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EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * JANUARY 1969



COMMUNICATIONS
FOR TODAY'S WORLD

The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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EXTENSION SERVICE

REVIEW

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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Ring In the New

The new year is somewhat like a mystery package—a present whose contents are unknown. But unlike a mystery gift, the year ahead contains to some extent whatever one wants it to contain. Extension workers, through day-to-day program decisions, will exercise considerable control over the directions Extension will take in these last 12 months of an exciting decade.

These directions will not all be new—much that is old is well worth continuing. But where methods of communicating with the public are concerned, we cannot be content with yesterday's methods. In this age of burgeoning technology, complacency could cause us to be left behind in the wake of someone else's message carried by a more attractive medium.

Extension communicators and administrators are meeting this month in Houston to explore new developments in communication techniques. In the coming years, every Extension worker is sure to feel the effects of the things they will be considering—individualized instruction by television, packaged communications programs, sophisticated telephone systems, structured teaching by radio, computer-based educational systems. The list is long, and it will ultimately include concepts of which we have not yet dreamed.

This new year will have many innovations to offer Extension for better ways to reach the public. It is still largely up to us what will be done with these new concepts.—MAW

TELEVISION GOES TOURING

by

John D. Hunt, *Coordinator*
and

Lawrence E. Royer
Assistant Coordinator
*Tourism and Outdoor
Recreation Development*

Utah Cooperative Extension Service

Can instructional programs be carried to 56 communities throughout a State within 6 weeks? Is it possible to conduct 1½-hour clinics with 12 groups in a day? Can sessions be automated so that two people can handle a total educational package? Can this training package be presented in daylight situations?

These were some of the problems confronting the Utah Extension Service during the development of a training program for tourist service industry employees. A mobile closed-circuit television unit proved to be a more than adequate solution.

In late 1967, the Utah State University received funds through Title I of the Higher Education Act of 1965 to develop a tourism training program for service station attendants, motel clerks and maids, and waitresses. Because these groups have direct contact with tourists, they occupy a strategic position within Utah's second largest industry. So that the travel industry could provide an even greater contribution to Utah's economy, these tourist service employees needed to be well informed of the

Three training program participants watch as project coordinator John Hunt, left, and assistant coordinator Lawrence Royer, right, examine the television monitor.

many tourist attractions in the State and to be able to offer courteous, quality service.

Under the original plan, a traveling team of two Extension tourism specialists, assisted by three experts in the chosen vocational areas, were selected to conduct the training sessions. The program schedule required at least two clinics in each of 56 Utah communities. Clinics were to be conducted in two communities each day, and all were to be completed during the weeks immediately prior to the summer tourist season. This schedule, however, was decided to be too costly and much too demanding of the five instructors.

The use of three vocational training films was also rejected. Clinics were to be held during daylight hours in many small rural Utah communities where facilities possessing three darkened rooms could not be assured.

Closed-circuit television via a mobile unit proved the ideal vehicle for presentation. A half-hour color slide presentation programed to a message repeater explained Utah tourist attractions and tourist characteristics. The participants were then divided into the three vocational groups. Each group was supplied

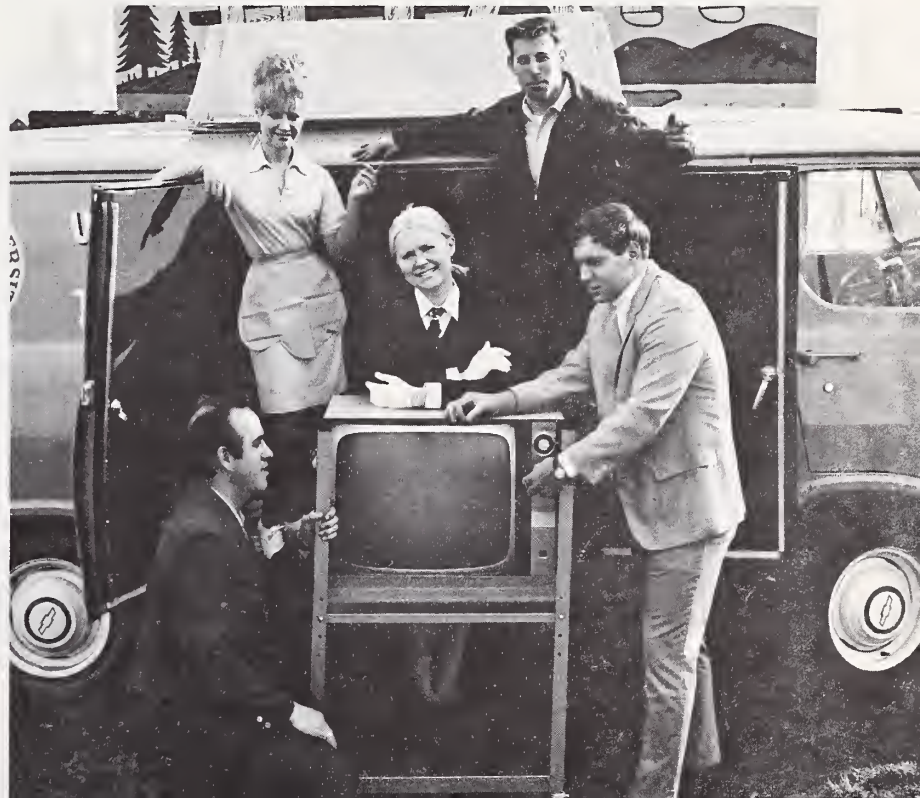
with a television on which a 50-minute video tape explained basic vocational skills with a strong tourism orientation. This format enabled two instructors to present a 3-hour package in 80 minutes.

