EXTENSION review

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New Directions For Extension

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Farm safety—every week

Safety management is just as important to the farmers and ranchers in your state and county as helping them decide what kind of corn or wheat they should plant.

Farm Safety Week—the last 7 days of July—has been around longer than most of us can remember. Each year the National Safety Council (NSC) develops a theme; in fact, they develop a theme for each month. Themes for May and June are shown below in our Safety Corner feature.

Manage to Prevent Farm and Ranch Accidents is this year's focus. According to the NSC, the dollar loss attributed to farm and ranch accidents and fires now approaches $4 billion annually.

Each year NSC develops an educational kit for you to use in promoting this important week. Each state receives enough kits for distribution to counties. You should receive your kit soon. We hope you can use it—a farm accident could mean a $50 to $100 doctor bill for a farm family. It could also mean a $5,000 or more loss, if that injured farmer is unable to harvest a crop.

Help the farmers and ranchers you serve set up a safety management plan. They'll thank you for it. — **William E. Carnahan**

MAY
SAFETY CORNER

TAKE A BREAK FOR SAFETY

Non-stop work can be hazardous. Take a break to help fight fatigue and reduce accident-producing errors. Stop for coffee or other refreshments mid-morning and mid-afternoon. Stop and rest when you feel drowsy or exhausted. Pace yourself when doing hard work in hot weather; stop for rest; drink plenty of fluids, and NO extra salt without your doctor's o.k. Stop for meals, relax. Working through without food can hasten fatigue.

JUNE
SAFETY CORNER

INSTRUCT FARM HELP

Good instructions to those that work on your farm or ranch—your own family or hired hands—can pay big safety dividends. Train new workers so they will learn the job and the proper method of doing it. Four steps to instructions—(1) Put worker at ease, (2) demonstrate the job in steps, (3) have the worker repeat the steps and (4) follow up on performance. Have workers study operator manuals of equipment they will run.

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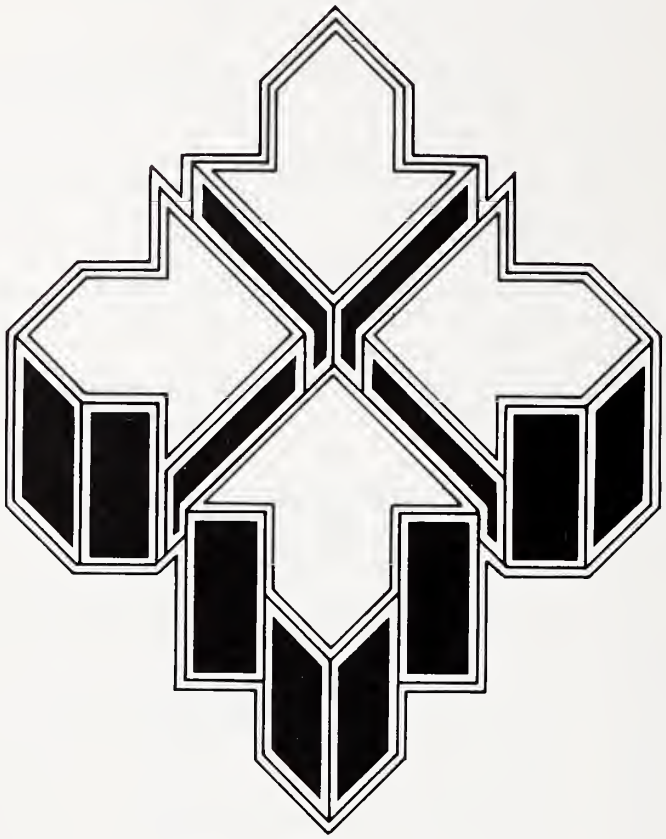


by
W. Neill Schaller
Acting Deputy Director
SEA-Extension

No organization can remain viable and effective without continuous renewal. That's why, for many months now, I have been considering carefully possible improvements in the structure of Extension within the new Science and Education Administration. Three related developments underscore the need for structural improvement.

First, more people and organizations now look to Extension for educational assistance. Their problems are increasingly complex. So, Extension is challenged not only to serve a larger and more diverse clientele, but to expand the skills needed to field the required educational programs.

Title XIV of the Food and Agriculture Act of 1977 is a second reason for the importance of renewal. Title XIV does more than reemphasize the number of previously authorized Extension programs, like nutrition educa-

tion. It encourages or directs new initiatives, from small farm Extension to solar energy demonstration.

The Science and Education Administration is itself a response to Title XIV of the Food and Agriculture Act. SEA provides a new and stronger backup to Extension through closer ties with the research, teaching and technical information functions of the Department. These developments have convinced me that now is the time for a bold and imaginative restructuring of Extension. Such a structure was approved on April 17, 1978. It involves the following changes:

Program Staffs

For some time now we have had four program units: Agriculture and Natural Resources, Home Economics, Community Resource Development, and 4-H Youth Development. Under the restructuring, SEA Extension program responsibilities will be carried out largely through six staffs, each headed by an Assistant Deputy Director for Extension, Science and Education Administration:

Agriculture
Natural Resources
Food and Nutrition
Family Education
Rural Development
4-H Youth Development.

Agriculture Program—This staff will handle the agriculture Extension responsibilities previously carried out by the Agriculture and Natural Resources (ANR) unit. These are programs oriented mainly to the needs of feed and fiber producers, marketing and transportation firms, and input suppliers.

Natural Resources Program—The intent here is to build on national Extension leadership in an area previously covered by the ANR unit. A separate natural resources program will not only meet increasing demands for leadership in forestry extension, fish and wildlife extension, and various land and water programs, it should also allow the agricultural staff to reconcentrate their efforts on the growing array of complex problems facing Extension's agricultural clientele.

Food and Nutrition Program—The Nutrition message in Title XIV of the Farm bill is clear. We are to expand and improve our nutrition education. The Human Nutrition Center now being established in SEA is a direct response to this Congressional mandate. Separate food and nutrition Extension program staff will help to strengthen the nutrition role of Extension, as well as our ties to the research that will be conducted or coordinated by the new Center. The staff will be concerned with all food focused programs with low income and other consumer audiences.

