

MAKING A DIFFERENCE *for Iowans*

Clippings



Lyon • O'Brien • Osceola • Sioux Counties

A Weekly Column from Iowa State University Extension and Outreach

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For Immediate Release

Who are we and who cares?

Cindy Gannon, Marketing Coordinator

We are Iowa State University (ISU) Extension and Outreach. Ok. Big deal. Who cares? After this week with the outbreak of the Avian Influenza (AI), or “bird flu” resulting in the eradication of millions of poultry in northwest Iowa, you should care who we are. We are an extension of Iowa State University. We bring the truth to you based on proven, research-based facts. I urge you to do some self-research and not trust what you hear on the street. Chicken and eggs are still safe to eat. Trust us. Read about the whole truth on our website www.extension.iastate.edu/countyname – Avian Influenza Resources and Report.

Ok. So we give you the truth. Big deal. Well, we are kind of a big deal. Everything we do is based on these fundamental principles:

- Our core purpose is to engage citizens through research-based educational programs. We extend the resources of Iowa State University across our state. *We speak on research-based facts, you learn.*
- We accomplish our goals by developing diverse and meaningful partnerships. *We bring all the players to the table when we speak and you learn.*
- Through our purpose and partnerships, we increase the ability of Iowans to make informed decisions by applying relevant, needs-driven resources, to create significant impact in our state. *You reap the benefits and become a citizen of Iowa who is empowered with the truth and in turn changes or improves your life and the lives of those around you.*

We deliver on our purpose through program areas aligned with Iowa State University colleges:

- 4-H Youth Development in K-12 youth outreach across Iowa State University
- Agriculture and Natural Resources in the College of Agriculture and Life Sciences
- Community and Economic Development in the College of Design
- Human Sciences in the College of Human Sciences

ISU Extension and Outreach is focused on feeding people, keeping them healthy, helping their communities to prosper and thrive, and turning the world over to the next generation in better shape than we found it. That's our story.

That's the truth. Yes. You should care who we are and what services we offer to you, a citizen of Iowa. Yes. We are kind of a big deal.

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