



## Extension Education in Brooks County

# Making a Difference

The Texas A&M AgriLife Extension Service has 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.

## EXTENDING KNOWLEDGE *Providing Solutions*

Among 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.

## Brooks County – Summary of 2016 Educational Contacts

---

Educational Programs Conducted	<b>6920</b>	
Total Participants		
➤ In-depth contacts	5,394	
➤ Outreach contacts	1,512	
Contact Hours	12,086	
4H Members	90	
4H Direct Leaders	6	
4H Clubs	3	
Curriculum Enrichment	104	
Special Interest	872	
Westside Extension Education Club members	11	
Office Contacts		
➤ Individual contacts direct	2,742	
➤ Individual contacts indirect	8,924	
➤ Social Media	18,682	
➤ Followers	4,375	
➤ Volunteers	268	
Newsletters	7,369	
<b>Cash and In Kind Donations by AgriLife Supporters and Collaborators</b>		<b>\$82,575.07</b>
➤ BLT	\$39,647.35	
➤ Ed Rachal Grant (trailer)	\$16,900.00	
➤ Wings of Wellness 5K	\$4,500.00	
➤ 4H Fundraising	\$4,011.16	
➤ Food Handlers	\$1,280.00	
➤ Shooting Sports	\$3,800.00	
➤ Fall Festival	\$2,128.50	
➤ Brooks County Fair Association	\$2,922.16	
➤ Miriam Carnival - fundraiser	\$2,212.35	
➤ Friends of NRA Grant	\$5,173.55	

## Agriculture and Natural Resources

### *2016 Brooks County Livestock Management Program*

#### **Relevance:**

Brooks County is home to approximately 400 privately owned ranches with an average size of 1,450 acres per ranch. Many of these make a living by ranching (cow/calf operations or feedlot cattle) as well as hunting. There is an estimated 9,000 head of cattle in the county. Even though some of these ranches have educated ranch manager's most small privately owned ranches don't have one. These small ranches need as much help as they can get to be able to run their operations efficiently. This is what led The Brooks County Agriculture and Natural Resource Committee to plan a Livestock Management Program. Topics that were discussed throughout the program included stocking rates, cattle nutrition diets, overgrazing and grazing systems. This program was intended to make ranchers aware of the importance that sustainability plays in our land. A hands-on field demonstration was also held to educate the farmers on what droppings should look like with a healthy diet. The program targeted all the Ranchers and Farmers in Brooks County.

#### **Response:**

The Brooks County Extension Office worked with the Brooks County Agriculture and Natural Resources Committee to contact Livestock Specialist, Dr. Joe Paschal and Range Specialist, Megan Clayton in an effort to put this educational program together. Aside from getting speakers for the program, the committee was also able to allocate a proper meeting location that would suit the hands-on field demonstration from Dr. Paschal. We were also able to provide a free meal for those that attended the program. Texas A & M AgriLife Extension Service – Brooks County partnered with the following agencies and organizations to implement this plan:

\*Texas A&M Agrilife Research

\*Brooks County

\*Texas A&M University-Kingsville

#### **Results:**


The fact that there was an on-field demonstration attached to this program was a plus. This allowed us to work side by side with the participants and helped the presenters understand what area the participants had more questions in. This also prompted additional questions on regards to body condition scores and how they affected gestation periods.. was utilized to measure programmatic impact. 16 of 97 participants were asked to participate in the program evaluation process. A total of 14 of 16 returned the survey for a 87.5 % survey response rate.

#### **Summary of Results:**

Overall, participants had a very positive experience. According to a small retrospective survey, the participants will be applying most of the information learned to their managing tactics. They revealed that the information learned had more than a monetary value to it but if they had to put a dollar amount it would be \$500. The Program's objective was to teach these Farmers and Ranchers something new and according to participant feedback that objective was achieved.

#### **Acknowledgements:**

The Brooks County Agriculture and Natural Resource Committee and the County Agent would like to extend a huge thank you to Rancher, Jorge Diaz for allowing us to utilize his ranch and land for this program and on-field demonstration. We are delighted to have these great, devoted individuals in our community. We would also like to thank the Brooks County Sherriff's Department for helping with the groundwork of the setting for the program. None of this would have been possible without the help of these awesome individuals and entities.

