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EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * SEPTEMBER 1968

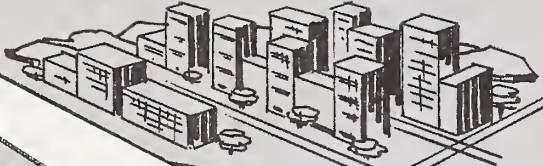
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FARMS



SUBURBS



URBAN



LOW INCOME AREAS

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RUNDOWN AREAS

GHETTO



MANY AREAS NEED 4-H

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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Check Communications Plan

The cover design says that 4-H programs are needed everywhere. This message is particularly apropos since National 4-H Week is just around the corner. More subtly, the cover says something else. It says your 4-H Week expansion effort hangs heavily on your communication skills and plan.

The literal interpretation of "everywhere" implies many considerations for an effective communications plan. The target audiences live in many kinds of environments from urban inner-city to rural farms. People of different income and economic levels live in each environment. Each group gets information from different sources. Different factors motivate the different groups.

Below is a communications checklist. A well-devised 4-H Week communications plan will provide a positive answer to each question in the list.

- Are all relevant audiences identified?
- Does the plan include use of channels that will get the messages to each target audience?
- Does it include messages that will appeal to audiences in the different environments and to the different income levels within each environment?
- Do the messages beamed to a specific audience appeal to the special factors motivating that audience?
- Do you have messages for each target audience that will appeal to both prospective members and their parents?

Preciseness in the communications plan will prevent much wasted effort. And the victims of such wasted effort are the families who aren't reached or persuaded.—WJW

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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Washington, D. C. 20250

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The Extension Service Review is published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. Use of funds for printing this publication approved by the Director of the Bureau of the Budget (July 1, 1963).

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D. C., 20402, at 15 cents per copy or by subscription at \$1.50 a year, domestic, and \$2.25, foreign.

Reference to commercial products and services is made with the understanding that no discrimination is intended and no endorsement by the Department of Agriculture is implied.

Milk 'on the Hoof'

4-H dairy exhibit provides treat for suburban shoppers

The suburban children were really interested in the young calves, and they watched the clock closely to make sure they could see the cows milked.



by
Roscoe N. Whipp
Extension agent, 4-H and Youth
Montgomery County, Maryland

Ten special visitors to the Wheaton Plaza shopping center in urban Montgomery County, Md., on June 1, caused quite a stir. Five calves and five cows—part of the 4-H “June Is Dairy Month” exhibit—were viewed by 11,000 people.

At least 150 people were on hand every hour between 11 a.m. and 3 p.m. to see the milking demonstrations. Many of the city children had an opportunity to put their hands on a calf for the first time.

This was the fourth consecutive year that the county 4-H Jersey and Holstein Clubs have sponsored the exhibit. The planning, which started in December, was done by a committee of 4-H dairy leaders and members from the two clubs, as well as some 4-H dairy members at large.

On the basis of the success of the previous three events, the shopping center staff was quite willing to cooperate by furnishing the tents, water, and electricity.

The committee members had many

jobs. They were responsible for getting a truck to haul the cattle and equipment to and from the center, getting straw, hay, and shavings, and providing cedar trees for decoration. One group contacted local florists and nurseries to arrange for flower decorations.

The committee also lined up 12 dairy foods demonstrations by a county 4-H agent and 4-H leader, and established the schedule for the milking demonstrations—11 a.m., noon, and 1, 2, and 3 p.m. One group of 4-H'ers obtained cheese samples and took charge of distributing them.

Publicity was important—a news article was sent to all newspapers and radio stations. Another committee made signs.

The milk bar, which operated from 10 a.m. to 5 p.m. and gave away 3,000 half pints of chocolate and white milk donated by six area dairies, needed a lot of help from the 4-H'ers.

Flags and pennants to fly around the tent showing that this was a 4-H exhibit were provided by the Extension office, as was a large “June Is Dairy Month” sign.

In response to a card asking for help, a large group of dairy club members and leaders turned out the night before the event to help set up the exhibit. The job was done in just a little over an hour—setting up calf pens, cow stalls, cedar trees, and the demonstration area, putting up the flags and pennants, and erecting the big dairy month sign and the portable milk bar.

The Maryland-Virginia Milk Producers Association played a major role in helping to make the exhibit a success, as did the American Dairy Association. They worked with the dairies to obtain refrigerated trucks and provided cheese samples and signs.

Through the efforts of the 4-H Club members, the dairy farmers, the 4-H leaders, and the dairy industry, the 1968 “June Dairy Month” exhibit turned out to be the best ever. □



County Extension Chairman R. H. Kirkpatrick, left, and ginner James Cavanar inspect tags which indicate that this bale of cotton is of high quality and was grown by members of the Autauga County Quality Cotton Growers Association.

Autauga County, Alabama, farmers increased their cotton income in 1967 by \$222,000 or 22 percent.

They did it by growing quality cotton and hiring experts to market it.

The problem was that growers wanted to get more for their crop. County yields had been satisfactory for several years—above 850 pounds per acre on allotments of 10 acres or more, using skip-row planting.

County Extension Chairman R. H. Kirkpatrick realized that the real opportunity to boost cotton income lay in growing higher quality, more uniform cotton and in improving marketing.