Family Education Program—Included in the responsibilities of this staff will be Extension programs for families and individuals other than food and nutrition programs. These activities were previously handled by the Home Economics unit. This staff will work closely with the Food and Nutrition unit.

Rural Development Program—This staff will continue to be responsible for rural and community development program leadership.

4-H Youth Development Program—Similarly, the restructuring does not involve a change in the organization of 4-H Youth programs at the Federal level.

Program Coordination, Evaluation and Development Staff

This staff will ensure the complementarity of SEA-Extension responsibilities and those of the Cooperative Extension Service. The intent is to strengthen Extension efforts across program lines in close cooperation with counterpart units in SEA.

Members of this staff will have leadership and liaison assignment in program areas such as energy conservation, small farm Extension, public policy education, Extension programs in urban areas, and health education.

The staff will also be home base for individuals involved in the evaluation of Extension required in the Food and Agriculture Act of 1977.

Administrative Management and Cooperative Relations Staff

This staff will provide administrative liaison with management units in SEA and enhance administrative and special relationships with the State Extension Services. The staff will also serve as a focal point for cooperative relations with 1890 Land Grant Universities, the District of Columbia, and groups such as American Indians.

Most of our discussions with Extension personnel and allied organizations concerning the restructuring have focused on the changes in program units. A major concern expressed to us was that home economics Extension would be fragmented. The fact that the words "home economics" were not used raised further questions as to our support for home economics Extension.

Let me again emphasize that the purpose of the restructuring is to increase our leadership and support of Extension nationwide, including home economics Extension. Present plans are to strengthen, not reduce our support of home economics Extension, through a combination of permanent positions and staff assignments under the Intergovernmental Personnel Act.

I expect our new program units to work as a team. We will make every effort to see that our program guidance and reporting requirements remain compatible with State Extension practices. We intend to work closely with the states to implement and monitor the new structure, and to further develop our staffing here in Washington. □

Several of Marion's main streets were still impassable the day after the storm. Dozens of houses were flooded and many families had to be evacuated by boat.

Flash flood! Would you be ready?

by
Dave Vranicar
Administrative Editor
Office of Agricultural Communications
University of Illinois

It was a million-dollar rain for many drought-threatened Southern Illinois farmers, and that's almost what it cost Williamson County. In March 1977, a total of 7 inches of rain fell in less than 24 hours.

Nobody in Marion, Illinois, normally pays much attention to a few inches of standing water, especially after a springtime storm. The city stands on the low side of Williamson County, and minor flooding is not unusual. Virtually the whole eastern half of the county drains into the Crab Orchard Creek, which runs right through town.

None of the Williamson County Extension staff experienced any flooding in their homes, and until daylight they didn't know how much damage the rain had caused. But by 8:00 on a Monday morning, they were already planning what they could do to help.

Damage reports were still sketchy. The Extension

staff heard that about 60 low-income residents had been forced to find shelter in a church, and that elderly residents of a public housing unit had to be evacuated by boat. The staff assumed that flood victims would need information about how to return home safely, so they began condensing material from the *Disaster Handbook for Extension Agents*.

Thelma Malone, the home economics adviser, borrowed a typewriter and helped two secretaries prepare stencils. Randy Davis, the 4-H youth adviser, and Dennis Thompson, the agriculture adviser, leafed through the handbook for appropriate information.

While the others were still working on the booklet, Thompson surveyed local damage from a small airplane operated by the county executive director of the Agricultural Stabilization and Conservation Service (ASCS). He saw that the entire multimillion-dollar sewage treatment plant was under water, and he imagined the mess that filled the houses in submerged areas.

By 7:30 p.m. that day, the Extension staff had collated enough booklets for Thompson to deliver to the headquarters of the Williamson County Emergency Services and Disaster Agency.

The next morning Thompson and Malone answered questions during a special call-in radio program. They notified the media that copies of the booklet were available at the city hall and the emergency services agency.

John Crafton, representing the Bi-state Division of the American Red Cross in St. Louis, arrived at the Extension office, ready to coordinate his first solo disaster relief assignment.

"Where's the problem?" he asked. Crafton had already visited the Greater Marion Chamber of Commerce and the local welfare agencies. His job was to assess the damage so that he could apply for whatever further assistance he would need. Crafton couldn't tell which houses had been flooded because the water had mostly subsided by the time he arrived. He came to Extension because they knew the situation and had previously worked with some of the families who needed aid. By evening they had established a walk-up headquarters on the second floor of the city hall.

They dropped off copies of their booklet at Red Cross headquarters. Crafton reported that he couln't get enough of the right kind of volunteers to help him fill out claims, and he asked the Extension advisers if they would organize a small work force. "We needed volunteers with rapport and empathy," Crafton later said. "We needed a specific kind of worker to help these people—not just anybody. So we couldn't advertise on the radio for help."

Thompson and Malone recruited Wanda Soldner, Extension nutrition coordinator, and Julia Cox, program assistant. They also called on members of the Homemakers Extension Association (HEA). Soldner worked all day Wednesday with the Red Cross, filling out forms and distributing papers the victims used to secure food, shoes, cleaning supplies, and bedding.

The advisers delivered booklets to Paul's Chapel, the church where people were still sheltered. Several victims said the water in this low part of town had poured in over their windowsills and surrounded the church so it looked "like Noah's ark." They told of water gushing from sewage drains with so much force that it blew off the cast-iron grills and shot up like small geysers.

Marion was declared a disaster area early in April, with damages estimated at more than $750,000. Only those property owners whose holdings lay within narrowly drawn limits could collect federally backed flood insurance. Dozens of middle-class families and businesses simply swallowed their losses as best they could. About 190 low-income families, who lived in mobile homes and framehouses in the lower parts of Marion, had no choice but to accept aid.

Some people lost virtually everything they owned. Malone said that many victims didn't know which of their belongings were recoverable and which they should simply throw away.