V A L U E	
Rangeland Ecology	
	<p>The Texas A&amp;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.</p>

## Agriculture and Natural Resources

### Future Program Actions:

After reviewing our survey's results, we determined that we needed to extend the topics discussed. Extending the topics discussed will prompt a higher satisfaction rate because the rancher will feel like his day was worth a little more.

### *2016 Quail Management and Habitat Preservation Program*

#### Relevance:

One of Brooks County's biggest commodities is its wildlife country. A huge percentage of Brooks County's economy revolves around the money that tourists bring to Brooks County. Around 90-95% of Brooks County is commonly used for Ranching and Hunting but mainly for hunting. Hunters from all over the world come looking for hunting leases or book hunts in this famous wildlife land. To be more precise we calculated that hunting brings revenue of about \$6,960,000. The Brooks County Range and Wildlife Committee thought about the wildlife richness in Brooks County and planned a Program that would educate our ranchers and farmers on the preservation of our habitat for our future. The intentions were to educate these farmers and ranchers on the importance of habitat sustainability in order to preserve this South Texas Country's wildlife richness.

#### Response:

The Brooks County Range and Wildlife Committee held a couple of meetings to plan this Quail Management and Habitat Preservation Program. Together with the County's Agriculture and Natural Resource Agent they contacted both the area Range (Megan Clayton) and Quail (Eric Graham) Specialists, and partnered with Dow Agroscience to provide an information-packed program for the community. Another agency that we partnered with was NRCS. NRCS helped by providing a speaker to talk about the range habitat needs for the Quail.

Texas A & M AgriLife Extension Service – Brooks County partnered with the following agencies, organizations and businesses to implement this plan:

USDA-NRCS Dow AgroScience

Brooks County Texas A&M Agrilife Research

#### Results:

After the conclusion of the program we were able to discuss the information provided with the attendee's. The attendees were very satisfied with all the information provided and mentioned that changes were coming to their operations. The habitat preservation talk was something that made them realize how precious these animals were to our land.

#### Summary of Results:

Based on the attendee's feedback after the program we can conclude that the program definitely exceeded their expectations. 100% of them were satisfied with the information provided by the program and are looking forward to attend future wildlife programs. Some changes are underway and they now know how their actions have detrimental effects on the preservation of the habitat for our wildlife.

#### Acknowledgements:

Special thanks go to Quail Specialist, Eric Graham for assisting with this program. He was instrumental in the implementation and success of this program. Another shout out goes to the Range and Wildlife Committee for their relentless effort in putting this program together; we couldn't have done it without them. Last but not least, a big THANK YOU to our Texas A&M Agrilife Research Area Specialist, Dr. Megan Clayton. She is always willing to help out with any programs that we have going on in our county.

### Future Program Actions:

For future Wildlife Programs, we would like to increase our potential market. We plan on extending our marketing options to our neighboring counties to the West, East and North of us in hopes of boosting our participation numbers. Another area that we are looking to address is reaching out to potential sponsors to be able to provide a free lunch for the participants.

V A L U E	
Wildlife Management	<p>Texas A&amp;M AgriLife Extension Service programs about fish and wildlife teach participants how to effectively manage these valuable resources. Hunting, fishing, and wildlife watching contribute approximately \$8 billion to the state's economy annually, supporting 139,000 jobs in Texas and enhancing the quality of life of all residents.</p>



## Family and Consumer Sciences

### 2016 Food Protection Management/ Food Handlers Course

#### Relevance:

The Center for Disease Control and Prevention (CDC) estimate the foodborne disease cause approximately 48 million illnesses, and 3,000 deaths each year. Populations most vulnerable to foodborne disease include pregnant women, the elderly, the very young, and the individuals with a chronic disease as well as those with weakened immune systems. Foodborne diseases are linked to various bacterial, viral, and parasitic pathogens. The specific foodborne pathogens used in this estimation included Salmonella and Shiga toxin producing E. coli O157. Foodborne disease is a costly problem. More than half of all foodborne illnesses are attributed to improper handling of food prepared away from home. Because almost half of our food dollars is spent on food prepared outside the home, food safety is a top concern among consumers. Therefore, food safety education is a critical prevention component for reducing the risk for foodborne diseases.