The video tape units were trouble-free, although they required cleaning after each playback to insure video clarity. Because operation was automatic, ample time was available to complete registration forms and training certificates.

The television medium proved to be provocative and appealing to the audiences. Video tapes were produced in the University television studio. The Utah State University Institute for the Study of Outdoor Recreation and Tourism and various trade organizations provided source material. Experts from the industry served as consultants and appeared in the television productions.

The training program will be revised and expanded—but the basic ingredients of television and a van-type vehicle will remain the same.

Mobile closed-circuit television is indeed an effective way of bringing a sophisticated story into almost any community. □



'Prescription' for Washington's Apple Industry

by

Richard D. Bartram
Area Extension Agent
Wenatchee, Washington

Apples are reputed to have a talent for keeping the doctor away—but when the apple industry in a three-county area of Washington State needed a “doctor,” the Cooperative Extension Service rose to the occasion.

The symptoms were increasing production complicated by short shelf life; the diagnosis was that unless changes were made, prices were sure to drop. The prescription? Improve fruit quality and storage facilities, and extend the 6-month market period.

Washington State produces one-fifth of the Nation's apple supply. This Extension program was centered in the three counties from which 50-60 percent of these apples come.

About 80 percent of the apples must leave the State to find a market, necessitating freight costs to distant urban centers. Only through delivery of a quality product, low cost of production, and efficient packing, storage, and sales planning can the State compete against other areas.

Washington's apple production of 23 million bushels per year in the late 1950's was projected to reach 32 million bushels annually by 1966 and 37 million by 1970. The price was expected to fall 10-13 cents per box for every million bushel increase in production.

Although most of the apples were of good quality at the shipping point, many did not have sufficient shelf life to weather transportation and survive the market period. At least 50 percent were reaching consumers in below optimum condition.



Planning the program for analysis of data on apple storage marketing factors are, left to right, Dick Bartram, area Extension agent; Dr. Tom Russell, WSU statistician; and Dr. Ken Olson, Agriculture Marketing Service, ARS.

Some research had been done by Washington State University and the USDA on individual quality problems, such as storage scald, water core, and internal breakdown and decay—but little was known about the relationships of these factors to each other or to extended storage life.

The Chelan - Douglas - Okanogan County area includes 2,400 commercial apple producers; managers and submanagement personnel of 121 warehouse storage units; 40 horticultural fieldmen representing warehouses, financial institutions, and supply organizations; several special interest groups; 30 sales offices with

about 70 salesmen; and Federal and State inspection personnel.

The management and submanagement of the warehouse cold-storage units were selected as the primary audience for this program. Forty-three of these units handled about 80 percent of the apples in the area and had capacities ranging from 100,000 bushels to 750,000 bushels.

Extension's objective was to encourage the warehouse personnel and the producers to cooperate in marketing higher quality apples over a 9-10 month market period.

The first step was to review the existing research on the problem. Extension then initiated a cooperative research program to test the inter-

relationship of the major quality factors of Red Delicious apples and the potential for increasing length of storage. This cooperative project involved Agricultural Research Service personnel in Washington State, and three county Extension agents.

For 4 years, they examined fruit picked at specified intervals from 10 trees in each of three orchards at different elevations. At harvest time and in January, March, and May, the apples were graded for color, tested for fruit firmness and rate of loss of firmness, soluble solids, acidity, water core, storage scald development, and internal-breakdown. A taste panel judged the flavor. Extra fruit samples were stored for 8 months.

At the end of this period, warehouse managers and their employees were invited to a demonstration to observe the results of the harvesting dates and effect on fruit conditions.

In 1961, a series of 12 demonstrations in commercial cold storage plants was initiated. The Extension agents worked with warehouse management and fieldmen to supervise the harvest of certain crops of Red Delicious apples and to measure condition at harvest time, storage temperatures, and quality of apples during the late storage period.

Fruit harvested in a selective manner was placed in both regular storage with improved temperature and humidity control and in modified atmosphere refrigerated storage.

Results of the research testing and commercial demonstrations were

found to be highly comparable. The information was summarized and placed on charts and colored slides. Information on controlling harvest, storage, and market management was presented to 21 grower-membership meetings of individual warehouses, four packing plant manager workshops, and six horticultural fieldmen meetings.

Publications and mass media helped tell the story. A booklet containing the research results went to each warehouse unit, as did a special publication on control of storage scald. Feature articles on harvesting techniques and storage handling techniques for improved apple quality and market extension were used in industry magazines, industry bulletins, and daily newspapers.

A field examination of 12 randomly selected cold storage units in north-central Washington indicated that only three had excellent cold storage conditions throughout the system to maintain the fruit in good condition. Capacity was not adequate to accommodate the anticipated increase in production.

As a result, Extension conducted three intensive shortcourses for operating engineers. One 30-hour course, given in cooperation with Wenatchee Valley College, was taught by a local

A few years ago, high quality apples such as these would not have been available after March. Thanks to Extension-industry cooperation, they are now marketed year-round.

refrigeration repairman with the assistance of the Extension agent and a representative of ARS.

An Extension publication on "Instruments for Measuring Cold Storage Temperature and Humidity" was prepared in cooperation with the WSU Extension Agricultural Engineer. As a result of one of the short courses, a group of references were assembled for use by refrigeration storage operators.

During the period of this project—1959-67—apple production increased from an average of 23 million bushels per year to an average of 29 million bushels.