“He presented us his idea—grow quality cotton and hire experts to market it,” said Howard Murfee, president of the Autauga County Quality Cotton Association. “We accepted this idea 100 percent.”

“Our purpose,” says Kirkpatrick, “is to grow cotton for the mills. We want to get our cotton into the trade channels.”

In joining the association, each grower agreed to:

—Pay 10 cents an acre to the association plus cost of tags and a pro rata share of secretarial help.

—Plant only one variety—Coker 413.

—Gin cotton at one of the approved gins in the county.

—Turn their cotton over to the marketing agency.

“Soon after organizing,” recalls Kirkpatrick, “we bought 30 to 40 tons of Coker 413 certified seed. Acting individually, it would have been impossible for all of our growers to have gotten seed.”

Quality Cotton, Right Market

**Autauga County farmers
get \$35 more per bale**

by
Kenneth Copeland
*Extension Magazine Editor
Auburn University*

"The production-marketing program that developed is breathing new life into cotton farming," Murfee said. "First, we produced the kind of cotton that mills are willing to pay more for; second, we employed a commercial marketing specialist to find the best market for it."

The program worked. After paying all association expenses, including marketing costs, members netted an average of about 32 cents a pound, 7 cents above the State average. (This does not include the diversion and support price of about 12 cents a pound.) Thus, a 500-pound bale brought \$35 more, and association members grew 6,342 such bales.

Association cotton represented more than 80 percent of all Autauga production last year, said Kirkpatrick. A shortage of seed in 1967 kept some county growers from taking part in the program. Members are shooting for a 12,000-bale crop in 1968.

As a result of this program, two or three other Alabama communities have organized similar production and marketing programs this year.

Growing high quality, uniform cotton meant growing a single variety and marketing it in uniform lots, explained the Auburn University staff member. "That's why we formed the association and selected Coker 413 as the variety all members would grow."

Growers followed all practices recommended for producing and harvesting quality cotton. Ginners agreed to follow quality ginning procedures specified by the Alabama Crop Improvement Association. This allowed the cotton to be identified and tagged as "Alabama Certified Lint." This cotton also carried a special Autauga County Quality Cotton Association tag.

"When we planted Coker 413, a new variety with improved quality," continued Kirkpatrick, "we expected a 10 percent reduction in yield, but figured that the extra quality would more than pay the difference. But

yields of this variety were as high as any planted in the county in 1967. The average was a bale and a half per acre. Some farmers made three bales."

One of the gins was also cooperating in an Auburn University cotton quality improvement pilot program initiated in 1967. About 10 percent of the bales from this gin were sampled and subjected to fiber property measurements by the Textile Engineering Department at Auburn University. According to Dr. Louie Chapman, Extension Service cotton specialist, these samples averaged about 1½ inches in staple length compared to 1 1/32 for the entire State.

The marketing agency had two or three men who knew cotton working closely with the gins. They visited each gin at least three times a week. When a bale came off the press, they pulled a sample—if it didn't look

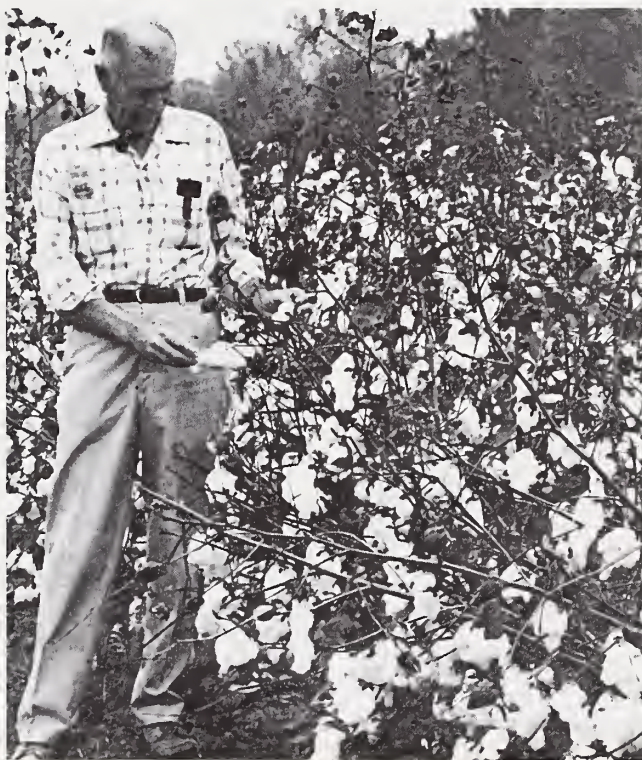
right, they helped the ginner locate the problem. Kirkpatrick emphasized that ginners were very cooperative.

"Sometimes," he said, "adjustments needed to be made on cotton pickers. I remember one time a bale was rejected. Mr. Murfee and I immediately headed for the farm. We found that the grower had his pressure plates too tight."

Kirkpatrick and Murfee agree that the production-marketing program was not only a complete success last year, but that in years to come it will make the Autauga County cotton industry bigger and better.

This year the Autauga group is working with the Agriculture Economics Department at Auburn University to computerize recordkeeping. This will help in price blending and will speed up account settling with members. □

R. H. Kirkpatrick, Autauga County Extension chairman, checks quality of some of the cotton grown by members of the county's Quality Cotton Growers Association.



Greens, cornbread, and a little meat!

Can low-income families that live almost entirely on such a meager diet be helped to improve their nutrition and at the same time spend less for food?

