

# IOWA STATE UNIVERSITY

## University Extension



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### Woodbury County Extension

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*Get inside Extension and discover how we support healthy people, healthy environments, and healthy economies. Read about some of the ways ISU Extension meets local needs, improves quality of life, and helps make Woodbury County a better place to live. You'll be amazed at what we do.*

Tom Ullrich

*Extension Council Chair*

Sherry McGill

*County Extension Education Director*

**Woodbury County Extension...providing research-based learning opportunities to improve the quality of life in Iowa.**

### Healthy People

The Expanded Food and Nutrition Education Program (EFNEP) teaches families how to cook and eat healthy and save money on their food budget.



One family that recently participated was excited to learn how to plan healthy meals to save on their grocery bill. By the end of the eight EFNEP lessons, they were spending \$340 per month on groceries instead of the \$600 they had been spending. They were eating healthier and saving over \$260 per month. EFNEP worked with 179 families and over 2600 youth in Woodbury County in 2008.

The Pick A Better Snack Program is a nutrition education program working with kindergarten and first grade students in 11 elementary schools in the Sioux City Community School District. Nutrition educators visit each classroom twice a month, and children learn about healthy eating, taste a fruit,

vegetable or other healthy snack, and do fun physical activity. 1,189 children participated in the program in the 07-08 school year. The program is expanding to include a new school and 10 new classrooms in the 08-09 school year.

### Healthy Environments

Iowa State University Extension in Woodbury County partnered with University of Nebraska-Lincoln Extension in Dakota County to conduct the second annual Siouxland Garden Show held March 14 and March 15 at the Marina Center in South Sioux City, Nebraska. A 12 member committee, made up of field specialists, county staff, and volunteers, met regularly to plan for the event.



The 2008 event drew over 4,000 people—up 60 percent from 2007. Thirty-three educational sessions and how-to sessions were presented by regional and local experts.

## Woodbury County Extension Council



Back row: Elaine Utesch, Correctionville; Julie Case, Salix; Lane Tabke, Merville; Oscar Sanchez, Sioux City. Front row: Tom Ullrich, Sloan (chairman); Gary Shaner, Sioux City (vice chairman); Linda Drey, Sioux City (secretary); Don Wood, Sergeant Bluff (treasurer). Pictured separately: John Wilcox, Correctionville.

Every Iowa county has an elected Extension Council that guides local educational programming by partnering with staff. From needs assessment through program implementation and evaluation of outcomes, the council represents the issues and people of the county.

We have identified these local issues as priority topics for current and future programming:

- Build strong families
- Business and economic development
- Community and economic development
- Youth development—including 4-H
- Raising community awareness of programs offered



**We connect you to Iowa State University.**

We are your local link to make connections for campus enrollment, continuing education, campus visits, campus exhibits, conferences, camps, and sporting events.

... and justice for all

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### [Healthy Environments] continued

Forty-nine businesses, clubs and organizations relating to lawn and garden had vendor booths and talked with the visitors promoting events, sharing information and selling plants and products. The Siouxland Garden Show provided a two-day educational program making quality horticulture information accessible to people living in the tri-state area. The show also encouraged economic development by connecting people who have a need with area professionals who can provide the services, information, and products to meet their need. Multiple local participating businesses credited the show for noticeable increased business following the event.

Over 100 volunteers helped during the show, many of them Master Gardeners. Master Gardeners contributed over 850 volunteer hours during the show. A total of 2,409 hours were donated by Master Gardeners in many different locations throughout the year in 2007. That's a labor donation of nearly \$47,000.

### 4-H increases enrollment by 14%

The state 4-H goal was to increase enrollment in the 4-H program by three percent in every county. Woodbury exceeded the goal and increased enrollment 14 percent. Community club 4-H membership went from 360 to 411. This was accomplished through the implementation of our recruitment action plan developed by staff, 4-H members and adults from our community.



Through the plan, club members and leaders invited friends and community members to be a part of their club. Brochures were distributed to every fourth and fifth grader in the county (a total of 2,600 students) with an insert inviting youth to participate in upcoming 4-H events. We also created a local commercial which aired on two TV stations with two moms in a grocery

store talking about how 4-H is for everyone. Two outdoor billboards and radio commercials have been utilized as well. There were three new 4-H clubs started which included a club at Girls Inc.

The 4-H Shooting Sports program continues to grow with programs in both shotgun and archery. A Youth and Horses clinic, photography and matting workshops and 4-H Fish Iowa club were all provided in 2008.



Woodbury County 4-H Foundation, formed in 2005, continues to raise money through various fundraisers such as a concert, a 4-H eBay auction, mail campaigns, and selling Woodbury County 4-H t-shirts.

### Healthy Economies

The Midstates Community and Economic Development Conference brings together nearly 200 leaders from Iowa, Nebraska and South Dakota to learn about successful economic development ideas being done in other communities. Attendees leave the conference with innovative ideas to try in their own communities.



Child care provider training was provided to over 841 child care professionals through Tri-State Child Care Providers and Centering on Centers conferences and ChildNet in Spanish.

Siouxland Nonprofit Management Alliance, a partnership of Woodbury County Extension, United Way of Siouxland and Tri-State Graduate Center, provides learning opportunities for nonprofit agencies. In 2008, the group offered Youth Worker and Social Work Ethics trainings, Grant Writing Workshop and the Stay Jazzed conference geared toward reenergizing people employed in the nonprofit workplace.