Before 1960, less than 5 percent of the Red Delicious apples, the predominant variety, had been marketed after March. In 1964-67, 26 percent of the crop was marketed from April through July.

This ability to extend the market while continuing to provide a higher quality product indicates increased ability to harvest fruit at proper maturity, segregate fruit in the orchard, and operate storage facilities in the most efficient manner.

Refrigerated storage capacity increased by 10 million bushels between 1961 and 1966. Facilities have been adequate for the crops produced in the past 4 years.

Taking the effects of inflation into account, the average price per box of fresh apples has increased by about 50 cents since the late 1950's. Since a decrease in price of 50 cents per box had been expected, this has meant an economic gain of \$14 million.

The ailments of the north-central Washington apple industry have been temporarily "doctored"—but the job is not finished. Apples are now marketed year round, and production continues to increase. The necessity of marketing larger volumes of fruit during the same time period presents a tremendous challenge to the apple industry—and to the Washington Cooperative Extension Service. □



Commercial chemical pesticide applicators throughout a major portion of the country are giving additional emphasis to safety in their operations. The additional precautions relate to the application, handling, and storage of pesticides; personnel; and non-target plants, animals, wildlife, streams, etc.

The operators attribute this new interest in safety to increased cognizance of the hazards associated with the use of the many chemical pesticides, and to an increased appreciation of the unique as well as mutual problems of the various interests concerned with the use and safety of chemical pesticides.

This increased cognizance is a result in great part of the regional pesticide-chemical applicator schools conducted by Extension. About 5,000 persons have attended the 18 schools that have been held in the past 2 years in the Northeastern, Southern, and Western regions of the country.

Registration data indicate that the audiences for the schools have been consistent. They were made up largely of aerial and ground applicators, pest control operators, representatives of chemical companies, associations, State and Federal government agencies, and university research and Extension workers.

Chemical pesticide program leaders recognized as early as 1964 the need for in-depth schools for pesticide chemical applicators. There was general agreement on the objectives of such schools—to provide users a better understanding of the safety aspects of chemical pesticide application; application equipment and materials as they relate to method of application, crops, target areas, nearness to population centers, wildlife habitats, and other considerations which influence decisions relative to the application techniques and chemicals to be applied. Also, operators needed a forum to exchange ideas and experiences related to their businesses.

This brings us to the first critical



X Regional schools
respond to need
for more training in . . .

Pesticide Safety X

by
Dr. L. C. Gibbs
*Coordinator
Agricultural Chemicals Program
Federal Extension Service*

factor in the success of the schools—comprehensive planning.

The schools were discussed by State pesticide safety coordinators in 1965. Target audiences in each State were surveyed about their interests and needs. The State survey results were compiled on a regional basis. They showed that the target audiences felt a definite need for the kind of training the schools could provide. Needs and interests expressed by the target audiences indicated that the schools could be set up and conducted on a regional basis.

With this information the Northeast, Southern, and Western regions developed proposals for the schools. The proposals were contingent on the availability of funds. Locations of the schools within the regions were determined on basis of need, geography, and interests revealed by the surveys.

A second feature making regional schools more desirable than schools based on a lesser area was the availability of resource people. Many outstanding authorities served on the staffs who would not have been avail-



The operations of commercial pesticide applicators, such as those pictured above and at left, are safer as a result of the Extension-sponsored regional pesticide schools. The applicators, along with other audience groups, helped plan the schools.

able to individual States or to districts within a State.

Initial plans called for 8 to 10 schools in each region over a period of 3 to 4 years. The plans were approved and funds were allocated to the State or States who agreed to provide the leader for the project in their region. State Extension chemical pesticide coordinators in the States where the schools were held served as general program chairmen.

A second critical factor enhancing the success of the schools was the involvement of the broad segments of the audiences in planning the individual schools.

Each school was the result of the thinking of two committees. One group outlined the tentative curricula, location, and time. The second developed the detailed program to meet the needs of the audiences in the region and objectives of the school. Both committees contained representatives of all groups concerned, including the target audiences.

The California schools provide a good example of the extent of participation in the planning. The planning committee included representatives of the State Departments of Agriculture, Health, and Fish and Game; the Bureau of Vector Control; the California Mosquito Control As-

sociation; the University of California research and Extension staffs; and representatives of an Agricultural Aviation Academy, Agricultural Aircraft Association, the chemical industry and association, and the State Extension chemical program coordinators.

Admittedly, the committee could have been smaller. But we in Extension learned long ago that involvement breeds success. Attendance at these regional schools has once again proved the importance of involving people.

The third and final critical factor in the success of the schools was the evaluation and followup.

Those attending were asked to complete an evaluation form at the conclusion of the school. The evaluation covered course content, speaker presentations, time devoted to the various subject matter areas, housing, food, use of visuals, etc.

In addition to comments in the formal evaluations, several pest control operators, applicators, and chemical company representatives have indicated that they felt the schools were extremely valuable. The sincerity of these comments has been borne out by the fact that several drew on the information presented in schools to

provide training for their own employees who did not attend.

More than 4,000 of those attending formally registered and paid a nominal registration fee. This registration was essential in the followup planned for the schools. The fee covered the cost of providing each registrant with a copy of the proceedings of the school he attended plus appropriate information from other schools.

The fee and registration also made it possible to provide a considerable amount of information which has gone well beyond the scope of the subjects and information covered in the individual 2-day schools.

In summary, the outstanding success of the schools can be attributed to the three critical factors—comprehensive planning on a regional basis; broad involvement of the target audiences in planning the individual schools; and the evaluation and followup.

