as a result of growing imports. Obtaining TAA program benefits require two levels of approval. First, a producer group has to be granted standing so individual producers can apply for program benefits. At the request of the Southern Shrimp Alliance, faculty jointly appointed by the Texas AgriLife Extension Service and the Texas Sea Grant Extension Program prepared an assessment of shrimp industry conditions that resulted in the eight coastal Gulf and South Atlantic states being approved for TAA. Of the eleven petitions submitted for the 2010 funding cycle, the regional shrimp petition was one of just three approved. This approval set in motion a host of commitments for every Texas Coastal and Marine Resources Extension Agent and three Extension specialists that included (a) troubleshooting activities for applicants about eligibility concerns, (b) planning, scheduling, organizing, and conducting numerous informational and training meetings for TAA applicants across 600 miles of coast line, and (c) creating ten hours of teaching materials used in both hosted and on-line training sessions. With industry standing granted, individuals could apply for program benefits that included cash payments and training. Across the Gulf and South Atlantic region, 4,711 fishermen were approved. In Texas some 1,003 shrimp fishermen applied, and ultimately 857 applications (85 percent) were approved. In this re-engineered version of TAA, applicants had to complete 12 hours of training to become eligible for cash payments. Training across the shrimp industry is more complex because of the three first-languages: English, Spanish, and Vietnamese. In Texas, Vietnamese-American fishermen comprised 62 percent of the applicant base with Hispanic, Anglo, and corporate applicants respectively accounting for 17, 12, and 9 percent of approved applicants. With the assistance of translators/interpreters, AgriLife Extension / Sea Grant faculty from Port Arthur to Port Isabel offered multiple meetings so fishermen could receive the necessary 12 hours of training. By summer's end, all but 36 approved applicants had received the training.



## Results

One training topic addressed proper installation of turtle excluder devices (TED)—required environmental gear in all shrimp trawls. During this training session in Port Arthur, one producer felt that all TEDs in that area were out of compliance with Federal regulations. On behalf of all Port Arthur fishermen, the operator requested help in physically checking the TEDs for required settings. AgriLife Extension / Sea Grant faculty arranged for a National Marine Fisheries Service gear specialist to meet with Port Arthur shrimp fishermen and check their gear. The operator was correct: virtually every TED was incorrectly made and installed. A few weeks later federal fisheries agents shared information about boarding a Vietnamese-owned trawler from Port Arthur to evaluate TED compliance. Once aboard, the boarding party asked the Vietnamese Captain a few questions, and without hesitation he oriented the trawls to get an accurate angle reading of how the TED is sewn into the net, grabbed a protractor, and demonstrated that his TEDs were 100 percent compliant.

Cash payments to Gulf and South Atlantic shrimp fishermen/applicants are estimated at \$45.8 million (\$9 million for Texas applicants); an obvious, direct effect of establishing TAA for Gulf and South Atlantic shrimp producers. However, the training sessions identified and developed into educational resources by AgriLife Extension / Sea Grant faculty push the economic benefits far beyond the estimated, direct effect. One training session reviewed recent AgriLife Extension / Sea Grant-sponsored research with elite shrimp fishermen who documented fuel-saving with new trawl gear that ranged from 20 to 28 percent with no shrimp loss. This new trawl gear has saved 132 Rio Grande Valley vessel owners a collective 9.8 million gallons of diesel fuel valued at \$25.7 million from January 2007 through December 2011! Another session focused on the stepwise procedures fishermen need to adopt at sea to maximize the volume of defect-free shrimp they offload. With catch rates at their zenith, operators who adopt research-based, at-sea handling and freezing protocols could easily eclipse the \$12,000 cash benefit offered by TAA in a single trip because by minimizing defects, the drag on revenue from lower dockside prices is also minimized. These two training programs developed by AgriLife Extension / Sea Grant faculty were provided to other states also responsible for fishermen training under TAA. The TAA Coordinator at the University of Arkansas noted that once the trawl gear presentation was offered via the intensive training sessions, satisfaction scores among applicants increased.

## Future Plans

Twelve hours of training satisfied the educational requirements for TAA applicants. However, *making a difference* in reducing fuel bills as well as offloading premium-quality, defect-free shrimp require reference materials. Work is underway to translate both presentations into Spanish and Vietnamese DVDs and distribute them to each applicant in their preferred first-language so fishermen can have the technical resources to help them (a) convert to fuel-saving trawl gear and (b) adopt the practices, procedures, and policies that ensure full market prices for their shrimp.