After 2 years of trying, the Lanier County, Ga., Extension staff believes the answer is yes. Mrs. Mary T. Chester, home economist, and Kenneth Beasley, county agent, came to this conclusion on the basis of their experience with Food Production-Food Preservation. They designed the special program to reach both the head and the lady of the low-income household.

Such families seldom take the initiative to contact the local Extension office. So the Lanier County workers decided to take the information to them.

Forty to 50 county families might have benefited, but the agents decided they would work with 25 or less in the beginning. "We wanted to be able to make personal visits regularly," the home economist explained.

Following a preliminary survey and extensive interviewing, the year round program was offered to 17 families at the beginning of 1967.

Among Mrs. Chester's thoughts, as she and her co-worker set out to help low-income families eat better for less, were these: "We are attacking the habits of a lifetime. Progress will be very, very slow. If we can only reach them. . . ."

Now, nearly 2 years later, she says, "It's a beginning. The fact that we can see any progress at all is reason for optimism."

Thirteen of the original 17 families completed the gardening-food preservation project in 1967, with varying degrees of success. Just two made what the agents call "significant progress."

But the first year's improvements, however small, encouraged Mrs. Chester and Mr. Beasley to continue the program in 1968. Most of the original families, plus some new ones, are participating.

Food for Tomorrow, Better Nutrition Today

by
Virgil E. Adams
Extension News Editor
University of Georgia



One key to success in the gardening-food preservation program is the regular visits County Agent Kenneth Beasley, right, makes to the participants.

"Wherever they were—educationally, socially, economically—we tried to start with them there," said Mrs. Chester.

The home economist feels that motivation is the key. "Those families that really tried to improve did so," she stated. "Knowing that the Extension workers were interested in them and keeping up with their progress, they all attempted to do a little. But progress is one step at a time. It's going to be slow; we knew it would be when we started."

But the program has proved that rural, low-income, poorly-educated families can be helped to improve their diets while cutting down on expenditures for food.

Consider the Jones family (not their real name). This aging couple, whose monthly income is a \$54 welfare check, had always set aside a small spot in their yard for turnip greens and collards. But last year they also grew snap beans, peas, okra, tomatoes, and strawberries.

They had never done any food

preservation, but early in 1967 they bought a good secondhand freezer. By the year's end it was half full of frozen vegetables for wintertime use. They also did some canning for the first time.

Seven families in the closely-knit Greenwood community took part in the foods program in 1967, and the same number is active this year.

According to Mrs. Chester, nearly all families in the community had excellent gardens last year, and ate well during the productive season. Most of them, however, failed to gather and prepare food for preservation. Many allowed vegetables to dry up on the vines.

Progress was more evident among the eight county-at-large families. In 1966, the year before Food Production-Food Preservation was launched, these families canned only 10 quarts of food and froze only 368 quarts. In 1967 this was up to 173 quarts canned and 455 quarts frozen—plus 250 pounds of fish and chicken frozen.



Participants in a Lanier County food preservation workshop discuss frozen food containers with Miss Nelle Thrash, third from left, Extension home economist—food preservation.

“All but one of these families had good spring and summer gardens and used them well during the season,” said the 1967 project report. “All of them are interested in fall gardens, too, and they want to continue in the food production-food preservation project.”

The project idea grew out of office conversation between Mrs. Chester, Mr. Beasley, and other county government agency leaders in late 1966.

The county Extension workers wrote to Miss Nelle Thrash, Extension home economist—food preservation, and James M. Barber, area Extension horticulturist, University of Georgia, asking them to help.

Out of the initial planning session, and others that followed, grew detailed gardening and food preservation plans tailored to each individual family.

Thorough surveying and interviewing was first done with each family to determine, among other things, family size, age, and education, family income and source, place of residence, and size of lot (including space for garden.)

The Extension workers took note of any religious influence on the family's food habits, as well as any superstitions about foods. They studied available utilities, equipment, and utensils for cooking and canning, and the silverware and dishes used during meals.

The home economists gathered information on meals and eating habits of each family and compiled typical menus presently being served. Any food preservation currently being done was also recorded.

In the meantime, Mr. Beasley and Mr. Barber collected information on the gardening history of each family—what vegetables were grown, if any, and how they were planted, fertilized, and cultivated. Special note was made of problems the family had had with their gardens in the past.

Mrs. Chester and Mr. Beasley felt that basic nutrition would be a must in working with these people. “Because average educational level is around fourth grade, we felt that encouraging the families to vary diets by producing a varied garden might be the simplest method of approach,” the home economist stated.

Mr. Beasley developed a detailed garden plan for each family. It showed for example, how many feet of row should be devoted to each vegetable to produce enough for use during the season plus a surplus for canning or freezing for winter consumption.

The food preservation guide, prepared by Mrs. Chester and Miss Thrash, included 21 different products, the number of servings per week, and the number of weeks each particular item should be served. Complete in every respect, the guide showed the size of each serving and

the amount of quarts or pints per person that should be canned or frozen for the year.

The agents put the food production-food preservation plans in folders and personally presented them to each family. But they did not let it go at that; they followed up throughout the year—advising, instructing, and encouraging.

Mr. Beasley collected soil samples to be tested for lime and fertilizer requirements. While this was being done, he visited the families again, encouraging them to clean their gardens, either turning the litter deeply or burning it. Each was encouraged to use a soil fumigant to control nematodes.

