

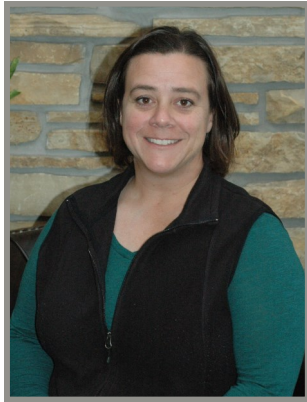
2018 ANNUAL REPORT

We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.



Extension

UNIVERSITY OF WISCONSIN-MADISON
WOOD COUNTY



4-H

Laura Huber
4-H Program Coordinator

PROJECT DISCOVERY DAY

On February 10th, youth and adults from Wood County gathered at Mid-State Technical College's Marshfield campus for Project Discovery Day. This special event is held to allow youth hands-on opportunities to explore the multitude of project areas available to them through Wood County 4-H.

This was the first year that we partnered with Mid-State, and it was a huge success! The new space allowed us to offer 28 classes for 90 participants. Courses were taught by Mid-State staff, Extension staff, and 4-H volunteers. Nine of these classes were taught by 4-H **YOUTH** volunteers!

Youth who participated in Project Discovery Day learned new skills, made new friendships, and built relationships with youth and adult volunteers that can help them continue developing skills.



PROGRAM HIGHLIGHTS

- **18** community clubs and **3** SPIN clubs
- **186** enrolled, certified adult volunteers
- **721** youth members
- **6,009** hours of community service
- **15,242** total volunteer hours
- Wood County 4-H's volunteer contributions were worth **\$382,879***

**based on the value of \$25.12 per hour for volunteer time in Wisconsin for 2018, according to Independent Sector*

CENTRAL WISCONSIN 4-H SHOOTING SPORTS

Wood County hosted the Central Wisconsin 4-H Shooting Sports program once again. This long-running program continues to grow. In 2018, 126 youth from Wood, Clark and Marathon counties participated in instructional practices led by 21 certified volunteers. Many youth learned the skills necessary to safely use the tools of the trade in archery (101 youth), air/.22 rifle (60 youth), air/.22 pistol (27 youth), and shotgun (11 youth.)

This program teaches safety along with other life skills like self-discipline, goal setting, social skills, and responsibility. Youth put those skills to the test at the three statewide tournaments held here in 2018. Ninety-two youth from 16 counties competed in the March tournament, while 72 competed at the July tournament, and 23 competed at the shotgun tournament. This program is made possible by strong partnerships with the Central Wisconsin Sportsmens Club and Marshfield Trap and Skeet Club. In April 2019, both of these clubs were recognized with Friends of 4-H Awards for their ongoing contributions to this incredible program.



FARM TECHNOLOGY DAYS

Youth and adult volunteers helped shape and staff the Future Generations Tent Committee along with Extension staff. The Tent's theme focused on the vast array of careers in that are tied to the agricultural industry. We focused on attracting older youth and educating them through hands-on experiences about trades like building, masonry, heavy equipment operation, and much more.



Extension

UNIVERSITY OF WISCONSIN-MADISON
WOOD COUNTY

400 Market Street | P.O. Box 8095 | Wisconsin Rapids, WI 54495-8095
715-421-8440 | <https://wood.extension.wisc.edu>

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, and the Americans with Disabilities Act (ADA) requirements.



AGRICULTURE

Matt Lippert
Agriculture Agent

CRANBERRY OUTREACH

Through our partnership with the Wisconsin State Cranberry Growers Association and the Wisconsin Cranberry Board, we produce 10 issues of the Cranberry Crop Management Journal that is sent to about 500 cranberry growers across the state.

We also coordinate the Winter Cranberry School for nearly 400 cranberry industry related partners, the Summer Field Day with similar attendance numbers and two grower workshops to kick off the crop season each April.

CWAS

A partnership of UW-Extension offices across seven counties, the Central Wisconsin Agriculture Specialization (CWAS) team, jointly plans educational programs and 4 newsletters throughout the year, that are sent to about 3,000 recipients across the area. This partnership allows local agents to utilize the expertise from their colleagues across the area. An example of this partnership is the Producers of Mill Creek Watershed, a farmer-led group funded by a grant for producers in the Mill Creek that spans Wood and Portage Counties. The partnership allows Portage County Agriculture Agent, Ken Schroeder, and Wood County Agriculture Agent, Matt Lippert, to both support this conservation-focused program.

