



# Extension Education in Webb County

# Making a Difference

## 2014

The Texas A&M AgriLife Extension Service and its partners have long been dedicated to educating Texans. Extension education evolved nationwide under the 1914 federal Smith-Lever Act, which sought to extend university knowledge and agricultural research findings directly to the people. Ever since, Extension programs have addressed the emerging issues of the day, reaching diverse rural and urban populations.

In Texas, all 254 counties are served by a well-organized network of professional Extension educators and some 100,000 trained volunteers. Extension expertise and educational outreach pertain to the food and fiber industry, natural resources, family and consumer sciences, nutrition and health, and community economic development. Among

## EXTENDING KNOWLEDGE *Providing Solutions*

those served are hundreds of thousands of young people who benefit annually from Extension's 4-H and youth development programs.

Texans turn to Extension education for solutions. Extension agents and specialists respond not only with answers, but also with resources and services that result in significant returns on the public's investment. Extension programs are custom-designed for each region of the state, with residents providing input and help with program delivery. Here are just a few highlights of Extension impacts on this county and its people.

### Webb County – Summary of 2014 Educational Contacts

#### Agriculture & Natural Resources Contacts

Contact Hrs. Via Educational Programs	Office Visits	Site Visits/Contacts	Phone Calls	Website	Newsletter/Mail/E-Mail Contacts	Total All Contacts
10,633	1,279	2,555	1,575	883	3,760	20,685

#### Cooperative Extension Program-FCS Contacts for 2014

Contact Hrs. Via Educational Programs	Office Visits	Site Visits/Contacts	Phone Calls	Newsletter/Mail/E-Mail Contacts	Total All Contacts
594	234	544	126	1,825	2,760



# Making a Difference in Webb County 2014

## Annual 4-H Program Summary

### County 4-H Youth Involvement

- 21** Chartered Community Clubs
- 523** Members Enrolled in 4-H Clubs
- 8,913** Youth Reached through Community-Based Programs
- 1,909** Youth Reached through School-Based Enrichment Curriculum

**Total Youth Reached**  
**11,345**

### County 4-H Leadership, Advisory, and Support Organizations

- 154** 4-H Livestock and Natural Resources Project Leaders provided guidance.
- 80** County 4-H Council Members attended **10** Meetings.
- 210** Adult Leaders & Parents Association Members attended **10** Meetings.

<u>Participation in County 4-H Events</u>	<u>County Participation in District Events</u>	<u>County Participation in State/National Events</u>
County 4-H Food Show/ Challenge <b>8</b>	D12 4-H Rifle Match <b>43</b>	Texas 4-H Shooting Sports Games <b>34</b>
County 4-H Fashion Show <b>12</b>	D12 4-H Archery Match <b>25</b>	Texas 4-H Roundup <b>7</b>
County 4-H Record Books <b>12</b>	D12 4-H Record Books <b>12</b>	Texas 4-H Photography Event <b>2</b>
Count 4-H Photography Contest <b>73</b>	D12 4-H Photography Contest <b>8</b>	
County 4-H Shotgun Match <b>65</b>	D12 4-H Food Show/Food Challenge <b>3</b>	

<u>Most Popular Club Projects in the County</u>	<u>Most Popular Curriculum in the County</u>
Lambs <b>113</b>	Workforce Preparation & Careers <b>115</b>
Rabbits <b>99</b>	Science of Agriculture <b>450</b>
Goats <b>73</b>	Ag. Day/Farm City Week <b>975</b>
Swine <b>62</b>	
Steer <b>26</b>	

### County 4-H Volunteer Support

- 154** Registered & Screened Volunteers Supporting Clubs
- 47** Club Managers, Co-Managers, and Project Leader
- 2,850** Hours Contributed by Volunteers in Support of Clubs

Value of Volunteer Time Supporting 4-H

**\$60,876**

**Livestock Show Premium Sale**  
**Proceeds\***

**\$836,520**

Includes all projects (4-H and FFA)



### **County 4-H Leadership & Personal Development Programs**

- 30** Attended State-level Leadership & Personal Development educational or competitive events.
- 91** Attended District-level Leadership & Personal Development educational or competitive events.
- 07** Attended the 2014 Texas 4-H Roundup in College Station.