The county agent held group classes in soil fumigation, fertilization, and planting. The garden plans were reviewed, and step-by-step recommendations were given for maximum production of the vegetables.

Meanwhile, Miss Thrash wrote to three fruit jar manufacturers to see if they would donate jars, and Mrs. Chester canvassed the county collecting extra jars and lids.

Mrs. Chester visited the county commissioners to get permission to purchase supplies for a workshop for 10 families. She also cleared for use one of the Extension Home Economics clubhouses.

The workshop was a demonstration on how to can tomatoes and green beans. After watching Miss Thrash, each participant prepared a jar of each, most of them for the first time. Twelve people—representing five families—showed up. Most of them used their new knowledge throughout the year, canning for wintertime use the surplus vegetables their better-than-ever gardens were growing.

“Better nutrition for less money,” the goal the agents and their “adopted” families set last January, was brought into sight in 1967. It is expected to become even more of a reality in 1968 as gardening-food preservation continues in Lanier County. □

Balancing Dollars and Goals

Wisconsin workshops help families develop spending plans

by
Mrs. Erna Carmichael
*Consumer Marketing Agent
Milwaukee County, Wisconsin*

Can management of personal finances be taught in a group? University of Wisconsin Extension staff thinks so. Is the subject too personal for stimulating group discussions? Apparently not.

When participants in a recent Money Management Workshop were asked what they learned from the workshop, one said, "We all had different problems, but we each learned how to develop our own spending plan. Our discussions were lively, and I learned a great deal from the teacher as well as from the other members."

Another participant wrote, "The information discussed in the food meeting helped me cut our food bill \$3 a week, or \$156 a year. Now we can take a vacation this year."

Still another wrote, "This course should be required for all couples about to be married."

For the past 3 years, University Extension, Milwaukee County, has been offering workshops entitled "Success in Managing Your Money." Fifty-one workshops with over 1,700 people have been held. No workshop has been canceled because of lack of enrollment.

The objective of the course is to teach families how to apply the managerial process to personal finances. Families are taught to analyze past spending habits and to apply information discussed in class in developing a spending plan based on their individual needs, values, and goals.

It is only after family members have analyzed past expenditures that they are able to develop a realistic and workable spending plan.

A typical 8-week course consists of the following: Introduction to Money Management, Your Food Dollar, Building Security and Understanding Life Insurance, Your Clothing Dollar, Your Cost of Shelter, Your Cost of Transportation and Understanding Your Auto Insurance, Wise Use of Credit, and Developing Your Spending Plan and Record Keeping.

Workshops may deviate in number from the typical 8-week series. In fact, no two series are alike because it is the group's needs that guide the instructor. A good instructor must be observant and be able to diagnose the needs of a group without embarrassing the members with pre-entry tests.

A group may have a problem in its physical arrangements. For instance, when it was found that a daytime group sponsored by the labor union and management of an industrial plant had babysitting problems, the union auxiliary came to the rescue and conducted a nursery for the preschoolers.

How does an Extension agent start to teach money management? First of all, she must let her community know she's interested in helping families develop good money management habits. She must demonstrate that she knows and has an interest in money management.

When she is asked to talk to church, PTA, or newcomer groups, she should offer topics related to financial planning. The topics should be stimulating, informative, and well presented. She should write news releases about money management.

She should use her radio and television time to discuss credit, life insurance, and how to keep family records.

She needs to talk to community leaders interested in helping people with money problems. She should plan meetings with Family Service, the clergy, welfare case workers, vocational school directors, and labor union educational directors to discuss potential programs.

She should never miss an opportunity to let people know she is interested in money management. She needs to practice good money management principles herself.

It doesn't take long to build a reputation if you provide good, accurate, useful information. Today's families need money management information. The increase of personal bank-

ruptcies and garnishments in a community testifies to this. Most communities are sorely lacking in opportunities for families to learn about money management. University Extension can lead the way!

In Milwaukee County, the Money Management Workshops evolved after a 6-week forum was attended by over 1,800 people. The forum featured national and local authorities on financial management. It was cosponsored by University Extension, the Milwaukee Journal newspaper, and the Milwaukee Adult and Technical School.

Many local agencies are anxious to cooperate in cosponsoring workshops. Extension has cooperated with the public libraries, churches, labor unions, Manpower Development Training Programs, State Employment Training Programs, and civic improvement groups.

Who enrolls in the workshops? People from all walks of life—policemen, factory workers, school teachers, professionals—with a wide variety of incomes and interest. But they have one interest in common—they want to learn to manage their income so they can achieve more of their goals.

It is important that husbands and wives attend the classes together if possible. Therefore, most workshops are held in the evening. This creates problems for Extension agents who have many other night meetings.

One solution is to train part-time instructors. They may be former Extension agents or teachers with great empathy for people and a keen interest in the subject matter. Presently, Milwaukee County hires seven ad hoc instructors on a per workshop basis.

Will people actually discuss money problems in a group session? Yes, a good leader can stimulate discussion without invading personal privacy. The leader needs to develop rapport with her group by knowing her subject well, adapting the visuals to meet the needs of the group she is seeking to reach, and most of all—her atti-



Union auxiliary members provide babysitting service for parents enrolled in an Extension money management workshop.

tude needs to convey, "I am here to help you develop your own spending plan—not to tell you how to spend your money."