PROGRAM HIGHLIGHTS

- Wood County trained **85** Private Pesticide Applicators. This number of trainees is one of the larger in the state. Training comes through our office and the certification comes through DATCP.

HEART OF THE FARM

Heart of the Farm Is a collaboration with Marathon and Clark counties to deliver farm management programming for farm women and is determined by farm women. Topics have included entrepreneurship, direct marketing, financial ratios, mental health, family farm transition, water quality and soil health.





FARM TECHNOLOGY DAYS

In 2018 Wood County hosted Farm Technology Days. The event held July 10-12 at the Heiman and Sternweis family farms of Marshfield, welcomed 43,000 visitors. Our three years of hard work and planning and excellent weather resulting in a successful show. About 1,700 volunteers helped with the event. There were over 800 commercial exhibitors, The event featured forage harvest, dairy facility tours and our county's unique cranberry industry. Due to good crowds and excellent sponsorship \$113,000 was distributed to service clubs in the county. We currently anticipate distributing several hundred thousand dollars of grant funds in the community. The grant deadline was just completed.



Extension

UNIVERSITY OF WISCONSIN-MADISON
WOOD COUNTY

400 Market Street | P.O. Box 8095 | Wisconsin Rapids, WI 54495-8095
715-421-8440 | <https://wood.extension.wisc.edu>

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, and the Americans with Disabilities Act (ADA) requirements.



COMMUNITY DEVELOPMENT

Nancy Turyk

Community Development Educator

(since July 2018)

COUNTY STRATEGIC PLANNING

A strategic planning process for Wood County was initiated by the County's Executive Committee in 2018. A county plan will help to provide guidance on county operations and priorities for staff, elected officials and the public.

Extension Wood County is working with the Vice Chair of the County Board to design the process and surveys used to develop the core values, mission, and vision using input from the County Board Supervisors and department heads. Each department is developing their own mission, vision, list of core values and strategic goals which will be combined and prioritized at a meeting of department heads. Their input will be presented to county board for discussion and adoption.

The timeline is anticipated to extend through 2019. The process is modeled from strategic planning processes successfully used by Eric Biltonen, an Extension colleague. Eric has served as a mentor and resource for this large project.

PROGRAM HIGHLIGHTS

- Strategic plans were developed for Forest History Association of Wisconsin, Wood County Finance and Accounting and initiated for Wood County
- Wood County Agriculture and Household Clean Sweep 2018 collected **9,100** pounds of waste from 168 vehicles



WOOD COUNTY SOLAR READY INITIATIVE

In response to increasing installation of rooftop and large scale solar photovoltaic systems (PV), Wood County is working with a Department of Energy program called SolSmart. SolSmart provides guidance to communities seeking a Solar Ready designation which primarily involves the streamlining of permitting processes and making solar-related information readily accessible to the public.

In Wisconsin, installation of renewable energy systems is projected to increase in coming years. This is driven by the desire for energy independence, local retention of energy dollars, reduction in cost of solar components, and the projected lower energy costs.

Project coordination and outreach have been a large part of the activities with this project to date. Work has been done to provide information to Wood County's towns, villages, cities, and County Board members and connections made with the Mid-State Technical College renewable workforce development program, the Midwest Renewable Energy Association, and other state and local partners. Information has also been made available on the Wood County website about energy efficiencies and renewable energy, which includes tips on getting started, incentive and financing programs, policies and laws, and workforce development. The website can be accessed at www.co.wood.wi.us/Departments/UWEX/energy.aspx



Image courtesy of Mid-State Technical College



Extension

UNIVERSITY OF WISCONSIN-MADISON
WOOD COUNTY

400 Market Street | P.O. Box 8095 | Wisconsin Rapids, WI 54495-8095

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, and the Americans with Disabilities Act (ADA) requirements.



FAMILY LIVING

Jackie Carattini
Family Living Educator

Family Living programs provide statewide leadership to promote education, resources and partnerships that create an environment where families and their communities can thrive.