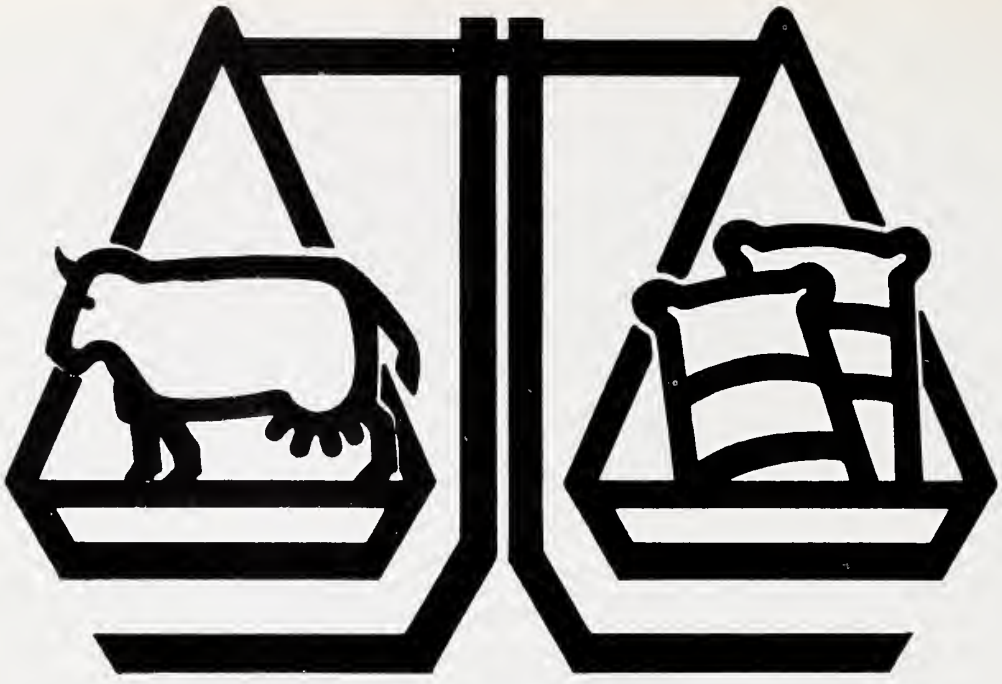
Soldner, Cox, and HEA volunteer Alice Rix spent nearly 2 weeks helping flood victims pull their lives back together. They visited the elderly and invalids who couldn't climb the stairs to Red Cross headquarters. They canvassed damage by telephone and helped fill out Red Cross claims.

Thompson, Davis, and Malone, in retrospect, were surprised at how well everything worked out, considering how chaotic the situation appeared at times.

Eight months after the flood, Thompson met for the first time with Tom Redickas, director of the all-volunteer Emergency Services and Disaster Agency for Williamson County. The two agreed that Extension and the emergency services agency should meet to plan for future disasters. Redickas told Thompson his staff should be photographed for special identification cards that would permit them to work at emergency sites.

The lesson: Get to know your local disaster relief organization and how they work before you have to call them for help. Know your *Disaster Handbook*.

The Williamson county staff expect relief agencies to call on them for help during future emergencies. "Extension has done a lot to help the community," they say. "We got a lot of mileage out of the assistance we gave. People know Extension now, and they know we have information that can help them." □



Dairy Feed Testing Pays Off

by
Gary L. Vacin
Extension Editor
Kansas State University

Dairyman Larry Klein from near Garden Plain, Kansas, has taken some giant steps forward during the past couple of years. His rolling herd average has jumped 2,000 pounds—to well over 16,000 pounds—in the past year alone. And it's still going up!

His neighbor, Jerry Martin, has something to brag about too—his rolling herd average easily tops 15,000 pounds.

"It's hard not to get excited about production increases like that," says Steve Westfahl, Sedgwick County Extension agricultural agent. "These two dairymen have undergone major expansion, without adding a single cow to their herds."

Both farmers credit a big part of their increased production to a simple feed analysis which they started making on Westfahl's recommendation. Instead of guessing at the nutritional value of ration ingredients, they're finding out exactly what they're dumping into the feedbunk. It's paying off for them in decreased feed cost and increased production.

Klein, who's running 80 Holsteins in his milking herd, says that before he started analyzing his feed, "We were using a trial-and-error method for mixing rations. If the cattle were doing good on one ration, we'd give them a little more, hoping that production would go up a little more.

"But we were overfeeding protein more than anything else. And since we didn't know exactly what our calcium-phosphorous ratio was, we had to overfeed on it, too, to make sure we were getting enough in the cows," he says.

"And, you bet, it was costing us. We try to get all the feed into the

cows that we can. But when you're talking about soybean meal that costs $10 a hundredweight, it adds up fast if you're overfeeding it.

"But now, every feed that comes onto the place is analyzed. We want to know exactly what's in a ration before we even start thinking about mixing it up," Klein said.

Martin, with 50 Holsteins in his milking herd, is every bit as sold as his neighbor on the value of analyzing feeds. "We used to think we were feeding a balanced ration, but we were guessing. And it was costing us."

Both Martin and Klein got interested in analyzing their feeds through their county agent, Westfahl.

When Westfahl took over as county agricultural agent in charge of livestock production, he felt that Sedgwick County dairymen could be doing a better job. "This is the largest dairy-producing county in Kansas. But Dairy Herd Improvement (DHI) records showed that our production was below the state average," he says.

"The problem was that a lot of our dairymen didn't really know what they were feeding. They were guessing at nutritional values of feed. You just can't afford the gamble. Not when $10 or $15 or the price of a feed test will tell you for sure."

Westfahl started an Extension demonstration project in which he sampled feeds from a dozen or so dairy farms. With the actual feed value and Kansas State University recommendations, he then worked with the farmers on balancing rations. It wasn't long before the rolling herd averages started booming.

During the past year, production has gone up about 1,500 pounds for Sedgwick County farmers who had their feeds analyzed. That amounts to about $150 more in gross farm income per cow. Going on that, a 50-cow herd should have had an increased gross income of about $7,500, and that's without considering savings on the feed bill.