#### Response:

To meet the need for quality food safety education in Brooks County. The Family and Consumer Sciences committee agreed it was a need to provide a quality program for individuals needing to get food handlers certificates. In 2012 it was mandated to have a food handlers license so many food servers are seeking their cards. Agent Salinas provided a course on the third Thursday of the month. This year agent Salinas conducted

- One Food Protection class with one individual with a no pass test. Recommended two food managers to take the exam in Corpus Christi with a two passing and one other day care director to take her exam with Atascosa agent Benavides
- 60 total completions of food handlers course in Brooks

Due to Festivals, an increase in food handlers became vital to all who participate in the events or face a fine from the city of Falfurrias

- Of the 60 participants in the food handlers course 72% had experience in the food service industry.
- 52% acknowledged that they had received food safety training prior to the course.
- Mean score pre-test 81 Mean score post-test 97
- Overall demographics for the Food Safety course
  - 42 females, 18 males in which 52 were Hispanics and 8 were White. Almost everyone preferred the class to be conducted in English
  - Education 15 had less than HS (HST youth Ambassadors), 25 High School only, 14 had some college and 6 with college degrees



**Figure 1 HST Youth Ambassadors Training and Food Handlers**

#### Results:

Evaluation Results for 2016 pre/post test		
Question	Pre	Post
8. Which of the following about serving food is true?	95%	98%
9. Which of the following best describes proper hand and arm washing?	90%	100%
10. The Removal of dirt, soil, food or grease is known as ...	70%	97%
11. Which of the following statements about hand washing is true?	95%	92%
12. Which of the following is an example of a ready-to-eat (RTE) food?	97%	100%
13. Which of the following foods would NOT be considered potentially hazardous?	72%	98%
14. Cross Contamination happens when safe food meets:	97%	97%
15. Which of the following statements best describes the temperature Danger Zone?	63%	97%
16. Which of the following is an example of cross contamination?	95%	97%
17. All the following are acceptable tools for handling ready-to-eat foods EXCEPT:	85%	95%
18. When should a food thermometer be calibrated?	82%	100%
19. Which of the following is the best example of maintaining personal hygiene?	53%	95%
20. A person working with food should immediately tell his/her supervisor/boss if he/she has:	77%	93%
21. A foodborne outbreak involves how many people?	50%	97%
22. food can be contaminated by ...	98%	98%



## Family and Consumer Sciences

### Summary of Results:

A slight difference of increase for each question was compiled. Even though it's of common sense for most questions some participants found some difficulties with the questions especially with hygiene and outbreaks the percentages were quite significant.

### 2016 Better Living for Texans – A Fresh Start to a Healthier You!

### Relevance:

More than 3.7 million individuals receive benefits from the Supplemental Nutrition Assistance Program (SNAP), historically known as food stamps. Studies have shown individuals who live in poverty (including SNAP recipients) have dietary intakes that are not in agreement with current recommendations (i.e. Dietary Guidelines or MyPlate). This audience, like many, may not recognize their risk for foodborne illness. Having enough food to eat is also a challenge; an estimated 1 in 6 households in Texas and Brooks county experience food insecurity.

### Response:

A component of the Supplemental Nutrition Assistance Program (SNAP), BLT offers food and nutrition education to SNAP recipients, applicants, and other low-income audiences to help improve their ability to plan and prepare nutritious meals, stretch food dollars, and prepare and store food safely. BLT also incorporates gardening and the *Walk Across Texas* program to promote physical activity and improve access to vegetables and fruits.

During 2016, 250 Brooks County adults completed the BLT *A Fresh Start to a Healthier You!* series. This program focuses on improving vegetable and fruit intake, meal planning, increasing physical activity, and adopting selected behaviors that can reduce the risk of foodborne illness. Of those participants, 233 completed the 30-day follow-up survey which allows us to assess the extent that targeted behaviors were adopted.



Figure 2 BLT MyPlate

### Results:

#### Participant characteristics

Average household size was 2.8%; the average age of the participants was 47 years. Participation in the selected assistance programs was as follows: SNAP 97.2%, food pantries or other emergency food assistance 12.3%, free/reduced school meals 14.6%, Head Start 8 %, TANF 0.5%, and WIC 32.1%.

#### Evaluation results:

Changes in targeted behaviors were examined by evaluating the pre, post and follow-up surveys of those individuals who completed the program series.