Four similar schools have already been scheduled for 1969. Two will be in the Southern Region and two will be in the Western Region. Your State chemical pesticide coordinator can provide you with details concerning them and others that are still on the drawing board. □

Education For Dieters

Missouri Extension
reaches important audience
with nutrition information

by
Mrs. Kitty Dickerson
*Extension Home Economist
St. Louis County, Missouri*
and
Mrs. Helen Davies
*Extension Home Economist
City of St. Louis*



Many distinguished authorities consider overweight the major nutritional problem of our country today. Many individuals and clubs have contacted the Missouri Extension Centers for information and programs on weight control, low-calorie meals, and related topics. Public health agencies and other educational organizations, too, receive far more requests for informational programs than they can fulfill.

As one means of meeting this demand, the Extension home economists in St. Louis County and the city of St. Louis initiated an educational program on weight control.

The St. Louis County Extension home economist contacted the TOPS (Take Off Pounds Sensibly) supervisor for eastern Missouri to discuss needs and potentials for such a program. The TOPS leader explained that there are over 100 chapters of their organization in the St. Louis area, representing over 2,500 members.

Each local chapter is responsible for the programing for its meetings. With this number of groups in one area, she explained, it is extremely difficult for the individual chapters to get qualified speakers for their programs.

She felt that there was a definite need for educational programs which would benefit all the groups. She was enthusiastic about the University of Missouri Extension Centers' interest and program possibilities.

The TOPS supervisor, along with the nutrition supervisor from the county health department, a nutrition-

Planning the seminar session, "Calories DO Count," are Mrs. Helen Davies, St. Louis Extension home economist, left, and Mrs. Mildred Bradsher, University of Missouri foods and nutrition specialist.



John O'Brien, president of the St. Louis Better Business Bureau, discusses with conference participants some of the pills, gadgets, and machines being sold to today's weight-conscious public.

ist from a nutrition education agency, and Mrs. Mildred Bradsher, Extension food and nutrition specialist, served on a planning committee with the St. Louis Extension home economists to develop the program.

Council and district presidents of women's club groups such as Home Economics Extension Clubs and Federated Women's Clubs were also a vital part of the planning group, as this was a program to be directed to a lay audience.

The committee first planned a 1-day conference to provide up-to-date and reliable information on weight control. The keynote speaker, a representative from the American Medical Association, discussed the importance of the problem of overweight in our country today.

The president of the American Society for Clinical Nutrition, who is head of preventive medicine at Washington University Medical School, presented new findings on the medical aspects of weight control. A psychiatrist from Washington University Medical School covered the psychological aspects of being overweight and controlling weight gain.

Response to the 1-day conference was exceptionally good. The meeting, which was held at the St. Louis Medical Society's facility, drew more than

360 persons. Most were representatives of various club groups. However, more than 30 professional persons from various areas of public health work, nursing, home economics, and other related fields attended—they were invited but were told in advance that the meeting would be directed to a lay audience.

Representatives at the conference came from as far away as New Orleans, many areas of Illinois, Kansas City, and several distant points in Missouri.

Realizing that a 1-day conference could cover only a limited amount of subject matter, the planning committee developed a followup seminar series on several areas related to weight control. This series began 2 weeks after the 1-day conference.

Topics included in the weekly seminars were: "Are Your Habits Showing?" "Foods on the Market To Control Weight—Pros and Cons," "Pills, Gadgets, Machines, and Other Weight Control Devices," "Calories DO Count," "Low Calorie Meals," "Fashion Schemes for the Full Figure," and "Success Stories—and Problems Encountered in Weight Control."

University of Missouri Extension Division staff members presented instruction for most of these sessions. Representatives from various St.

Louis agencies covered information relating to their fields of specialization.

More than 50 persons attended the seminar series. Most were representatives from TOPS groups who were, in turn, presenting the information to their local chapters.

The Extension Centers have received many favorable comments on the two weight control programs. The TOPS area supervisor said, "Everyone thoroughly enjoyed the programs and felt they were something that had been needed for a long time."

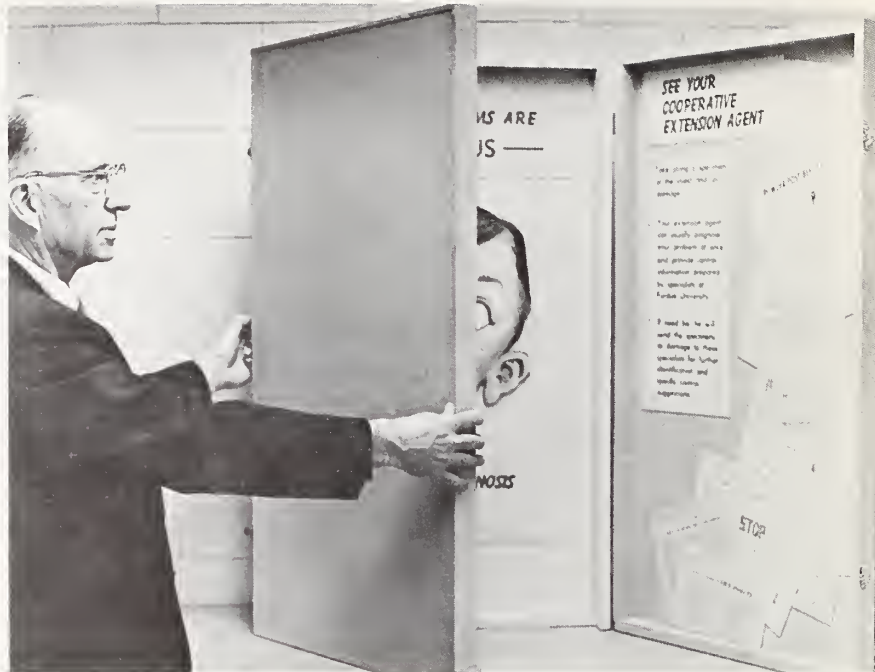
Plans are underway for a second weight control conference. Because of the many requests for more information on the psychological aspects of weight control, this will receive major emphasis. Some of the topics to be covered include: the role of depression in weight control, motivation, dependence upon drugs, learning theory (replacing unfavorable habits with positive ones), and energy expenditure in relation to weight control.