The course is not a cure-all for family problems. Some families need individual counseling or an attorney's help. But the course can teach many families how to make decisions about what they can afford. It challenges families to look at all available resources and alternate methods of

achieving goals. It helps families establish priorities.

One class member commented, "This course has helped us know what we can afford. Before, we bought what we thought we needed and wanted. Now, we stop and think, 'is it in our plan?' If it is, we buy it and enjoy it, knowing we can afford it. Now, we discuss instead of argue about money."

What better recommendations can be given for a workshop?

"Your Clothing Dollar" is Mrs. Carmichael's topic for this class, which is part of the Wisconsin State Employment Service's project "Community Involvement Toward Employability."



Although the percentage of Americans reaching the traditional retirement age of 65 has been growing steadily since the turn of the century, the number of older persons in most areas is not immediately evident. They are not conspicuous by their presence.

This was the case in Lincoln County, Oregon. When Medicare program signups were tallied, the names of 3,500 men and women were on the over-65 list. Composing 15 percent of the population, this put Lincoln County well over the 1960 State average of 10.4 percent.

Lincoln County's senior citizen group has been receiving special attention. Obtaining funds for a program on aging through Title III of the Older Americans Act of 1965, the Oregon Extension Service initiated a pilot study in the county last summer.

Mrs. Mabel Mack, Assistant Director Emeritus of Extension at OSU, joined the Lincoln County agent staff at Newport as a special Extension agent for senior citizens. Her job was to work with community leaders in establishing a self-help program with the county's older citizens.

Mrs. Mack got in touch with members of existing organizations in the county, including the American Association of Retired Persons, the Retired Teachers Association, Golden Age Club, Union 50 Club, and other organizations composed largely of retirees.

She also found, in the Lincoln Area Redevelopment Committee, a functioning committee on senior citizens. These two men and two women, three of whom were themselves "senior citizens," served as the steering committee to develop a plan for launching a program of service to the aging.

To learn the needs and interests of older residents, a questionnaire was prepared. In each community of Lincoln County, a chairman was appointed to direct the survey and to select volunteer leaders to do the personal interviews.

Adding 'Life to Years'—

Oregon's senior citizens welcome Extension's interest

by
Mary M. Holthouse
Information Specialist
Oregon Cooperative Extension Service

The first community to complete the survey of its elderly residents and report its findings was Lincoln City, where a committee of 44 volunteers visited the older residents.

Dividing the 30-mile stretch encompassed by Lincoln City into 22 sections, volunteers in pairs interviewed 838 men and women ranging in age from 62 to 98.

Each visit gave surveyors an opportunity to immediately help older people who were not aware of services already available to them. Lincoln County has an abundant food program, and those who were eligible for such help were given information on obtaining this assistance. Some were not aware of the Home Health Agency Nursing Service of the Lincoln County Health Department, so a folder describing the service was left with them.

Other information each volunteer carried included three new publications on social security benefits, and a checklist of home convenience and safety features prepared by the OSU Extension home management specialist, Miss Bernice Strawn.

Statistical data for the Lincoln City area disclosed a slight preponderance of males over females. Seventy percent of the oldsters were married couples, but 204 individuals lived alone. More than half reported their health to be "good" or "excellent," and all but 9 percent were physically able to go any place they wished.

Additional information gathered pertained to sources of income and employment of the older community residents. A total of 255 were living on social security alone. Less than 100 were working.

Eighty-four different skills were reported by the older residents. More than 400 of those responding to the questionnaire listed one or more skills. Teachers, nurses, bookkeepers, seamstresses, loggers, carpenters, cooks, office workers, and craftsmen headed the wide-ranging variety of fields in which they had experience.

As its first program, the Lincoln City committee chose to feature May as "Senior Citizens Month."

Survey leaders had observed that individuals living alone were often lonely. Although no one actually complained, the welcome extended interviewers was so genuine that the 15-minute visit often stretched into a 2-hour call.

These people, the committee concluded, should have someone look in on them frequently, or check with them by telephone. This led to the choice of the Senior Citizens Month project. The American Association of Retired Persons in Lincoln City volunteered to visit every shut-in in the area during May.

Other needs uncovered by the survey were identified by Mrs. Mack. One was a senior citizens center. Men showed particular interest in recreational activities. They also expressed a need for employment opportunities

—particularly part-time work. Transportation is a problem for some. More persons interviewed had cars than were licensed drivers.

Every community should have a senior citizens center, Mrs. Mack says. There are many purposes that can be served—a place to rest while shopping, to visit with other retirees or pursue hobbies, and to hold meetings.

“If older people are to benefit from community services and resources, they must know what they are,” Mrs. Mack emphasized. “A senior center should provide information on employment, job training and counseling services, health service, consumer information, welfare, and vocational rehabilitation services.

“Special classes to enable oldsters to use their abilities and skills in activities to enrich their own lives as well as those of others in the community would logically be presented at a senior center.”

With the survey in Lincoln County completed, data analyzed, and problems identified, projects are getting underway in several areas.

The Lincoln Area Redevelopment Committee negotiated a Green Thumb project for the county. Projects have been approved for city park development in two communities, where 10 men are already at work. Two other communities have applications pending.