#### Vegetable and Fruit Consumption

Behavior	Pre		Post		Follow-Up	
	N	%	N	%	N	%
<b>Fruit Consumption</b>						
1-2 times a week	131	56.5	9	3.9	1	0.4
3-4 times a week	30	12.9	8	3.4	5	2.2
1 time a day	15	6.5	6	2.6	0	0
2 times a day	35	15.1	35	15	2	0.9
3 or more times a day	20	8.6	175	75.1	224	96.6
<b>Vegetable Consumption</b>						
None or rarely	16	6.9	1	0.4	0	0.0
1-2 times a week	123	53.2	6	2.6	1	0.4
3-4 times a week	24	10.4	10	4.3	5	2.1
1 time a day	23	10.0	5	2.2	0	0
2 times a day	35	15.2	35	15.1	4	1.7
3 or more times a day	10	4.3	175	75.4	223	95.7
<b>% of Plate Filled with Fruits and Vegetables</b>						
1/4	69	29.7	6	2.6	2	0.9

## Family and Consumer Sciences

1/3	124	53.4	18	7.8	0	0
1/2	39	16.8	205	89.1	220	95.7

### Meal Planning and Food Management Practices

	Pre		Post		Follow-Up	
	N	%	N	%	N	%
<b>Plan meals in advance</b>						
Always	8	3.5	72	33.3	194	95.1
Sometimes	37	16.2	29	13.4	2	1.0
Never	152	66.7	11	5.1	0	0
<b>Shop for food with a list</b>						
Always	10	11.6	106	45.5	5	2.1
Sometimes	28	12.1	32	13.7	4	1.7
Never	149	64.2	11	4.7	0	0
<b>Compare prices when shopping</b>						
Always	13	5.6	59	25.4	136	58.6
Sometimes	24	10.4	89	38.4	11	4.7
Never	155	67.1	14	6.0	0	0

### Food Safety

	Pre		Post		Follow-Up	
	N	%	N	%	N	%
<b>Wash hands before preparing meals</b>						
All the time	94	40.7	220	95	227	97.8
Most of the time	10	4.3	6	2.6	4	1.7
Some of the time	14	6.1	2	0.9	1	0.4
<b>Wash fruits or vegetables before eating or preparing</b>						
All the time	78	33.5	208	90	231	99.1
Most of the time	14	6.0	11	4.7	1	0.4
Some of the time	16	6.9	7	3.0	0	0
Hardly ever	6	2.6	1	0.4	0	0

### Change in Physical Activity Behaviors

	Pre		Post		Follow-Up	
	N	%	N	%	N	%
<b>How often are you physically active for at least 30 minutes, five days a week?</b>						
All the time	12	5.2	38	16	79	33.9
Most of the time	20	8.6	35	15	62	26.6
Some of the time	26	11.2	114	49	88	37.8
Hardly ever	15	6.4	26	11	1	0.4

### Other findings:

25% of the participants identified BLT as their first exposure to AgriLife Extension. This suggests that the program is reaching new audiences who otherwise might not have the opportunity to benefit from Extension programs. 99.6% of the participants rated the BLT program as “excellent” while .4 % rated the program as “very good.”

In addition, 99.1 % of the participants reported they were “very likely” to recommend BLT to another person; In addition, the 99.1% of participants reported they were “very likely” or “likely” to attend another BLT program.

### Summary of Results:

Results indicate that the objectives were met as client’s adoption of behavior to consume more fruits and vegetables, plan meals, practice food safety and increase physical fitness.

## Family and Consumer Sciences

### *2016 Walk Across Texas*

#### Relevance:

Walk Across Texas! Is an eight-week program conducted in Brooks County to help people of all ages support one another to establish the habit of regular physical activity. Walk Across Texas! Is recognized as a Best practice physical activity program by the Texas Department of State Health Services. The known issue is that 32% of the Texas population is considered obese. 27% of American adult's report no leisure time for physical activity. Also, 17% of youth have reported no physical activity. In Brooks County 29% are considered obese. By adding regular physical activity and controlling weight can significantly reduce the risk and impact of chronic disease like heart disease, stroke, type 2 diabetes, high blood pressure and depression.

#### Response:

A Healthy South Texas coalition was formed as part of the Healthy South Texas initiative along with the Family & Consumer Sciences committee Walk Across Texas! was implemented in Brooks County in February along with the other 27 HST counties. The following was completed to complete the Walk Across Texas eight-week program.