The St. Louis program shows that Extension can make a valuable contribution to public health by coordinating educational programs on weight control, which will reach hundreds of persons with important nutrition information. □

Portable Exhibits

easy-to-use aids to understanding

by
 Prof. Forest E. VanPelt
*Visual Aids Specialist
 Purdue University*



Regardless of the media in which we specialize—television, printed news release, radio, bulletin or mimeo, documentary movie, lecture, or exhibit—we are faced with the problems raised by the laws of learning.

First, we must obtain attention. No teacher has ever been successful with an inattentive group.

If we have carefully analyzed the group we want to influence, (after we have obtained their attention,) we should have no problem in arousing interest and creating desire for the information we have to present.

It then becomes our job to convince the selected audience that the improved practice we are espousing is something they CAN do. And that doing it the way we prescribe will improve their results.

Ideally, then, the final hurdle will be conquered and a reasonable percentage of our audience will adopt the new practice.

In practically every Extension meeting where this general subject of ef-

fective teaching is discussed, visual aids are mentioned almost as if they were an “open sesame” to the problem of establishing understanding.

While carefully prepared visuals do contribute a measurable improvement in comprehension, they do not possess any magical powers.

One arm of the communication technique used in Indiana by Purdue University specialists and Cooperative Extension agents is a ‘library’ of portable panel exhibits.

The Agricultural Visual Aids division of the Indiana Extension Service has experimented with several types of easily transported panel exhibits. These are quickly set up, have few parts to assemble, and deal with one topic that has been developed to throw light on a specific area of information.

This model has evolved from experiments with more complex types involving larger size, more parts, and transportation problems. It is popular

with Extension personnel because of the ease of transportation and the limited number of pieces.

When the folding panel is opened with the title board in place, it fills an area approximately 38 inches by 72 inches. Placed on any convenient table top or counter—usually available at a meeting place—it is large enough to attract the attention of a group assembled for a meeting.

The center panel is designed to draw attention to the message. The left panel presents the problem or question, and the right panel indicates the solution.

Extension Agent Albert P. Zukunft, Bedford, Indiana, is in charge of community development in two of Indiana’s Area IV counties. He says this about the usefulness of panel exhibits in promoting this program:

“Lawrence County is one of many counties in Indiana that makes use of visual aids made by the Agricultural Visual Aids department of Pur-

Indiana's exhibit panels fold into a package 24 inches by 40 inches by 4 inches. They can be carried like a suitcase, and fit easily into the back seat or trunk of a car.

due University. Each year the Lawrence County Fair draws the largest attendance of any event held in the county. Extension likes to have a carefully prepared, timely exhibit in order to inform the public that there are solutions to many common problems.

"During the winter months our staff considers the catalog of portable exhibits available through the Visual Aids Department. We select subjects that need to be featured and submit our request, booking those panels for use during the week of our fair.

"The Lawrence County 4-H Fair exhibit buildings have space for 40 commercial exhibits. A few of the businessmen who like to support the 4-H fair do not have products that can be displayed. They are glad to pay for the space and turn it over to Extension for a visual display. When there is need for someone to be present to answer questions, we make use of 4-H junior leaders, personnel from the Soil and Water Conservation District, people connected with the Chamber of Commerce, and others.

"In addition to using the visual aid service at county fair time, we find other opportunities throughout the year, such as winter schools and field day programs, where the displays can be used to good advantage."

From the Extension specialists' viewpoint, the use of portable exhibit panels helps reinforce the subject matter planned for specific occasions or winter schools.

Harry Galloway, Purdue University Extension Agronomist, says, "Purdue Extension specialists capitalize

on well planned portable exhibits which fold into small, easily-moved packages, yet tell a timely tale in an attractive manner.

"Since they often must compete for attention with elaborate displays prepared by industry, the exhibits must be equally attractive to gain the audience's attention.

"We use the exhibits, for example, at the Prairie Farmer-sponsored Farm Progress Show which alternates annually among three Midwestern States. A large field plot and tent exhibit space were on display as Purdue's contribution to the 1967 show. We planned for a large segment of the 3-day crowd—which we knew from previous experience would total about 300,000—to see our offerings. The basic displays centered on the three-fold panel exhibits set before the field plots and other points of interest.