In Lincoln City, committees are promoting development of a senior center. A 22-acre site just off the highway adjacent to the elementary and high schools has been located, and consideration is being given to a multi-purpose building that could also serve as an activity center for teenagers.

Community senior centers are also under consideration in Newport, Toledo, and Waldport.

Another Lincoln City project being undertaken is the development of a transportation service for seniors to the proposed senior center, to the shopping area, and for medical service.

In June a county-wide program was inaugurated for volunteer leaders to make regular visits to those confined to their homes. These leaders

will be given special training conducted by the County Health Department, Mental Health Department, Public Welfare, adult education, Oregon State Employment Service, and the county Extension Service.

Mrs. Wilma Heinzelman, Home and Family Life Coordinator on the central Extension staff at Corvallis, wrote the proposal for the self-help program. She notes additional values in such a project: “Taking a survey motivates those who make the home visits to do something about the needs they discover. It develops interest and sensitivity among community residents.”

Senior citizens who visit and assist others, Mrs. Heinzelman says, may receive even more benefits in mental health and feelings of worth than those they aim to help.

Although funds were received only for the pilot project in Lincoln County, interest in self-help programs is spreading. In Tillamook County, a county planning committee for senior citizens is meeting regularly and planning several projects. Mrs. Mack, Mrs. Heinzelman, and Miss Strawn have each been invited to address their group meetings.

Eight senior citizen groups are active in Corvallis, the county seat of Benton County and the home of Oregon State University. Representatives from each of the organizations recently met to form an executive board to cope with some of their problems.

One of the most pressing needs, board members agreed, was transportation to and from meetings, and transportation for medical services. Another problem to be solved is an adequate meeting place where kitchen facilities are available.

Mrs. Mack and Mrs. Heinzelman were recently interviewed on the project in Lincoln County by Oregon's educational broadcasting station. In Mrs. Mack's introduction to the subject, she said, “No one wants to get old. The medical profession has added years to our life. Now we want to add life to our years.” □

This interviewer had a pleasant chat with 81-year-old Mrs. Ada Corrigan, right, a busy retired lady who feels few needs or lacks, but fills her hours with church work and “visiting with my many friends.”



Flexibility Is the Key—

4-H'ers recommend renewed effort for reaching the poor

Barbara is a high school dropout from the Washington ghetto. She supports her mother and eight brothers and sisters on a \$4,000 a year salary.

Connie is a freshman home economics major at Iowa State University. She is a member of 4-H.

Marsha, also from the ghetto, is a high school graduate. She, like Barbara, is employed with a Neighborhood Development Youth Project in the District of Columbia.

Vic, a 4-H'er, is from Ohio. His and Connie's ideas about the problems of poverty had been mostly theoretical until they met Barbara and Marsha.

These young people, along with about 20 others from equally diverse backgrounds, recently swapped ideas on some of America's most pressing problems.

And they came up with some proposals that their elders are likely to make good use of.

The occasion for the encounter was the National 4-H Conference in Washington, D. C. Delegates were more than 200 "head, heart, hands, health" youth from all 50 States and Puerto Rico.

4-H'ers have been coming together annually for 38 years to learn about their capital, citizenship, and the nationwide 4-H program. But this time there was a new twist. This year, the 4-H leaders—State and Federal—put themselves in the position of "learners" instead of "teachers."

As a major part of the week's activities, the youth divided into nine groups to discuss some of the national issues the 4-H program will be—or should be—responding to.

They discussed ways that 4-H could develop more meaningful and relevant programs in the areas of health, science, economics, consumer competence. They suggested ways to involve more men and boys in 4-H, make better use of teens as leaders for younger 4-H'ers, take 4-H to urban areas, and increase 4-H international programs.

Barbara and Marsha were guests of the group which was discussing better ways for 4-H to reach the "unreached"—defined by the group as "the poor, regardless of race or location."

They were spirited and graphic in their description of the problems of the poor—and the problems 4-H might encounter in trying to bring their program into this new area.

"Instead of outsiders always coming in and *giving* us programs, it would be better to help insiders, who appreciate the problem, to help others," said Barbara.

Marsha added, "I don't want anybody to feel *sorry* for me, but I'm glad when someone wants to *help* me."

The ideas flew. 4-H'ers wanted to know just what conditions really are. What is the attitude of the people? What are the really basic problems?

by
Mary Ann Wamsley
Assistant Editor
Extension Service Review

Barbara and Marsha wanted to know what the 4-H program was, what it had to offer to the poor, exactly what it was that these young people wanted to do.

The discussion turned to what is already being done. A delegate from Louisiana explained that 4-H in her State has begun a 5-year program to attempt to reach the "unreached" youth.

"You have to change their attitude towards you," said a 4-H'er from Pennsylvania, "but you must change yours toward them also." Speaking of her experience in a summer program, she pointed out, "You don't give up. The first 2 weeks you might get nowhere, after that maybe just 'hello.' It may take a whole summer just to gain their confidence."

The week went quickly for the 4-H'ers. Besides their discussion groups, they were busy with tours of the Capital, visits with their Congressmen, a reception at the White House, a dance at the State Department, a speech by Vice President Humphrey.

They visited a Neighborhood Development Youth Center in a ghetto area of Washington. Run almost en-

tirely by youth, the program receives funds from various government departments and agencies.

It was an open, candid discussion between two completely diverse groups. But no one got emotional; no one became angry. Each side tried to learn as much as it could about the other—searching for a way to relate, to learn from each other, to help.