In 2018, Extension Wood County Family Living partnered with the Ho-Chunk Headstart in Nekoosa to provide monthly educational programs to parents.

Each month included a mini-session with both a parenting and financial component for 17 families. The families were surveyed to determine interest and those topics were provided including: credit, taxes, stretching your food dollar, and budgeting. Each month the families were given assignments to practice and implement what was taught. Incentives were used to encourage families to share their progress each month. End of year evaluations had 100% of families reporting an increase in knowledge of the topics covered.

In the Fall of 2018, Family Living partnered with FoodWise to implement a 4-week hands on food safety, food preparation and parenting program called "Join Us In the Kitchen" at the Ho-Chunk Headstart program in Nekoosa. Ten

PROGRAM HIGHLIGHTS

- **26** programs teaching food safety, food preservation & healthy choices presented to **246** participants at **5** libraries and **4** schools in Wood County
- **21** programs teaching financial literacy to **219** participants
- **598** books were distributed at the Children's Festival with a focus on financial literacy. Parent Guides were developed for each of the books and a memory matching game that families could play while attending the booth.

families participated in the 4-week series in which they prepared two recipes each week and had a mini Parenting the Preschooler lesson. The series concluded with a grocery store tour in which participants learned about bulk pricing, fresh versus frozen and finding the best deal. The series was offered in both English and Spanish. Each week participants were able to report making the recipes from the previous week at home and implementing the parenting strategies and take home work.

HIDDEN IN PLAIN SIGHT

This educational experience walks participants through a typical teenage bedroom, where the inside of the bedroom is set up with drug paraphernalia “Hidden in Plain Sight”. This interactive display/program offers adults insights into current trends in youth substance abuse, drug paraphernalia, and concealment of illicit drugs & alcohol. Volunteers educate community members about drug trends, paraphernalia, how to talk to youth about alcohol & drugs, and what to do if a problem is suspected. This educational opportunity was offered in the Family Living Tent at Farm Technology Days in 2018 to **181** parents and grandparents. Extension staff also volunteered with the Wood County Drug Task Force to offer this program at local schools in Wood County, and reached another **54** parents at Pittsville High School.



Extension

UNIVERSITY OF WISCONSIN-MADISON
WOOD COUNTY

400 Market Street | P.O. Box 8095 | Wisconsin Rapids, WI 54495-8095
715-421-8440 | <https://wood.extension.wisc.edu>



FOODWISE

Kelly Hammond
Nutrition Coordinator,
Portage & Wood Counties
(since January 2019)

CONTINUED PARTNERSHIP WITH SWEPS FOOD PANTRY

For the past few years, FoodWise and Extension staff have been providing programming and partnership at SWEPS Food Pantry in Wisconsin Rapids.

In 2018, the partnership included monthly lessons, container gardening and collaboration on a coalition level to ensure equitable access to fresh fruits and vegetables through a Farmers Market gleaning program.

Participants shared their successes from participating in the programming at SWEPS:

"I made the black bean salsa that we tried at the last session four times. I used it on top of baked potatoes and salad...it is really good. I didn't think I would have liked it because of the black beans, but I really do."

"I've learned how to make healthier choices when shopping and preparing meals"

PROGRAM HIGHLIGHTS

- **461** total program participants
- **42** program series at **9** locations
- Adult participants reported a **21% improvement** in the frequency of planning meals ahead of time
- **81%** of students reported **improved willingness** to try a new fruit or vegetables
- **2** multi-sector coalition collaborations with over **30** community change-makers

NUTRITION EDUCATION STARTS EARLY

The youngest FoodWise audience in Wood County is the HoChunk Head Start in Nekoosa. A new partnership in 2018, direct education and community outreach was established with the 4K classrooms with both parents and students. Programming for parents, taught in partnership with Jackie Carattini, provided information on food resource management, cooking healthy on a budget and healthy meal preparation. The four and five-year-old students learned about how fruits and vegetables grow, what they do for our bodies, and had the opportunity to taste test several new and interesting fruits and vegetables including mango, fresh spinach and sugar snap peas.