- Meetings with HST coalitions as well as FCS committee
- Seek Sponsors for event
- Marketing & promotion of WAT
- Recruitment of Speakers and Fitness Instructors
- Meeting with HST Specialist- Elaine Montemayor-Gonzalez
- Implement WAT and ½ mile kick-off
  - For eight weeks, teams of up to eight people or individuals virtually walked 832 plus miles across the State of Texas
  - Visit <http://walkacrosstexas.tamu.edu>
  - Planned kick-off and recognition of WAT
  - Registered Participants
  - Entered mileage online
  - Participate for eight weeks
  - Provide recognition for various accomplishments throughout the program.



*Coalition Member Sylvia and Sandra*

Texas A&M AgriLife in Brooks County partnered with the Following agencies and local businesses to implement this event.

- Brooks County Judge and Commissioners Court
- City of Falfurrias and Falfurrias police department
- HEB
- Sacred Heart Church of Falfurrias
- Fuzion Fitness and Zumba Fitness

#### Results:

A Participation survey was utilized to measure programmatic impact. 85 participants completed the Walk Across Texas Program in 2016. The average age was 44 and much of the ethnicity was Hispanic.

- On most days, ***how many hours per day do you spend sitting while at home and or during leisure time.*** 22 of 85 stated they spent more than 4 hours sitting down.
- When asked ***"Where are you most physically Active?"*** 46% stated they were most active at an in-home fitness center, whereas, 35% stated they were most active in their neighborhoods walking. And 14% stated at a school track.
- When asked ***"Why are you participating in the Walk Across Texas! Program?"*** 34 of the 85 stated for personal health and 24 of the 85 stated to support friend and family members.
- Personal goals were to walk an ***average of 103 miles*** per week and to lose an average of ***8 pounds*** at the end of the eight-week program.



## Family and Consumer Sciences

### Summary of Results:

Results indicate that in Brooks county participants of Walk Across Texas! Met their objectives of Best management practices as they increased their awareness in physical fitness, knowledge with health such as injury prevention, controlling diabetes and hypertension. Walk Across Texas! In Brooks county 12 teams were formed in which 11 completed the eight-week program with a county total of 17, 511 miles walked. Individually, five were registered, whereas, 4 completed with a total of 963 miles walked.

**Table 1: Potential Economic Impact**

Total Female participants	43	Total Male participants	17
Average age Female participants	46	Average age Male participants	47
Number of Females that could avoid or delay developing diabetes	10	Number of Males that could avoid or delay developing diabetes	3
Net Present Value per Female	\$78,073	Net Present Value per Male	\$74,221
Total Net Present Value for health care cost savings for Females	\$749,653	Total Net Present Value for health care cost savings for Males	\$240,036
Total Net Present Value for Wages lost for Females	\$38, 014	Total Net Present Value for Wages Lost for Males	\$27, 525
Total NPV for Females	\$787,666	Total NPV for Males	\$267,562
<b>Total Impact</b>		<b>\$1,055,228</b>	

### Acknowledgements:

Much appreciation and thanks go out to the HST coalition as well as FCS committee who planned and implemented the Walk Across Texas event within a two-week window. HEB for sponsoring water, City of Falfurrias Police Department for blocking the ½ mile for the kick off. County Agent Salinas for donations. BLT Staff and AgriLife Staff

### Future Program Actions:

To incorporate Walk Across Texas! With an event that will attract walkers and runners alike. To add additional activities for all ages to enjoys such as a 5K run/walk.

*R-Walk Across Texas Wrap up and Award Ceremony for participating teams. L- Santiago Salinas HST Baby C- HST Coalition*



## 4-H and Youth Development

### 2016 Brooks County 4-H and Agriculture & Natural Resource Project Plan

#### Relevance:

Brooks County is a small rural county with little to none youth attractions. Aside from a couple of city parks and the after school extracurricular activities the options are limited. The Brooks County 4-H and Youth Development program is aware of this and therefore it utilizes livestock projects and the as teaching tools for important life skills. In 2015-2016 year, we had a total of 60 youth participate in a Livestock Project activity. By participating in livestock projects the Brooks County Youth is taught responsibility, honesty, hard work, determination and leadership skills. In addition to these livestock projects the Brooks County 4-H club managers and volunteers dedicate themselves to serving our communities and living by the 4-H pledge. There are many other events like, Record Book Judging, Leadership Lab, Shooting Sports and Food and Nutrition that our Youth also participate in. Brooks County 4-H tries to diversify the events and activities that it offers to be able to expand its marketability.