"The exhibits were set out each morning on specially constructed holders and were stored each evening in the tent. Each exhibit was set up where the specialist planned to talk with the people. These locations became the marshaling point for the crowd in that area. Each exhibit sum-

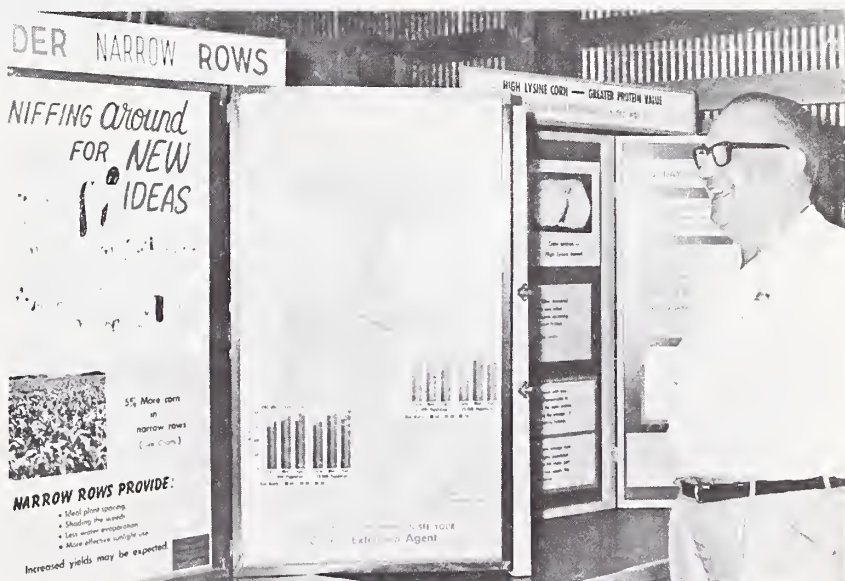
marized past findings as background information for what was on display in that plot in 1967. If the specialist could not be present, the display went on telling the story.

"Purdue's tent was a haven for a wet audience during the rainy second day of the show. Specialists were busy talking to groups of people—but this time clustered around the exhibits displayed *inside* the tent.

"Anyone who has been through a field day rain-out knows how reassuring it can be to have a reserve program up his sleeve. Portable exhibits made a valuable contribution on this occasion to what might have been a very frustrating day.

"Corn production, involving eight major areas, was a popular winter school subject involving Purdue specialists in the early weeks of 1968. The Farm Progress exhibits were supplemented by others on corn insects and weed identification, agricultural weather forecasts, and maize dwarf mosaic. Displayed on tables in commanding spots, they gave a professional air to the meetings. They were appreciated by both those who organized the meetings and those who came to the schools." □

An exhibit panel suggesting a new idea catches the attention of a Lawrence County Fair visitor.



A human drama, in the form of a Summer 4-H Club Program, unfolded recently in six Oklahoma counties. The stars were teenagers who cared enough about their communities to do something constructive for the boys and girls who lived in them.

After reaching 1,393 boys and girls previously unexposed to 4-H work in just 8 hectic work- and fun-filled weeks, the program closed when the school year started.

But repercussions of the program carried on, support for it grew, and enthusiasm for expanding it next year is great from 4-H administrators, the 26 teenage "teachers," and the program participants and their parents.

The program was designed to develop a more effective and flexible 4-H program by offering challenging and entertaining summer programs for urban and rural youngsters—many of them disadvantaged—who had no 4-H experience.

It was an offshoot of the pilot program "Operation Expansion" which Oklahoma undertook 2 years ago.

Dr. Eugene "Pete" Williams, State 4-H leader, specified three objectives for the Summer 4-H Program:

—To broaden the Extension youth program, reaching new audiences—particularly underprivileged youths;

Andrea Castillo, left, Caddo County supervisor, discusses weekly lesson plans with Neighborhood Youth Corps student Susan Bounds.



Teenagers DO Care;

Oklahoma summer program proves their concern and capabilities

by

Thayne Cozart
Assistant Extension Editor
Oklahoma State University

—To learn to use nonprofessional program aides in the Extension youth program;

—To provide career development opportunities for college students and 4-H junior leaders considering youth work as a career.

The youth program in each county differed according to needs, personnel, and funds available. In all, five separate groups cooperated to make the program a success—the Oklahoma Cooperative Extension Service, the Oklahoma State University (OSU) Work Study Program, the Office of Economic Opportunity (OEO), the Neighborhood Youth Corps (NYC), and private persons and firms on a county or local basis.

The Tulsa County program was financed by a grant from the OEO and matching funds from the OSU Extension Service.

Programs in Grady, Caddo, Stephens, Oklahoma, and Carter Counties were financed by OSU Extension, OSU Work Study, and local funds. Salaries for seven program aides were paid by contract agreement between the OSU Work Study and the counties. A special Operation Expansion grant was used to pay for aides' travel, training materials, and program supplies.

In Caddo County the local Kiwanis Club furnished funds for materials and supplies and the NYC offered salaries for six high school girls to serve as program aides. Junior 4-H leaders received no salary, just reimbursement for travel and supplies.

OSU Extension gave technical assistance, coordinated plans, trained the aides, and supervised and evaluated the program.

All the teen teachers were given a 2-day training session to familiarize them with the Extension Service, the objectives of the Summer Youth Program, and the nuts and bolts of program planning, involving other people, and methods of working with underprivileged youths.

A brief summary of each county's program and results:

Grady County—One work-study girl worked in four communities and

reached 119 youngsters. Sixty-three of them attended 80 percent of the meetings on foods, crafts, room improvement, art, grooming, and recreation. Home visits and contacts through the county welfare office helped in recruitment.

Oklahoma County—Two work-study students—a Negro boy and a white girl—worked in three communities. They reached 150 underprivileged youths of which 90 completed 80 percent of the program. Their program consisted of weekly lessons on foods and crafts, followed by refreshments and recreation. "The boys and girls were starved for physical attention," the aides commented.

unities. Of this number, 335 completed the lessons. Mail circulars, school officials, community leaders, ministers, businessmen, and mass media helped recruit members. Three new 4-H Clubs were formed.