FOODWISE IN SCHOOLS

The pillar of FoodWise programming in Wood County is direct education in the classroom. In 2018, evidence-based nutrition education was provided to three of the highest-need schools in Wood County: Mead, Howe and Grove Elementary. Nutrition lessons were taught in every kindergarten, third and fifth grade classroom; with each kindergarten classroom receiving 5 lessons, and third and fifth grades receiving six lessons. Lessons included tasting fresh fruits and vegetables, interactive learning activities and parent-outreach.



Extension

UNIVERSITY OF WISCONSIN-MADISON
WOOD COUNTY

400 Market Street | P.O. Box 8095 | Wisconsin Rapids, WI 54495-8095
715-421-8440 | <https://wood.extension.wisc.edu>



HORTICULTURE

Janell Wehr
Horticulture Coordinator
(since February 2019)

RENOVATED SENIOR CENTER GARDEN

Wood County Master Gardener Volunteers (WCMGV) led the renovation efforts for the garden at the Lowell Senior Center in Wisconsin Rapids. This ongoing project included fundraising to refurbish and add walkways to the garden beds, remove grass and stones and build new raised garden beds. The goal of this project was to create an accessible garden for the senses. The gardens are now fully accessible by wheelchair. The WCMGV also hosted an Intergenerational Gardening Day, fostering the next generation of gardeners.

ASK A MASTER GARDENER

Wood County Master Gardener Volunteers provided gardening information at various venues in Wood County. Locations included farmers' markets in north and south Wood County, plant sales, garden walk event, Central Wisconsin State Fair and Farm Technology Days.

PARTNERSHIP WITH HMONG FAMILIES

State Extension Language Access and Support Staff worked with Wood County Extension to interpret Hmong workshop hosts to the English speaking audience. With 50 community members in attendance, the Hmong hosts shared gardening techniques, traditions and secrets in food preparation. The program was extremely well received and all parties look forward to recreating and expanding the program in 2019.

PROGRAM HIGHLIGHTS

- Over **325** pounds of fresh veggies were grown and used at the Lowell Senior Center lunch site.
- Nearly **150** participants joined Wood County Master Gardener Volunteers for monthly community garden talks at county libraries.
- **900** local students visited the Wood County Master Gardener Volunteer heirloom gardens at Point Basse in Nekoosa.
- Families of all ages were engaged at the Wisconsin Rapids Children's Festival. Master Gardener Volunteers answered questions and shared peanut and sunflower growing kits, in addition to other garden seeds.

INCREASING FOOD SECURITY THROUGH COMMUNITY GARDENS

Wood County Master Gardener Volunteers maintain community gardens in Marshfield and Wisconsin Rapids, which promote and support local food production and provide a low or now cost place for area residents to garden. WCMGV have partnered with community organizations to address the public health issue of low fruit and vegetable consumption. In end of season surveys, gardeners reported increased vegetable consumption as a result of having a garden bed. Orientation is provided to new gardeners, including basic gardening 101, introduction to Square Foot Gardening methods, and efforts are made to connect new or inexperienced gardeners with WCMGV and experienced gardeners. Bi-weekly newsletters are sent through the growing season, which include garden announcements, tips and recipes. The low cost creates a low risk opportunity for residents to be introduced to gardening. In addition, produce grown in demonstration beds were donated to South Wood County Emerging Pantry Shelf.



The Wood County Master Gardener Program in started in 1997.

Over **431** people have been trained since that time, and there are currently **75** certified Master Gardener Volunteers.

In 2018, Wood County Master Gardener Volunteers reported **8,587.5** hours of community service. This provided a value of over **\$206,100**, based on the current estimated value of \$24.69 per hour of volunteer service.



Extension

UNIVERSITY OF WISCONSIN-MADISON
WOOD COUNTY

400 Market Street | P.O. Box 8095 | Wisconsin Rapids, WI 54495-8095
715-421-8440 | <https://wood.extension.wisc.edu>



Extension

UNIVERSITY OF WISCONSIN-MADISON
WOOD COUNTY

400 Market Street | P.O. Box 8095 | Wisconsin Rapids, WI 54495-8095

715-421-8440 | <https://wood.extension.wisc.edu>

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, and the Americans with Disabilities Act (ADA) requirements.