The 4-H'ers heard rioting condoned; they heard Congress criticized; they learned some of the things they can and cannot expect to accomplish with a 4-H program for the poor.

The Youth Center staff began to realize that 4-H is more than "cows and chickens" and that many 4-H programs are already in operation in urban areas. They saw that these young people are really concerned.

Enthusiasm poured at the final session when the young people began formulating recommendations about how 4-H can expand its advantages to more of America's youth.

They searched their own objectives and motives. They already knew their organization and its capabilities; now they were able to relate this to the realities of poverty that they had been

in contact with during the previous days.

Their conclusions? The 4-H program must be more flexible—using television, tours, and camps to reach young people. Give youth a chance to participate without being regular members, they said.

The idea of using older members to help teach the younger must be expanded. And most importantly, more money, time, and personnel must be devoted to reaching the poor.

4-H must give more attention to the rural non-farm young people. Literature must be simplified to appeal to youth who have had limited educational opportunities.

They recommended a serious national study of the facts related to taking youth programs to the poor. As a mechanism for unifying the work among the States, they proposed an urban/rural study center.

"We must have the cooperation of all youth," they stressed, pledging to go back home and spread enthusiasm to get sponsors and support.

They want youth to have a year-round voice in planning new 4-H directions. And they indicated that they would be willing to give up their school vacations and other free time to bring youth's viewpoint to bear on these important decisions.

If one point was brought home clearly to the 4-H'ers during the week, it was that they themselves—or the 3 million 4-H'ers that they represent—cannot go directly to the "unreached" with a structured program.

"4-H must work through intermediaries from the disadvantaged communities," they said. "An insider understands his community and can adapt 4-H to his particular situation much better than an outsider can."

If these young people have their way, 4-H will be taking some new directions. They don't intend to let the enthusiasm die.

In the words of one young man, "This week has only scratched the surface—we want this to go on." □

Barbara, from the Washington ghetto, gives the 4-H Conference discussion group some insights into what would be involved in "reaching the unreached."





Groups of North Carolina farmers met with their county agents to view the six half-hour television farm management lessons, which were broadcast from the studio shown above.

Television-Discussion Series

**Helps specialists
reach more farmers
with management know-how**

by
C. R. Pugh
and
R. C. Wells
*Farm Management Economists
North Carolina Extension Service*

Extension's clientele requires more information each year to cope with economic and technological changes. Extension specialists are often unable to personally participate in as many intensive winter schools as farmers want. Television teaching, however, provides a means of multiplying the efforts of the specialist through expanded coverage and emphasis on subject matter.

North Carolina farm management Extension specialists, C. R. Pugh and

R. C. Wells, used the University's educational television network to present a series of six farm management lessons to the State's farmers in January and February of 1968. Each lesson consisted of a half-hour television presentation followed by a discussion period led by the county agent.

Total attendance for all six sessions was 1,876 persons—an average of 313 persons per program. The majority of the participants were farmers,

with some agribusiness people in attendance at many meetings.

On the day the series began, much of the State was paralyzed by a sleet storm. Bad weather for the initial lesson, together with reception problems, kept some county series from getting off the ground.

The total attendance figure probably understates actual participation since some agents failed to return summary figures. Discussion groups were reported held in 31 of the 70 counties within range of the educational television network.

One group per county was the rule, but five counties had from two to five viewing groups each. In several

instances, the lesson series was incorporated into the ongoing curriculum at a county technical institute.

The main theme of each lesson was designed to meet a specific need of the State's farmers. For example, the first lesson, "Planning for Changes in Farm Practices," introduced the use of the partial budget as a means of evaluating the profitability of change in a farm's production practices. The other lessons were "Enterprise Budgets," "Total Farm Planning," "Farm Labor," "Farm Leases," and "Family Farming Agreements."

Ruth Sheehan, assistant radio and television editor, assisted in developing a variety of visual aids that would best illustrate the principles of each show. For example, the "Total Farm Planning" lesson was based upon the use of linear programing. Film footage was used of a farmer and agent collecting data needed to develop a farm plan. Scenes of the computer in operation illustrated the mechanics of developing a plan.

The success of the statewide discussion series depended heavily upon the county agent. In addition to organizing viewing groups, they also led discussion sessions after the television lesson and distributed supplementary material to participants. Even though most participating agents had received training in farm management, the burden of providing subject matter did not rest solely upon them.

In the fall of 1967, a one-day training session was held for agents in the 70 counties receiving the University's television programs. A kit containing lesson outlines, suggested discussion questions for each lesson,

Important to the success of the discussion groups was this supplementary material, prepared by the specialists and distributed through the county agents.

and a promotional brochure was prepared for each agent's use.

A kinescope of one of the lessons, followed by a discussion of suggested questions for the show, was used to simulate the procedure agents might follow in conducting their own series.

The remaining lessons were briefly discussed to acquaint agents with the subject matter content and the follow-up possibilities for each lesson. Agents were encouraged to coordinate the organizing of viewing groups in their counties while enlisting other agents or vocational agriculture teachers to staff some of these groups.

The training sessions were rounded out with a discussion of finding suitable meeting places, contacting participants, and problems of television reception.