### **Local Training Opportunities for Youth and Adults**

- 95** 4-H members and parents participated in 28th Annual 4-H Showmanship Show on February 1, 2014.
- 70** 4-H members and parents attended the annual 4-H Steer, Lamb and Goat Clinic on Sept. 4, 2014.
- 40** 4-H members and parents participated in the 4-H Family Orientation on September 11, 2014.
- 50** 4-H members and parents attended the 1st 4-H Fund Day Event at North Central Park on Aug. 9, 2014.

### **Significant Leadership & Personal Development accomplishments from county Events & Activities**

**Ten** 4-H clubs participated in One Day 4-H county wide events with a total of **250** 4-H youth/adult volunteers participated.

### **County 4-H Agriculture & Natural Resource Programs**

- 390** Livestock Projects (all species)
- 12** Attended State 4-H Shooting Sports Games in San Antonio, Texas.

### **Significant Agriculture & Natural Resource accomplishments from county Events & Activities**

- 320** Youth participated in the Laredo International Fair and Exposition 2014.
- 27** Steers were validated for major stock shows.
- 18** Youth participated in major livestock shows.
- 18** Goats were validated for major stock shows.
- 13** Lambs were validated for major stock shows.
- 01** Swine was validated for major stock shows.
- 975** Youth and adults participated in the Annual Ag. Day/Farm-City Week Event.

### **Local Training Opportunities – Cooperative Extension Program (CEP) 4-H Program Summary**

This program included trainings, in Fashion, Food Safety, MyPlate, and Food Show/Challenge and announcement to several local 4H Clubs and CEP Spin Club Oscar's Club. Earth Day was an event where Oscar's Club participated in cleaning park before event. Conducted teacher training for Junior Master Gardner with two Texas A&M AgriLife Agents from the valley providing the training. Participated and coordinated two summer camps at Holding Institute Community Center and First United Methodist Church, utilized Oscar's Club, Girls Scouts troop 9113, Boy Scouts Troop 425, also from City of Laredo Health department dietitian intern for both camps. Conducted healthy cooking desserts at Girls Scout Camp headquarters. Conducted the county Food show/challenge event with assistance from Texas A&M AgriLife Agent from Falfurrias. Farm City week provided several lessons to 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> graders from Nye Elementary on How much sugar is in your drink. At Ligarde 3<sup>rd</sup> graders received lessons on how to sweeten your drink with natural fruit and avoid sugary drinks. Finally, The LISD Nutrition department put together a Food Expo (Iron Chef) we provided vegetable seeds, garden in a glove, and how much sugary is in your drink demonstration. This plan included **1,683** contacts, that included **32** lessons and **106** hours by volunteers.

### **County 4-H Family & Consumer Science Programs**

- 2** Attended State-level educational or competitive events.
- 5** Attended District-level educational or competitive events.
- 20** Attended Webb County FCS Summer Activities.

## Making a Difference

### 2014 Webb County Strategies for Ranching Sustainability

Developed By: **George L. Gonzales, County Extension Agent Agriculture & Natural Resources**

#### Relevance/Issue Description:

The on-going drought has caused many local ranches to completely liquidate their herds. Other ranches have reduced their bases herds to about 20% of their normal cattle numbers. Ranchers must be educated on a variety of strategies that focus on ecological and economically sustainable management practices to keep their individual ranching operations profitable for generations to come.

#### Target Audience:

This program was targeted towards local and area agricultural producers that own, lease, or manage agricultural farming and ranching property in Webb and adjoining counties. The target audience are primarily cow/calf producers that lease their ranches for hunting as well. The average size ranching operation is about 3,000 acres which is down considerably from years ago mostly due to land fragmentation and the younger generation not continuing with the family ranching operation.