Dairymen who haven't been testing their feeds have had increased production too, but only a little more than 300 pounds per cow, or $30 of additional gross income per cow.

Westfahl says the farmers with the biggest production increases are probably the better managers, but the feed analysis is vitally important too "If you don't know what you're feeding, and if you're feeding for average, you'll be producing average," he says.

Westfahl says most of the farmers he worked with were underfeeding protein. As part of his demonstration, he collected other information about the feed he had sampled.

"We also wanted to show what effect the stage of maturity at harvest had on quality of feed. In general when the silage had been harvested at the boot stage, the protein was a lot higher. Silage that had been harvested near the boot stage had a protein content of almost 15 percent. But if the crop had passed the heading stage, the protein dropped to about 8 percent," Westfahl says.

"I think most farmers would be a lot better off if they went for quality rather than tonnage. But in years when forage supplies are going to be tight, it may be best to let the crop head out, then plan on buying supplemental protein. This way, you'll be assured of getting the volume or tonnage you need to carry you through."

Westfahl says it's important to run an analysis every year. "This year our tonnage is going to be pretty high, but quality will be down. Next year, we might have more favorable harvesting conditions, with quality twice as high."

He emphasizes that a feed analysis is only part of a total management program. "You might have increased your rolling herd average 1,000 pounds per cow with a better nutritional program and with feed testing. But it may be that you could have increased it 1,500 pounds if you had been using a different herd sire," he says. □

Marine mobile makes waves

by
Gay Hawk
Media Specialist
New York Sea Grant

Since March, 1977, New York Sea Grant has been "taking" the ocean to elementary school children via a traveling resources center called the "Marine Mobile."

Using innovative teaching tools, this unique project develops an awareness of New York's marine resources. The Marine Mobile features sea-related activities. A training session for teachers enables them to continue marine education projects after their schools have been visited.

The program is a cooperative effort of the New York City 4-H/Sea Grant Youth Development Program and the Board of Education, which staffs the vehicle with both a full-time teacher, Jay Dagress, and a paraprofessional. Sea Grant coordinates the Marine Mobile; the Umbrella Bureau of the New York City Board of Education provides funding.

"More and more in recent years, major urban Extension programs have found that working on a partnership basis with other agencies is often the best way to bring successful and imaginative educational programs to people," said Phil Pepe, program leader for 4-H youth development in New York City. "The Marine Mobile project is a successful example of compatible partners each putting in that which they do best."

The Marine Mobile visits each elementary school for 1 week. Classes receive lessons designed to develop an awareness of the important features of the marine environment.

These lessons include information on the history of New York City's waterfront, ocean life and its ecological importance, properties of water, ocean-related careers, and seafood use. As part of the lessons, the students experiment with the density of both fresh and salt water, and float a needle on water to demonstrate tension. Using a marine resource for art while learning why fish have scales, they make a Japanese fish-print.

Demonstrating fish printing.

Students also taste unusual seafood products. They discuss how their parents' occupations or their own aspirations might fit into working with the sea. As part of a marine biology lesson on adaptations, the children get a chance to handle and investigate live specimens from New York wetlands.

Elementary school principals are enthusiastic about the project. "Not only did you steer 33 curious minds toward an important, yet unexpected, aspect of their world, but you also brought new ideas and

techniques to their teachers,'' wrote one principal.

Teachers also have favorable comments. One noted that the Marine Mobile program is ''very worthwhile and very necessary if we hope to have water resources in years to come.''

Students reflected positively: ''Mr. Jay, I love you and wish you would come back.''

Although some teachers and principals felt that several components of the project could be improved, its benefits were summed up in the words of one principal:

''The children cannot stop talking about their experiences. So vivid an impression have you left them with, that this past weekend developed into 'sea' excursions for many of them. Two families took the Circle Line tour, one the Rockaway tour, five went to the beach and returned with various mementos, and several other children rode over bridges and commented on the waters that pass under them. I now discover that they have grasped more than I had previously given them credit for.''

Sea Grant is a new way of helping coastal users and communities with their problems. Having concern for the Great Lakes and marine coasts, Sea Grant can help people resolve problems of using and preserving coastal resources in New York.

The New York Sea Grant Extension Program is administered through New York Cooperative Extension and has nine offices around the state. For addresses and telephone numbers contact the Office of the Program Leader, Sea Grant Extension Program, Fernow Hall, Cornell University, Ithaca, New York 14853. Or phone (607) 256-2162. □

Marine Mobile teacher Jay Dagress captivates his audience with learning-by-doing marine activities.

Prime time for public affairs

by
Tom Gentle
Information Representative
Oregon State University

Richard Beck surveys a reservoir which was inadequate for needs of Washington County.

Prime time television and the Oregon State University Extension community development program in Washington County have come together.

Located in the western portion of the rapidly growing Portland metropolitan region, the county is a study in contrasts. Although it is an area of small communities, agricultural lands, and forests, growth has been rapid.

With a population that has doubled in the last 18 years to more than 200,000 people, Washington County faces problems of a deteriorating environment, urban sprawl, and increasing demands on limited public services.

In an attempt to help the community deal with these problems, Richard Beck, Washington County community development agent, in cooperation with KPTV, Channel 12, is producing half-hour public affairs programs which explore community development issues in the county.

Beck works closely with Gene Brendler, KPTV public affairs director, to create the programs, which air during prime time on Sunday evenings. Beck has no money budgeted for television. The expense of production and air time is borne by KPTV as part of its public affairs programing responsibility.

Beck and Brendler have completed three programs. The first, exploring land-use planning issues in Washington County, aired in June 1977. Subsequent programs focused on specific issues identi-

Richard Beck, (left), and Gene Brendler cooperate on their half-hour public affairs program.

fied in the first program. The second, broadcast in August 1977, dealt with citizen involvement in the county's land-use planning process. Shown in October 1977, the third analyzed the long-range water needs in the county.

According to Brendler, the cooperation between Beck, the Oregon State University Extension Service and KPTV opened areas of knowledge that would otherwise have stayed closed.

"I simply don't know all the issues facing the local area, so Dick's knowledge and community contacts give me an excellent connection with Washington County that I couldn't develop on my own," the KPTV director said.