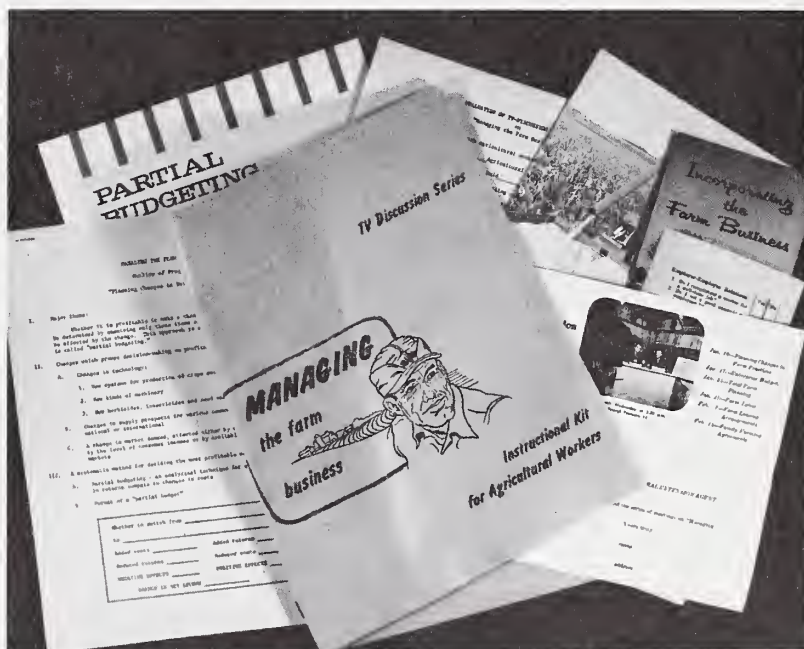
One agent commented, "TV has a good potential for this type of teaching if we can give it the appeal of Peyton Place." This underscores the point that television teaching requires careful planning and coordination if it is to be effective. Other activities

constantly compete for the farmers' participation. A common suggestion for improving the series was to shift from a daytime series to an evening series.

We are optimistic about the future of TV discussion series in educational programs. Agents in general felt that the series was well received by farmers. Participants demonstrated this point by requesting more TV schools covering a wide range of subject matter.

In the area of farm management, television income tax schools were a heavy favorite. Extension farm management specialists at North Carolina State University intend to follow up this suggestion with a series of TV tax schools this winter.

Another agent's comments summarize the prospects for television discussion series: "Farmers are realizing that they must spend more time planning and evaluating their farm operations. I feel that education with television discussion will be one of the best ways to get the job done." □



Launching Pads and Benchmarks!

Fiscal year 1968 will rank high in the calendar of achievement in Cooperative Extension Service livestock programs. It is the year when actions by industry leaders and Extension built launching pads and benchmarks for the future.

The actions are the formation of the Beef Improvement Federation, launching of the Sheep Industry Development Project, the Sheep Marketing Project, and the Swine Industry Development Project. All channel the efforts of those concerned toward a common goal—building a more viable and competitive livestock industry.

The Beef Improvement Federation was formed in January 1968. It consists of about 30 State Beef Cattle Improvement Associations, 8 breed associations that sponsor improvement programs for their members, Performance Registry International, American National Cattle-men's Association, and the National Association of Animal Breeders. Six additional States are organizing BCIA's and two additional breed associations are setting up testing programs.

The major objectives of the Federation are:

(1) To develop greater uniformity among the criteria used by the different associations to measure beef cattle performance.

(2) To extend the principle of beef herd improvement testing to the entire industry. Previously it has been regarded as a tool for within-herd use.

The Sheep Industry Development Project is a joint endeavor of Cooperative Extension and the American Sheep Production Council.

The objectives of the Sheep Industry Development Project are to:

(1) Review research and develop literature geared specifically to the needs of producers.

(2) Devise and test methods for applying research findings to everyday problems of lamb and wool production.

A major step in developing the program is five symposia on production. They deal with: the role of genetics in making lamb and wool production more profitable; physiology of reproduction; sheep disease and health; nutrition and feeding; and sheep management.

The Colorado State University is developing the program under a contract with the Federal Extension Service and the American Sheep Producers Council.

The objectives of the Sheep Marketing Project are:

(1) To develop educational materials, methods, and procedures to assist people in the lamb and sheep industry.

(2) To more effectively interpret demands of the market and to increase the efficiency of assembling and slaughtering of lambs and processing and distribution of lamb.

The project is being conducted by Purdue University under an agreement with the Federal Extension Service.

The Swine Industry Development Project is being developed under the "Nickels for Profit" check-off approved by producers last year. The National Pork Producers Council is representing producers in development of the program.

Objectives of the development project are to:

(1) Identify needs and problems in the major areas of production and initiate research to solve them.

(2) Review research and develop literature geared specifically to the needs of producers.

(3) Identify and initiate projects that will encourage and help producers improve production and management practices.

The four actions stem from a realization by livestock producers of the need to become more competitive; that more efficient use of new technology can help them become more competitive; and of the need for a program package that incorporates management, production, and marketing technology. These actions are the product of many years of effort by both producers and Extension.

These programs are not a panacea for current problems of the livestock industry. Rather they represent a long-range effort designed to coordinate all technology toward the end of complementary and cumulative benefits.

At the same time they are launching pads and benchmarks. They provide a solid base for launching additional long-range research and Extension programs. They provide us a reference point for measuring progress and revising programs as the situation demands. □