#### Response – Events / Activities:

Texas A&M AgriLife Extension in Webb County developed the following educational events and activities to address this relevant issue during 2014:

- Brush Management/Cattle Restocking Field Day – March 6, 2014
- Ranching Outlook: Future Trends Conference – September 11, 2014
- Brush Country Agriculture/Natural Resources Newsletter – March 2014

These educational programs were designed to address ranching economics, forage and wildlife management during drought, brush management, cattle restocking and future ranching trends. Topics discussed at these programs included the benefits of brush management-new herbicides and the best control method, replacement female choices for commercial cows, replacement cow strategies, generational nutrition, local and national cattle market trends, calf management economics, beef/food and global warming-a wicked problem.

#### Partnerships & Collaborators:

During 2014, the overall success of these educational programs was greatly enhanced by support from local lending institutions, private ranches and businesses, feed stores, agribusinesses and corporations as well as other agricultural program supporters. These partners and collaborators provided sponsorships, door prizes, meals and refreshments and hosted many of these educational events for the benefit of local and area agricultural producers.

2014 agriculture/natural resources program sponsors included Mr. and Mrs. Fred Winch, Neel Title Corporation, Capital Farm Credit, Jack Van Cleve-MoorMans.

## Evaluation Strategy:

An evaluation instrument (retrospective post approach) was utilized to measure participant knowledge gained and adoption of recommended practices. A total of 28 of 55 (51%) completed and returned the retrospective post surveys after each of these programs. Program participants attended an average of two educational programs during 2014 and indicated that they would highly recommend the educational activities to other for their educational benefit. Customer satisfaction surveys were also utilized to provide additional evaluation to these educational programs. Completed surveys revealed a high level of overall satisfaction with these educational programs. A point of interest also revealed was that the average age of program participants has increased to about 67 years of age this past year.

## Results:

The Brush Management/Cattle Restocking Field Day was conducted on March 6, 2014. Program impact and benefit was determined by utilizing a retrospective post survey. 14 program evaluation surveys were completed by agricultural producers that attended this workshop. A total of nine statements were used to measure this program effectiveness.

- There was 76% increase in knowledge by participants on the understanding of how beef cattle income is derived at by beef cattle producers.
- There was a 69% increase in knowledge on the understanding of how to estimate the highest potential for long term profits when selecting herd replacement strategies.
- Overall, there was a 62% average percent increase in knowledge by participants attending this program.

Statement	Mean Value Before	Mean Value After	Mean Increase	Percent Increase
1. Understanding of the management needs and costs to consider in the selection of replacement females.	3.00	5.00	2.00	67%
2. Understanding of the productive longevity in beef replacement females as it relates to offsetting higher prices.	1.71	4.43	2.72	62%
3. Understanding of how beef cattle income is derived at by beef cattle producers.	2.63	4.63	2.00	76%
4. Understanding of how to estimate the highest potential for long term profits when selecting herd replacement strategies.	1.38	4.50	3.12	69%
5. Understanding of what to consider when evaluating raising vs. buying replacement heifers or cows.	1.81	3.16	1.80	57%
6. Understanding of the pros and cons of different replacement options when restocking a herd.	1.63	4.30	2.67	62%
7. Understanding of how to 'read your brush' to make sure it is the right timing to spray with herbicide.	2.14	4.14	2.00	48%
8. Understanding of different control options for brush plants.	1.85	4.57	2.72	60%
9. Understanding of how to clip a forage plot and estimate potential stocking rate.	2.00	4.42	2.42	55%



The Ranching Outlook: Future Trends Conference was conducted on September 11, 2014. Program completed 14 retrospective post surveys. Eight statements were used to measure this program.

- As a result of attending this conference, participants indicated a 90% increase in knowledge on the understanding of calf management practices and how they can significantly increase average daily weight gains of calves.
- There was 76% increase in knowledge on the understanding of the amount of water used to produce a pound of beef.
- Overall, there was a 67% average percent increase in knowledge by participants attending this program.