Stephens County—One girl aide and one boy aide, plus junior leaders who assisted in all phases, reached 126 boys and girls. Ninety-six children completed 80 percent of the classes. The aides worked with six groups in two communities. Girls' instruction included clothing, grooming, crafts, and recreation. Boys' instruction included bicycle safety, woodworking, and crafts. Aides reported, "Younger age groups are more

coordinator. Lessons included grooming, safety, foods, clothing, crafts, health, and recreation. They called in assistance from a local beautician and dentist. The program supervisor said she could coordinate efforts for 10 aides next summer.

Tulsa County—One full-time salaried adult program supervisor (high school teacher,) eight part-time college work-study girls, and a half-time secretary reached 460 urban youths in four ethnic groups. The program consisted of clothing, handicraft, personal grooming, recreation, and leadership development. Youths completing the program were awarded a participation certificate during an awards program.

Costs per student ranged from \$1.85 in Carter County with the outdoor cookery project to \$33.35 in Caddo County, which used the teams of NYC workers.

Williams and the Oklahoma 4-H staff made these observations of the program:

—Selection of a competent program aide staff is a critical factor because the youths identify strongly with their "teachers." Aide selection and training should be done as early as possible. Supervise closely but allow aides to make decisions, try ideas, and function freely.

—A three-part program of education, recreation or craft, and refreshment was the most successful and helped maintain enrollment.

—Opportunities for followup with a regular 4-H program should be considered in planning.

—A biracial team worked well.

—Students need recognition at the end of the program.

In summary, the Summer 4-H Program in Oklahoma was a great success. "We learned that teenagers are fully capable of leadership in this program and genuinely concerned with the welfare of others," Williams concluded. "They're enthusiastic, hard working, and won't take 'no' for an answer. What more could you ask for?" □



Frances Riley and Clifford Houston, Oklahoma County program aides, work with youths in the Douglas Center in Oklahoma City.

"They identified with us and copied our dress and actions."

Four junior 4-H leaders worked with 31 girls in another community, giving lessons on home improvement, grooming, poise, and sewing. Two new regular 4-H Clubs were organized as a result of the Summer 4-H Program.

Carter County—An outdoor cookery project conducted by one girl program aide reached 460 youths from 8 to 16 years old in six com-

responsive and eager to learn. It's easier to work with biracial groups than with mixed socioeconomic groups." A new 4-H Club was formed and three adult leaders were recruited.

Caddo County—One work-study girl and six NYC high school girls reached 90 American Indian, Negro, and white youths in three communities. NYC girls worked in teams of two. The work-study girl was over-

all county program supervisor and

"We will abide by the recommendations you make," said the chairman of the Marion County Board of Commissioners. Speaking last spring at the conclusion of three Planning and Zoning Information Workshops for members of Area Advisory Committees, he set a new tone for planning and zoning procedures in the county.

A member of the County Extension Advisory Council said, "Everyone came here with his fists up, ready for a fight. When we were told the decision was ours to make, everyone settled back, relaxed, listened, and thought."

Countywide zoning had been rejected at the polls by narrow margins in November 1954 and in May 1956. No major informational programs accompanied these efforts, and citizens were not directly involved.

By 1965, land use problems were on the increase. Continued growth would only serve to increase these problems unless steps were taken to encourage a more orderly development.

Early in the spring of 1967, the County Board appointed over 200 citizens to serve on 14 area advisory committees. Committee members were chosen from persons nominated by various groups representing rural interests.

Each committee consists of 10 to 20 people who live in the area they represent or have specific interests there. In areas where a town is located, the committee includes some townspeople to help coordinate the plans between the towns and adjacent rural areas.

The 14 areas cover all of the rural and unincorporated portions of the county. Geographic, economic, and social considerations, and similarity of farming enterprises were used in dividing the county into these areas. Chairmen of the committees meet periodically.

The idea of working with area advisory committees on such a program was not unique in Marion County. The Planning Commission

Urban Sprawl—or Orderly Growth?

Marion County citizens help decide

by
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had worked successfully with local advisory committees in several zoning districts before. The committees provided valuable assistance in planning, sounding out opinion, and adapting the planning and zoning to their respective areas.

After appointment of the Advisory Committees, four planning and zoning workshops for committee members were organized by the Marion County Planning Staff and the county Extension Office.

Purpose of the workshops was not to "sell" committee members on planning and zoning, but to give them information on the county's land use problems; on why county leadership was thinking about planning and zoning; on what land use planning and zoning are and how they are accomplished. A well informed citizenry, we felt, would use good judgment and make wise decisions.

At each program, a member of the planning commission explained the role of the Area Advisory Committees. Ted Sidor, Oregon State University resource development specialist, illustrated and discussed Oregon's land use problems, using color slides taken from the air.

The lunch period was an important part of the program—committee

members visited with each other and with program speakers.

The second half of each workshop was a "nuts and bolts" session. Planners Herbert Riley and James Chin discussed Oregon planning and zoning laws, and planning and zoning terminology. They reviewed the status of countywide zoning. Riley, with the county Extension agent, gave "The Road to Zoning," a flannelboard presentation of the steps in the planning and zoning process. A discussion period concluded each workshop.

The committees quickly proceeded with their responsibilities. Those which are progressing most rapidly are from the areas where the greatest urgency exists. This indicates that they recognize the extent of the problems and are confronting them.