#### Response:

The Brooks County 4-H advisors, parents and volunteers put together 4-H livestock project clinics. The intentions of the livestock project clinics are to train or educate our youth and the parent volunteers on the skills needed while raising a livestock project. The following programs were some of the clinics that we had this year:

- Goat and Lamb Clinic- Edward Bordovsky

- Goat and Lamb Shearing/Clipping- ANR Agent and FFA Teachers

- Brooks County Steer Validation- ANR Agent & FFA Teachers

- Brooks County Lamb and Goat Validation- ANR Agent & FFA Teachers

- Brooks County Swine, Heifer & Horse Validation- ANR Agent & FFA Teachers

- Brooks County Turkey Validation- ANR Agent & FFA Teachers

#### Results:

The life lessons that Youth gain by raising and exhibiting livestock projects are priceless. The Brooks County 4-H Organization has shown growth in participation throughout this last year. We have seen the birth of new 4-H families and are working to continue that trend. While all this hard work is taking place, the Brooks County Agriculture and Natural Resource Agent has also dedicated himself to bettering the programs assets. A brand new 4-H Livestock Showmanship Trailer was recently purchased with the help of the Ed Rachal Foundation. In addition to this new acquisition the NRA Grant was also renewed and benefits for the Shooting Sports Club continued to come in.

#### Summary:

The Brooks County 4H organization has three clubs. Thanks to the hard work and the individual efforts, today we have 72 4-H club members and 25 adult volunteers. The Brooks County 4-H Club Managers are Energizer bunnies, their positive spirits are always pushing the kids to be active in the community. One living example is Joshua Vargas. Josh was an alternate to the Texas Recurve Bow National Team last year but Josh never gives up. Brooks County is elated to announce that Joshua reapplied for qualification and is now a member of the Texas Recurve Bow National Team. Congratulations to Joshua Vargas.

#### Acknowledgements:

Special thanks to Brooks County, all 4-H Club Managers, Volunteers, Youth Leadership Advisory Board, 4-H members, 4-H parents, Sherriff's Department and The Brooks County AgriLife Extension Staff. Together we work, and together we succeed. Other entities we would like to thank and acknowledge are The Ed Rachal Foundation and the NRA. The Ed Rachal Foundation was generous enough to donate a Livestock Showmanship Trailer valued at over \$20,000. This trailer will be used to facilitate the transportation of 4H livestock projects. On the other hand, NRA granted our Brush Country Shooting Sports Club a \$5,173.55 grant to help improve the club. They have both been instrumental to the success that Brooks County 4-H has had in this last year.

#### Future Program Actions:

We look forward to the challenges of expanding our 4-H program. Future actions that are on the process of taking place include: expansion of clinics to include other livestock projects and the building of better partnership relationships with Jr. FFA and FFA.

## 4-H and Youth Development

### One Day 4H Beautification Project

#### Relevance:

One Day 4-H is a grass roots community service effort for 4-H youth to identify, plan, and implement a community service project that serves the needs of their community. One day 4H is modeled after the Texas A&M University's Big Event, One Day 4-H teaches 4-H members the importance of giving back to their communities based on issues they see are affecting the lifestyles of the citizens. One Day 4-H helps develop the core life skills of communication, responsible citizenship, contribution to group effort, teamwork, self-motivation, problem solving, service learning, organizing and social skills

#### Response:

Planning phase was part of the community clubs and each manager selected youth to assist with the event. The specific objectives of one day 4-H is as follow:

- Provide opportunities for youth to perform community service projects in their individual communities and counties based on their identified needs. In Brooks County, it was to beautify the downtown local merchant's entries and sidewalks with Annuals for the Fall Festival.
- Provide opportunities for participants to learn about social and community issues and develop ways of resolving those issues. Youth selected the plants, mulch and other equipment needed to beautify the downtown area.
- Give participants opportunities to work in a strong youth-adult partnership. Both parents and youth worked together in planning, coordinating and implementing the event. Youth assisted the 4H members as they planted mums and covered the planters with mulch.