Statement	Mean Value Before	Mean Value After	Mean Increase	Percent Increase
1. Understanding of the amount and type of greenhouse gas emissions produced by livestock	2.71	4.57	1.86	41%
2. Understanding of the amount of water used to produce a pound of beef.	2.63	4.63	2.00	76%
3. Understanding the amount of antibiotics used in livestock that cannot be used in humans	1.63	4.30	2.67	62%
4. Understanding the amount of estrogenic hormone in a 3 ounce portion of beef from an implanted animal.	2.00	4.28	2.28	53%
5. Understanding of calf management practices covered can significantly increase average daily weight gains of calves.	2.5	4.75	2.25	90%
6. Understanding of calf management practices such as clostridial vaccinations, castration/implants, and deworming can significantly increase bottom-line profits.	1.85	4.57	2.72	60%
7. Understanding the relationship between consumer demand for beef and calf prices.	3.00	5.00	2.00	67%
8. Understanding the role of weight in the prices of bull vs steer feeder calves.	2.63	4.63	2.00	76%

### Customer Satisfaction Survey Results:

Participants responding to customer satisfaction surveys indicated that they were mostly to completely satisfied with all aspects of these educational programs. They indicated that they liked the ability to ask questions, information from Extension web sites, diversified cutting edge information, knowledgeable speakers and a very friendly and informative environment when participating in these programs. Participants revealed for the most part, that they benefitted economically as a direct result of having participated in these Extension programs. They had attended an average of 3 educational programs during the past 12 months and stated that they found these programs extremely valuable and would recommend participation in Extension educational programs to others.

Consultation with the County Extension Agent-Agriculture and Natural Resources via office and site visits, e-mail, phone calls were conducted as needed in 2014. A total of **4,870** educational contacts were made including **146** office visits, **1,289** on-site contacts, **700** phone calls and **1,029** mail/e-mail contacts.

### Acknowledgements:

The Webb County Agriculture/Natural Resources committee provided the leadership and direction for these educational programs that highly impacted all program participants as evidenced by program evaluation survey results. Local Extension volunteers contributed greatly towards the overall success of these educational programs conducted in 2014.

### Future Program Actions:

Based on the results of this educational program and feedback from participants, the Webb County Agriculture and Natural Resources committee and Texas A&M AgriLife Extension will continue to plan and provide educational events and activities supporting maintaining ranching sustainability for future generations.

## VALUE

### Rangeland Ecology



The Texas A&M AgriLife Extension Service engages landowners and managers in programs that teach how to maximize rangeland resources. Participants learn the best practices to reduce invasive species, such as mesquite, cedar, and pricklypear, and to protect vital watersheds. Proper management of rangeland resources creates public value by improving ranch income and strengthening property values, which in turn boost local tax bases and the state's economy.



# Making a Difference

## 2014 Webb County Childhood Obesity

Crisanta Mussett, Webb County FCS-CEP Agent

*Meeting Needs, Changing Lives*

### 2014 Childhood Obesity

#### Relevance:

According to the 2012 Behavioral Risk Factors Surveillance System (BRFSS) survey, an estimated 1.7 million persons 18 years or older in Texas have been diagnosed with diabetes. Overweight and obesity rates among Texas adults are as follow: 35.9 of adults were overweight, with a Body Mass Index (BMI) of 25.0 to 29.9 and 29.2 of adults were obese, with a (BMI) of 30.0 to 99.8. Adolescent overweight and obesity rates in Texas are as follow: 15.6 were overweight, (85th and 95th percentiles for BMI by age and sex) and 13.6 were obese (> 95th percentile for BMI by age and sex). Finally, overweight and obesity rates among Texas children, age two to five years follow: 16.8 were overweight, (85th to 95th percentile BMI-for-Age) and 15.3 were obese (95th percentile BMI-for-Age). According to the 2010 US Census, the Hispanic population in Webb County is 95.6%. Obesity, diabetes, hypertension and cardiovascular disease rank high among health problems in Hispanics. These alarming figures are related to diseases include coronary heart disease, hypertension and stroke, type 2 diabetes, and certain types of cancer. The Webb County Family & Consumer Sciences (CEP) Committee identified obesity and diet related diseases as a top priority for programming for Webb County.