The value of the committees is beginning to show. Several new types of zones, especially adapted to the needs of people, are being developed. In adapting existing zones, and in developing new ones, there is no design or intention to interfere with farming practices.

The Marion County Extension office is responsible for the information and education phases of the program. The county planning staff serve as resource people.

The planning and zoning study



Local planning and zoning study meetings were planned by the citizens themselves. Discussing meeting plans at left are two Advisory Committee chairmen and a member of the Home Extension Committee.

program is now entering a new phase. The 14 committees are putting their ideas together in preparation for making their recommendations to the County Planning Commission, and eventually to the Board of Commissioners.

As the plans unfold, committee members want their neighbors to know about them. They feel that they are truly representatives of their communities. They want others to offer criticisms and suggestions, and to help make the final recommendations.

During late January and February, nearly 20 local area information meetings were held throughout the county. Each citizen living in the unzoned portions of the county was encouraged to attend.

These meetings were similar to the workshop programs for committee members. The Area Advisory Committee chairman presided, discussed the countywide planning and zoning study program, and explained the role of his committee. Through use of aerial colored slides, the county Extension agent discussed land use problems in Oregon, in Marion County, and more specifically, in each area. A film "What Will It Be Like in Oregon by 1976," was used at some of the meetings. "The Road to Zoning" presentation was also used.

A county planner discussed planning and zoning terminology and the related Oregon laws. The Area Advisory Committee submitted its proposed recommendations. A question and answer period, conducted by the committee chairman, followed.

The Marion County Home Extension Committee was a cosponsor of the information meetings. Extension Homemaker Club members, with their husbands, friends, and neighbors, participated in these rather than in their regular February programs.

When an Area Advisory Committee completes its recommendations, it submits them to the County Planning Commission. The Commission, in turn, reviews them and submits them to the Board of Commissioners.

Where zoning is recommended and adopted, it is "interim zoning"—in effect for a maximum of 3 years. During this time, comprehensive plans must be made for a final zoning ordinance, if the zoning is to continue.

Area Advisory Committees will assist the County Planning Commission and the planners during this period and will review the final zoning ordinance. Even after adoption of the final ordinance, committees will continue to review planning and zoning programs for their areas, make suggestions for improvement, and pro-

vide information for planners and the Planning Commission.

Meanwhile, educational and informational activities will be tailored to the people's needs. Special programs are expected for farm organizations, service clubs, and other groups. Information circulars, news releases, radio programs, and newsletters will be prepared and used as needed.

The most significant aspect of the Marion County study is the involvement of people—many people. It makes for a slower, more tedious, and more involved program, but people better understand what it is all about. And they appreciate being able to participate.

This involvement has already resulted in positive benefits. Exposure to this process has often resulted in individual decisions which are consistent with good planning. Such decisions will increase as more people become acquainted with the program and with the planning process.

If Marion County can continue on the present course and follow the job through to its conclusion, it should end up with a planning and zoning program uniquely fitted to the needs of its people. If credit is due anywhere, it is to the wisdom and foresight of the Board of Commissioners, planning commission members and planners, accepting and working with the educational leadership of the Extension Service, in getting citizen involvement to the hilt.

Only with competent technical endeavors, involving local people, can a program of such broad implications be successful and operative in an area as diversified as Marion County. □

Paradox Brings Challenge to Extension

Many paradoxes have come and gone in the history of the United States. Probably none has exposed a greater contrast than the one we are living with right now. That is the contrast between the food supply and nutrition.

On the one hand, this country is held up as the modern example—indeed the example of all time—of abundance of the necessities of life as well as the luxuries. On the other hand, and in the midst of this abundance, malnutrition and deprivation is a way of life for many people and for many communities.

Studies have shown that half of our teenage population suffer from inadequate nutrition. A nationwide food consumption study shows that among the very low-income people, 70 percent of the non-farm and 56 percent of the farm families had diets below recommended dietary levels.

Malnutrition, with its effects on health and learning ability, has been deemed unacceptable in our society. It is unacceptable because it stems from two causes, both of which can be corrected over time. One of the causes is that some families simply do not have the means to purchase an adequate diet measured in terms of either quantity or quality. The other reason is that diets of many families lack quality even though the quantity is adequate.

The Department sponsors the Food Stamp Program and the Donated Foods Program to help deprived families upgrade both the quantity and quality of their diets. Even with the quantity increased to a more reasonable level, many of the recipients and participants lack the knowledge of how to plan meals, how to prepare foods, and how to

shop to get maximum nutrition from their foods. This lack of knowledge is clearly a case for improving and expanding nutrition education programs.

The need for expanding nutrition education programs has been recognized and the Department has allocated \$10 million to Extension to finance this expansion for the last half of this fiscal year. The funds are to be used to hire and support non-professional program assistants. These assistants are to make home visits and provide the kind of intensified and highly personalized service to low-income families that has proven so successful in the many pilot programs that have been conducted in many communities of the country.

These funds for expanded nutrition programs among poor people provide a real challenge to Extension workers. Discussing this challenge, the FES Administrator, Dr. Lloyd H. Davis, said, “. . . we have before us now, an opportunity that many of us have sought for a considerable period of time. We have a new recognition of the value of Extension programs. We have a new recognition of the significance of home economics Extension in today's world. I think this can become the beginning of a new era for Cooperative Extension.”

To meet the nutrition educational needs of the low-income people in this country and to demonstrate that faith in Extension capabilities in carrying out this educational function is well founded challenges us collectively and individually. How well we fulfill the responsibilities implied by this challenge depends greatly on the impact we make out there where the action is.—WJW