Beck and Brendler share the responsibilities for each program. Beck is primarily involved with defining the issues, developing a story line, and identifying experts and community leaders. Brendler concentrates on technical production. In addition to appearing as program moderator, he schedules the studio crew and director, and arranges for graphics and other illustrations.

This cooperative arrangement between a commercial television station and a public agency grew out of a community development workshop Beck organized in Washington County. As part of his pre-workshop publicity effort, Beck contacted those persons responsible for public affairs at all the television and radio stations in the Portland area. That was how he met Brendler.

The two men quickly realized they had common interests. Brendler wanted to develop public service programs that would provide viewers with vital information directly affecting their lives. Beck, in turn, wanted to expand his mass media efforts, which had been confined to newspapers.

Production techniques for the programs have become progressively sophisticated. Filmed in the studio, the first program used a talkshow format. The second program used the same format, adding slides to accompany the discussions of citizen involvement projects.

"The slides showed viewers that projects were actually being completed and that citizens were doing more than just talking," said Beck.

The third program journeyed into the county for interviews with local government employees, community leaders and involved citizens. Sites included a new sewage treatment plant, a reservoir, and a proposed water development site.

William Smith, OSU Extension broadcast communication specialist, shot the on-location footage with film supplied by KPTV. The OSU Extension Service paid for film processing. The television station performed the final edit and added an open and close. Out-of-pocket cost to the OSU Extension Service—$93 for film processing, $25 for travel.

Brendler and Beck spent 7 to 8 days producing each program. They plan to do at least three more. The next deals with the strain placed on public services by the rapid population growth experienced in Washington County.

Beck's television work has given the Extension community development program considerable public exposure, and become a basic part of his educational program. In addition, he uses videotape copies of the programs in his other county educational efforts.

As a result of his media work, Beck plans to develop an educational program to help other public agencies use the mass media more effectively.

How can others use public service programming?" Find out who is in charge of producing public affairs at local television stations and let them know the many areas of knowledge the Extension agent can make available to them," said Brendler.

The key, according to Beck, is knowing the natural and human resources in the county. Knowledge of the geography; the economy; the various stages of industrial, commercial, and residential development; must be gained before defining problems and proposing solutions to them.

"Once you know the area, then make personal contact with public affairs people at the local media. Let them know what information you can provide them. Also find out what they want—public service announcements, short news stories, lengthy programs—and when they want it," advised Beck.

Citing his limited previous television experience, Beck noted that working with television as he has done is something that others can do.

In addition to educating the public about community development issues, the television programs help establish that the OSU Extension Service has expertise to offer urban residents as well as its more traditional rural clients. □

Washington in Review

Secretary of Agriculture Bob Bergland discusses the 1977 Farm Bill and Grain Reserve Program at a press conference in Lincoln, Nebraska.

USDA funds ten special demonstration projects

Ten special rural development and conservation projects, totaling $1.3 million, have been approved by Secretary of Agriculture Bob Bergland. The projects are designed to help farmers with gross incomes of less than $20,000 and to solve conservation and water quality problems. They are located in: Alaska, Illinois, Michigan, New Mexico, North Carolina, Ohio, Oklahoma, Tennessee, Washington, and West Virginia.

Funding is provided from a special optional reserve of the Agricultural Conservation Program (ACP) administered by the Agriculture Stabilization and Conservation Service. The projects are intended as demonstrations of the type of programs that can be accomplished through cooperative efforts of farmers, USDA, and other agencies and organizations at the local level.

USDA releases $15 Million for SEA competitive grants

Assistant Secretary of Agriculture M. Rupert Cutler recently announced the availability of $15 million for competitive grants for research in plant biology and human nutrition. Cutler said $10 million has been allocated for four areas of plant biology—biological nitrogen fixation, biological stress on plant, photosynthesis, and genetic mechanisms of crop improvement, and $5 million for human nutrition. SEA's Competitive Grants Office will manage the program.

Oklahoma receives railroad demonstration project grant

USDA has awarded the Cooperative Extension Service at Oklahoma State University (OSU) a $90,000 grant. The grant will finance a demonstration project to study the potential impact of railroad line abandonment on rural areas and other alternative methods of moving agricultural freight.

In announcing the grant, Secretary of Agriculture Bob Bergland said the techniques developed in the demonstration will be useful not only to Oklahoma, but to other states as well.

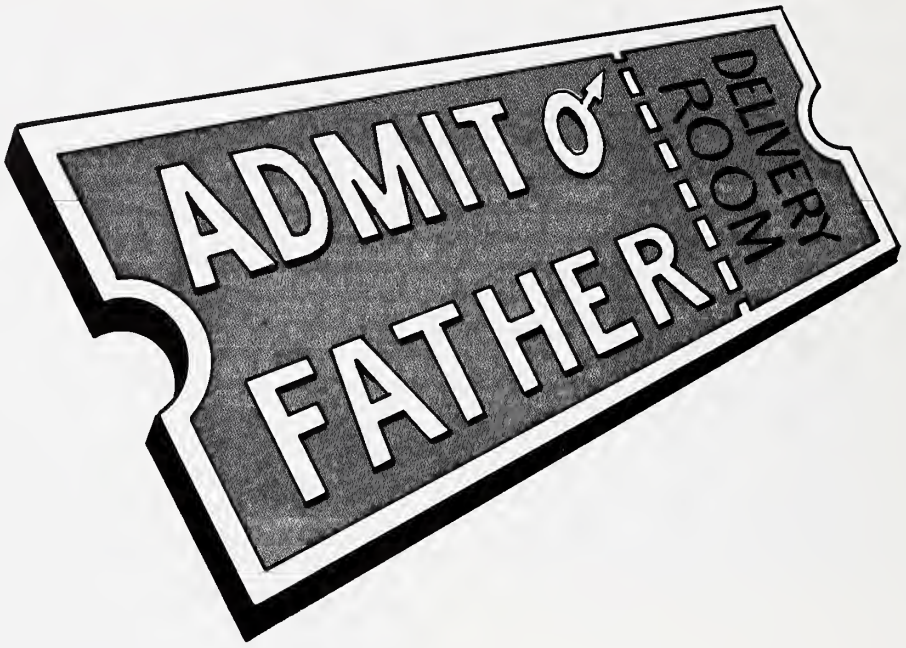
Plans for 1979 Year of the Child

1979 has been designated as the International Year of the Child (IYC) by the United Nations General Assembly with a theme of "The Child and the Family."