#### Response:

Healthy Eating Habits, Choose Health Family Fun and Fitness, What's on MyPlate Express, How Much Sugar is in Your Drink, school vegetable gardening, and Live It Real Nutrition and Express Your Options for Teens were programs conducted in Webb County. To help understand the importance of nutrition and diet, programs provided technical and educational information to limited resource families and diverse Texans. A total **2,470** participants were reached this included **1,194** youth, conducted **43** sessions and utilized **104** volunteers in 2014, in the Childhood Obesity programs in Webb County. The intention was to raise awareness of the relationship between high calorie food consumption, introduction of healthier food and drink choices, and promote physical activity.

- The educational activities included: Healthy recipes, food demonstrations, what are your fruits and vegetables- food group experts, MyPlate Express, Spring and Fall fruit and vegetables gardening, measure sugar from reading food labels in soft drinks, play and place fruits and vegetables on MyPlate, let's weigh in and promote changing what we eat and lower their BMI and portion control and meal planning for individuals with diabetes and hypertension.
- Exercise classes were offered to promote physical activity.
- The Webb County FCS-CEP Committee, Texas Department of Health and Human Services, Laredo Independent School District, and UTHSCSA Community Advisory Board collaborated marketing and outreach.
- Community partners included: Laredo and United Independent School Districts,

Keep Laredo Beautiful, Dr. Michael Hochman, Holding Institute Community Center, Methodist Health Ministries, Wesley Nurses, Mercy Ministries, Texas A&M International University, Girls Scouts Troop 913 , Boys Scouts Troop 425, UTHSCSA Community Advisory Board, and Lamar Bruni Vergara Inner City Library.

Evaluation Strategy: A pre and post survey was administered face to face to most participants, to determine knowledge gain and behavior change.

#### Results:

Demographic data for the above activities were conducted from January through November 2014.

Statement	BEFORE Program	AFTER Program
Can you plan ahead at restaurants menu on the internet?	27%	72%
How much did you learn from how much sugar is in your drink?	32%	98%
Will the information from this activity help you make better decisions in choosing healthy meals?	22%	88%
Do you plan to take any actions or make any changes because of what you learned from this activity?	35%	85%
Better decision of difficult decision to select healthy foods at fast food restaurants.	38%	82%

Future programs: Implement four school gardens and provide curriculums in the Girls and Boys Club of Webb County.

## VALUE

### Obesity Prevention and Reduction



The Texas A&M AgriLife Extension Service engages children and adults in programs that teach them how to eat nutritious foods and engage in regular physical activity to promote health and reduce their risk for obesity. The Texas public benefits through a healthier population, reduced health care costs, and increased productivity.

# Making a Difference

## 2014 Webb County

### Active Parenting

**Crisanta Mussett, Extension Agent, Family and Consumer Sciences-CEP**

#### Relevance:

The parenting task, while always challenging, has become more difficult because parents are raising children under social conditions decidedly different from those that their parents experienced as children. Increased drug use, adolescent suicide rates, teen pregnancy, and family stress are only a few of the current societal conditions which affect parents in the process of rearing their children. *Active parenting for teens* was the curriculum used to provide training and support for families experiencing the dynamic changes of teenage development and to help parents and other care givers prepare teens to survive and thrive in Webb County. A positive parenting practice plays a major role in the children's development and life success. This plan addressed issues facing today's families: single parent household, blended families, economically challenged households. Many families in Webb County are struggling with raising their children effectively. Parents are mandated to attend parenting classes by the Texas Courts System for reasons such juvenile delinquency, child abuse or neglect and drug abuse. The youth population ages 10 to 16 is 29,446 and almost 1500 youth are referred to the juvenile courts in Webb County. *This Active Parenting of Teens*, evidence-based program covers those issues. Identifying that this program was crucial in assisting parents today, the recommendation came from the Texas Health and Human Services Agency to focus on a colonia in Webb County.