#### Results:

In Brooks County with our "One Day 4H" project our 4H youth and parents, designed and planted to beautify downtown Falfurrias. Youth were excited and felt satisfied that they were able to complete their task and make their community a little better and colorful.



*One Day 4-H Beautification Project Downtown Falfurrias*



## *2016 Community Resources and Economic Development Plan*

### **Relevance:**

Brooks County AgriLife Extension Service provides educational programs in community resources and economic development to enhance the quality of life for Brooks County residents. In 2016 Brooks County planned and implemented two major festivals, two 5K runs, Ranch Rodeos in Brooks County. These events brought much needed entertainment to the rural community in Brooks County. The events were planned with planning committees spear headed through local county government, city government and volunteer fire department as well as the 4-H parents and youth of the community.

### **Response:**

In response to the planning in implementing two major events along with several fitness activities the Brooks County Be Well Brooks County Coalition, Healthy South Texas Coalition, County Judge, City of Falfurrias, Volunteer Fire department, Brooks County Sheriff's Department held several committee and or coalition committees to plan and implement the events below:

- Wings of Wellness 5K run/walk was held in March and brought in several runners from around the state of Texas as well as several from outside our state. We registered 276 runners and walkers and 177 ran the race that day. Awards were given to the top 1-3 placings as well as overall male and female.
- City of Falfurrias 5K run/walk was held in July 105 registered for the event and 85 ran the course of the 5K. This race brought in State legislator Todd Hunter from Nueces county.
- Heart's Delight Festival was planned and coordinator by the county Judge and a committee made up of several county employees. This event was started with a zero balance and we were -\$3000 in the red at the end of the event. Many of the events during the heart's delight were
  - Music with Mazz and Whiskey D and local bands
  - 40 vendors selling food, and toys, clothing, etc....
  - Ranch Rodeo
  - Roping
  - Car show
  - Biker Contest
  - Tattoo Contest
  - Margarita Contest
- Fall Festival was made up of City of Falfurrias Police Department, 4H Parent volunteers, Volunteer Fire Department and City councilman Nevarez and Ramirez. Some of the events included
  - DJ music
  - 32 Food and Game Vendors @ \$35 per booth
  - 56 Costume Contest Participants @ \$1
  - 10 Softball Zombie Tournament Teams @ 150 per team
- Carnival brought in \$2012.43 for the 4H program



Ranch Rodeo Heart's Delight Festival

### **Result**

In 2016, In Brooks County the AgriLife Staff and several collaborators planned and implemented several events to keep the people of Brooks County entertained, raised funds, brought individuals to Falfurrias Texas leading them to buy food, gas, stay in the local hotels and visit the local businesses.

Encouraging individuals to increase their fitness levels by participating in planned 5K run/walks in the community. The Wings of Wellness 5K brought in \$8050.58 minus the expenditures of \$5988.93 leaving a balance of \$2061.65 for the 2<sup>nd</sup> annual WOW 5K. City of Falfurrias 4<sup>th</sup> of July 5K was planned and implemented all profits were given back to the City of Falfurrias to assist with the cost of the 4<sup>th</sup> of July celebration. With the Fall Festival, Zero Balance was given with a \$2676 profit was made. Carnival came into town needing a venue and in return we could make a % of the total profits for the 4H program that brought in \$2012.43.

This event was started with a zero balance and we were -\$3000 in the red at the end of the event.

The Brooks County AgriLife office has taken up the responsibility of the Chamber of Commerce since we no longer have a Chamber. Some events cannot be handled by the office so we forward to an agency that can handle the event.



*Wings of Wellness 5K Run/Walk Coalition  
and race*



*City of  
Falfurrias  
4<sup>th</sup> of July  
5K  
Run/Walk*



**Zombie Tournament**



# **Texas A&M AgriLife Extension Service Brooks County**

---

## **Personnel**

**Celia G. Salinas, CEA-FCS  
County Coordinator**

**Victorino Cantu, CEA-ANR  
4-H Coordinator**

**Helna Carrera  
Better Living for Texas**

**Nora Salinas  
Administrative Assistant**

**Jamie Garza  
VISTA AmeriCorp**

## **Contact Us**

**219 Calixto Mora Ave  
Falfurrias Texas  
(361) 325-4402 Ext. 320  
(361) 325-4157- fax  
brooks.ag.tamu.edu – email  
brooks.agrilife.org- website  
brooks county agrilife- Facebook**