The State Department and HEW have formed a steering committee to coordinate governmentwide preparation for IYC in the U.S. Betty Bay is representing SEA-Extension on this interagency committee. Domestic funding for IYC is from HEW and the State Department. International level funding will be through UNICEF (United Nations International Childrens Educational Fund) as designated by the UN.

White House conference on families scheduled

President Carter has announced a White House Conference on Families in Washington, D.C., December 9-13, 1979 "to help stimulate a national discussion of the state of American families." The conference will examine the important effects of the world of work, the mass media, and the court system, private institutions, and other major facets of our society on American families. HEW has lead responsibility for this conference, but other governmental, professional, volunteer leader and family groups throughout the country are urged to participate.



by
Jean Reed
Extension Home Economist
Decatur County, Indiana

When the Decatur County Board of Health called on our Extension office to help them solve a unique problem—how to educate expectant fathers about childbirth—we were curious. Why expectant *fathers*?

The reason was simple. Many parents-to-be asked the local hospital if fathers could be present during delivery. The hospital's answer was a qualified yes—the fathers could be present only if they'd had some formal preparation about what to expect in the delivery room.

Our solution was to organize and run Expectant Parents Classes, in cooperation with the Red Cross, the Board of Health, and the hospital obstetrics nurses. Since they began 2 years ago, these classes have provided a "ticket of admission" for the increasing number of fathers-to-be who want to be present at their child's birth.

The classes have also expanded beyond their original purpose. From the beginning, we planned them to give parents-to-be a variety of useful information—not only about childbirth and delivery, but

also about pregnancy, prenatal nutrition and exercise, and preparing to meet an infant's physical and emotional needs.

Our course content is flexible enough to accommodate the special interests of each group enrolled. For example, in our current program we've added instruction in the Lamaze method of childbirth, because of the expressed interest of many attending the class.

As an added benefit, these classes have helped our Extension office reach an important group of young families we hadn't reached before. About fifteen couples register for each class series, which are held four times a year.

Many of the ideas we use in this program come from a free "how-to" kit designed to help set up prenatal classes. The kit's guidebook gives the kinds of nuts-and-bolts advice that makes it easy to set a course like this in action. Also included in the kit are printed and audiovisual resources and single-use diaper packets for distribution to the expectant parents. (The kit was developed by Teachers Library, 535 Fifth Ave., N.Y., NY 10017, and is available from them at no cost.)

Local needs and resources are particularly important in developing prenatal classes. Here's a brief summary of how we developed our program in Decatur County:

Publicity—We display eye-catching stork posters in doctors' offices, the Board of Health office, the welfare office, the food stamp office, and the Planned Parenthood clinic. We also encourage local doctors to tell their patients about the program.

Planning—Working with the Board of Health, the Red Cross, and the hospital obstetrics nurses, it took us about 3 weeks to organize the first program. Once we laid the groundwork, we found that planning for subsequent class series has been minimal.

Attendance—About 30 parents-to-be come to most class sessions—usually one or two more women than men.

Classes—Classes meet evenings, in the Board of Health meeting room. We have five weekly sessions which last about 2 hours. During one session, half the class visits the hospital while the rest of the group stays back to see a film on childbirth. The following week, the groups reverse.

Speakers—Registered nurses from the local nurses association lead talks on pregnancy, breast and bottle feeding, bathing, diapering, and baby's first year of life. They also conduct the Lamaze instruction. I conduct the session on proper nutrition for both mother and child. A nurse who works in the delivery room usually leads the discussion on labor and delivery. When available, the Health Department obstetrician joins her.

Response—As a result of the program, fathers-to-be are getting into the delivery room. Both expectant parents have gotten much more than that out of the prenatal program.

At the end of the fourth session, we conducted an informal evaluation. Most participants said they've found the classes enjoyable, helpful, and supportive at this special time in their lives. □

Scandinavian seminar—four fast weeks

by
Patricia Brown
Staff Associate
International Programs

and
Karen Klein
Media Specialist
National 4-H Council

An "urban farm" in the shadow of a high-rise housing development in Alhagen, Sweden.

Last fall, a dozen 4-H professionals from across the Nation traveled in a seminar to Scandinavia to study urban youth work in Sweden, Norway and Denmark, and apply what they learned back home in the U.S.

"Scandinavia has developed a national commitment to cultivate and support their youth," said Patricia Brown, National 4-H Council International staff associate and coordinator of the International Extension 4-H Travel Seminar. "I had visited several progressive project sites when I was an IFYE in Sweden."

Youth unemployment, treatment of youth offenders, drug and alcohol abuse, career education, the need for parenting education, and work with handicapped youth headed the list of concerns compiled by the members of the National Committee on Urban 4-H Work. An ambitious schedule was developed for the seminar.

The results were a breathless 4 weeks of visits to schools; youth centers; halfway houses; urban farms; community centers; and national, area, and local youth-serving agencies.

"We wound up with more ideas than we could get down," Larry Yee, 4-H youth specialist, Riverside, California, laughed, "but we wanted to share our favorites with other urban youth workers."

Career Education

One subject the seminar group targeted for application at home was career education programs. Apprenticeships are the core of these programs in Scandinavia.

The seminar visited a junior high school in Sweden where each of the 13- to 16-year-olds worked with an adult for 2 weeks on a job of the youth's choosing. Counselors

Patricia Brown (right) with members of a Norwegian cultural heritage group.

met with each pupil nine times to discuss his or her career education development. Walter Griffith, a state 4-H program leader from Illinois, saw this as a natural for adapting to 4-H work by recruiting community volunteers to share their professions with 4-H'ers after school or during the summer months.