#### Response:

The parents were a diverse group and many were limited resource households, guardians, caregivers, step parents, and grandparents. ~~This project covered targeted colonia here in Webb County.~~ Visual presentations that depicted six families engaged in a variety of typical family learning situations. They included examples of mistakes to avoid and alternative positive methods. The educational methods also included family conferences, role playing and modeling. The parents were able to view behavioral modeling and powerful learning methods. The group activities allowed parents to learn from other parents, helped answer questions and generated support. The parent education class leaders used the materials from the Active Parenting for Teens kit. The self- selected leaders had varying degrees of training in the use of the materials. Some leaders attended the leader training workshop presented by Cooperative Extension Program. The lessons provided were: *The Active Parent, Winning Communication, Responsibility and Discipline, Building Courage, Redirecting Misbehavior and Drugs, Sexuality, and Violence: Reducing the Risks (Part 1 and 2)*. The program covered ways to discipline your adolescent without violence; skills to build open communication; how to prevent risky behavior; and more. They contained skills, activities, and at-home practices needed embrace positive parenting in today society. There was a significant change in parents' observation of their children's behavior and in the parents' own attitudes and beliefs regarding parenting after completing the *Active Parenting of Teens* classes.

**Evaluation Strategy:** A pre and post survey was provided face to face to help you gauge how much progress the parents in the classes made when it came to listening, communicating and understanding their teens.

Results: Teaching parents effective and respectful ways of rearing confident and courageous teens through *Active Parenting of Teens* appears to be helpful based on a statistical analysis of the inventory scores of approximately 76 people who attended these classes. Scores mean that they answered the post-test questions in a way that suggests they learned the concepts taught in the classes.

Active Parenting  
Pre and Post Survey

Statement	Pre	Post
My teen demands too much attention of me.	73%	85%
My teen initiates discussion with me.	33%	53%
My teen shows respect for others.	68%	90%
My teen expresses affection toward me.	48%	65%
My teen gets in trouble in school.	68%	72%

Question 1 results showed parents gave more attention to their adolescents based on these results.

Q1 – Results indicate that parents surveyed felt that their adolescents required "too much" attention of them. The results indicate an upward trend as parents gained a better awareness of the different types of attention seeking strategies.

Question 2 results that adolescents communicate frequently and openly with their parents positively.

Q2- Results indicate that parents saw an upswing in teen-initiated discussions

Question 3 results showed that adolescents improved communication skills with their teachers.

Q3- Results indicate that parents saw a perceived improvement in their adolescents respect behavior patterns over the course of the lessons.

Question 4 results showed that adolescents spend more time with their parents and agreed to attend family functions regularly. The adolescents provided small gestures of appreciation toward their parents.

Q4- Results indicate that adolescents' behavior toward their parents took on a more positive and outwardly affectionate role.

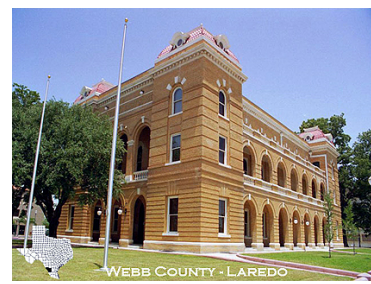
Question 5 results showed parents receiving fewer phone calls from school administration and

teachers. Q5- Results indicate that the frequency of communication with school officials decreased, but

the perception of what "getting in trouble" was increased. This could be directly attributed to the parents feeling an increased sense of responsibility and awareness of school policies and their respective roles as parents.

# Extension Education in Webb County

## Personnel



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