Sylvia Johnson, county agent, Island County, Washington, focused on career education for teens.

In Copenhagen, the group visited a converted house that jobless youths ran as a cultural arts center. The City of Copenhagen supports the program with management training for the teens who run the jazz club, live theater, film theater, and restaurant in the house. Teens can move through the system, earning promotions by merit, and graduate with experience into other work.

Another popular project with the sminar was a motorcycle club in a low-income area of Oslo. The club, originally conceived to divert potential juvenile delinquents, had grown to a motoring club with more than 3,000 members. The club owned cycle trails and a center where trained mechanics from the community taught members how to repair and maintain their automobiles.

Urban Farms

4-H urban farms were popular. Agricultural centers often only had animals and small gardens. Others were surrounded by crop lands. Neighborhood youths rotated care of the livestock. The agricultural centers within cities served as bases for teaching the youths to ride and care for horses; plant and cultivate gardens; and observe nature's birth, growth, and death cycles.

Marion Mariner, associate professor, family life, and volunteer 4-H leader from Norris, Tennessee, observed, "The majority of urban youth will never become farm workers or live in the country. But they will gain some understanding of agriculture and its importance to their lives and the life of their community."

Susan Craig, Extension home economist in Shawnee County, Kansas, expressed hope that her county could establish an urban farm: "These farms not only build personal growth in youth but also build understanding between city and rural youth."

Crafts

Miriam Carlson, Extension home economist, Hood River County, Oregon, observed, "All the countries we visited perpetuate their craft heritage for profit as well as enrichment through shops in most towns and cities. Here, not only are supplies available for those who wish to make their own craft projects, but the shops also serve as outlets for those who wish to sell their crafts."

Seminar participants also explored leisure education, work with handicapped youth, programing for youth, use of volunteers and the elderly in teaching youth, interagency cooperation, and work with immigrants.

Each of the persons involved had her or his own ideas to share with other professionals. If you would like to explore the Scandinavian experience, contact Patricia Brown, International Programs, National 4-H Council, 7100 Connecticut Ave., Washington, D.C. 20015 for the names of seminar participants from your area.

International Extension 4-H Travel Seminars are coordinated by the National 4-H Council. Financial assistance for this seminar was provided by the Bureau of Educational and Cultural Affairs of the U.S. Department of State. □

Building skills builds trust

by
Maurice W. Dorsey
Area Extension Agent
University of the District
of Columbia

A reupholstery project requires concentration.

An interior design program reaches out to the community. It helps people gain knowledge and skills that alter their behavior as a result of altering their near environment.

It is also designed to:

- Assist low-income families in home organization and management
- Stretch limited budgets by repairing and remodeling home furnishings
- Prompt awareness of community resources and how to use them
- Provide training and new skills for the wage-earner.

Meeting People

The most difficult part of meeting the needs of the low-income urban community is meeting the people.

To get my interior design program going, I started by knocking on doors, visiting police stations, fire departments, and community churches and schools. Next I posted fliers in grocery stores and laundries.

Maurice Dorsey (center) demonstrates one craft technique.

Nothing worked until an element of trust was established between the families and me. It helped to be referred by friends and relatives who had come from that community.

From that point, I had a waiting list of individuals, families and groups, all interested in beautifying their homes.

By talking to these people, I discovered that their households ranged in size from one to eleven persons, many headed by women. Most of the families live in public housing and receive one or more types of public assistance. Their educational background never exceeded high school, and teenage pregnancies are high.

After meeting these people and working with them in their homes, an even greater trust was established.

Learning Skills

We reupholstered and refinished old furniture, made custom-tailored draperies, and painted and wallpapered walls. Next we held workshops and seminars on furniture, fabric, and color selections. We even laid linoleum on floors.

While watching the workshop filmstrips, people crocheted, quilted, hooked rugs, and practiced other needlecrafts related to home furnishings.

Sometimes I found myself assisting with income tax preparation voter registration, food preparation, child care, and the directing and redirecting of families to other community agencies. Here is where a good home economics background pays off.

Helping people in urban communities to improve their environment is meeting one need. But, there are others who need to learn skills that can be used to earn money.

To reach this broader audience, I distributed articles through our staff newsletter, factsheets, and city newspapers. I also promoted the program by guest appearances on television, and through my local radio program, "Consumer Update."

Public speaking engagements helped me reach the youth and adults in the community. Training classes in drapery construction, wallpaper hanging and upholstery were held, and people gained skills necessary to enter the job market.

Program Accomplishments

I feel the major accomplishment of this program is the building of a trust relationship with the people in the community. Through this trust, many other avenues of home economics can be explored: food and nutrition, textiles and clothing, child development and parent education.

Through the program, people have developed a feeling of self-worth and self-esteem. They are learning to cope with life in a better way and to express themselves through interior design. □

Just Sittin' and Waitin'...

by
Deanna V. Boone
Youth and Family Life Editor
South Dakota State University

"Just sittin' and waitin'. . . to join 4-H?" asks South Dakota State University's birthday card—a greeting and invitation for kids to the world of 4-H.

During a brainstorming session on 4-H promotion, Frank Heitland, now Extension program coordinator at South Dakota State University (SDSU), and Henrietta Gohring, state 4-H agent, decided a card might be the route to interesting prospective members in 4-H. Kids—no matter what age—like to get their own mail.

As Gohring traveled around the state, she looked over the racks of greeting cards. Birthday cards for the younger set caught her eye and attention. Artist Barb Hartinger of SDSU put the idea onto paper and the birthday card promotion was born.

The state 4-H staff suggests that counties contact schools for names and birthdates of young people in the 6-, 7-, or 8-year-old age bracket. Agents are then advised to make a monthly calendar of birthdates and to send 4-H greetings a few days prior to the big event.

The same mailing list is then used for followup 2 or 3 weeks later. A letter is sent out telling the youngster about the 4-H program, how to join, and who to contact.

The birthday card promotion has proven to be successful and other states are now using the idea, too. Why don't you? □

A view from "X-10 Views. . . ."

by
Arthur Gould
Film and TV Producer
Agricultural Communications
University of Nevada

Arthur Gould works with students on an animation sequence.

Public service announcements (PSA's) have generally been regarded in the past as the "cross that television stations must bear" to hold on to their Federal Communications Commission (FCC) licenses.

At first, stations greeted the Nevada-produced TV spot series, "X-10 Views," with this attitude. Then, we noticed a distinct change.

"X-10 Views. . ." was appearing increasingly on "prime time." Audiences seldom write when they approve of something on the tube, but they do phone.

The public seems to appreciate a series with a philosophy that never asks them to "give", "help", or "join." And stations react to this favorable audience reaction by showing our spots more often. Several stations have told us they are able to report "X-10 Views. . ." as both public service announcements and educational programing. They've been programing material for young people and adults in specifically appropriate time slots.

Stations in Nevada tell us they use "X-10 Views. . ." between 2 and 4 times each day. That means with only six stations in our small state, we are on the air between 1½ and 3 hours each week. Short, informative TV spots are far more effective than the much more time consuming half-hour programs.

We have never had a station object to running the same spot as their competitor, when the material is of good quality, interesting, and informative.

"Of good quality, interesting and informative" seem to be the key words. We're tried within our limited budget to keep quality high, and to produce highly polished spots that will stand up well beside the high-budget output of commercial sponsors.

After 4 years of production, with broad acceptance by television stations throughout the Nation, we believe "X-10 Views. . ." is here to stay as a viable platform for Extension information and education.

Fourteen state Extension Services are members of "X-10 Views . . ." and as of this time, there are 38 subjects in the "X-10 Views. . ." library, with more in production.

We have attempted, despite rising costs, to keep prices down. Many states with limited budgets purchase only one print of the spots they want and circulate them to their stations. States buy only what they want, but in this manner, a state could purchase all 12 spots produced each year for a total cost of only $720. Communication staffs then do the distributing.

We believe that by using "X-10 Views. . ." member states can provide a broad base of Extension education and present a quality image with their own state's identification at small cost *without taking up valuable staff time.* "X-10 Views. . ." can free communicators to devote their time and budgets to production of news stories and longer films or videotapes of local or state interest.

We also believe that through the continued exposure of "X-10 Views. . ." we can produce an increased awareness of Extension. Tom Cook, our Indian Extension agent, tells of a little Indian girl who walked up to him recently and said, "I know who you are. You're the man from X-10." □

Exploring new worlds

by
Tony Burkholder
Information Coordinator
Michigan State University

"I signed up for *Be a Clown!* and studied selecting costumes, putting on makeup, pantomiming, and other clowning techniques," one 4-H'er revealed.

"In basic mountaineering, we climbed some 40-foot rocks and discovered how to rappel back down," a 15-year-old exclaimed.

"A professional dance troupe taught us how to do African dances," a third youngster said.

These Michigan youths were telling fellow 4-H'ers about the learning options they had enrolled in during 4-H Exploration Days.

Each year at the end of June, more than 4,000 4-H'ers from every county in the state travel to Michigan State University's (MSU) campus for Exploration Days, a unique event sponsored by the Michigan 4-H Youth Program.

During the 3 days, participants live on campus while they learn new skills and explore new project areas. The 4-H'ers can choose from more than 165 options. Each option is taught by resource people with experiences in projects that range from flying, maple syrup production, and chair caning, to sausage making, motorcycle safety, and rocketry.

All of the options are designed by the 35 state developmental committees. These committees use the event to pilot-test programing ideas, demonstrate new projects, and to show the diversity of the 4-H program.

The 4-H'ers enroll in the option they are most interested in. The

youths then spend 6 to 8 hours over a 2-day period involved in the project.

After Exploration Days, they take their new skills back home and share them with other 4-H'ers in their county.

A lot of informal learning also takes place at Exploration Days, according to one 4-H youth agent.

"Kids from the most rural areas of the Upper Peninsula share experiences with 4-H'ers from the heart of Detroit's inner city. It's a good opportunity for everybody to meet different people," the agent said.

For many 4-H'ers, just living on a college campus and becoming familiar wtih the opportunities available to students and non-students alike is an eye-opening experience.

As one 4-H'er noted, "Suddenly it hits you, this campus is a lot bigger and has a lot more going on than you ever thought it could."

To expand this informal learning process, free time opportunities abound at Exploration Days. They include swimming, dancing, walks around the nature trails and botanical gardens, or visits to the MSU cheese store, university farms, and cyclotron.

Exploration Days is also an excellent opportunity to acquaint others with the 4-H program. The final day of the event—Action Day—is open to the public. This Saturday extravaganza features

exhibits, demonstrations, and entertainment provided by the 4-H'ers.

In a typical year, 8,000 to 10,000 Action Day visitors join in the day-long activities. They try their hand at working a bicycle generator, study the glass beehive, watch talent shows and dress reviews, or play with the animals in the baby animal farm.

Each year Exploration Days is built around a timely theme. In 1976, the theme "Salute '76" was used to commemorate the Bicentennial. Tying to the theme, the public displays featured a reconstructed 100-year-old farmstead, auction sales of donated items, 4-H'ers making traditional American handicrafts, a display of antique automobiles, and demonstrations and exhibits reflecting the skills the 4-H'ers had learned during Exploration Days.

For 1978, the entire Exploration Days event is planned around an energy theme. The learning options are being designed to encourage young people to think about energy usage and the ways in which it affects all phases of life. And for Action Day, exhibits of solar panels, electric cars, and energy-saving ideas are being planned for the public. □

Fly control cuts complaints

by
Robert M. Boardman
Educational Communicator
Division of Agricultural Sciences
University of California

Two University of California (UC) farm advisors were so successful in reducing the fly problem on egg ranches that their county has received national recognition for service to its citizens.

Cooperative Extension's William D. McKeen, project leader, and William F. Rooney, work in San Bernardino County, the second largest egg-producing county in the Nation. They spearheaded an integrated fly control program that reduced flies by 62 percent while eliminating the heavy use of chemical insecticides.

The National Association of Counties presented its U.S.A. Achievement Award to San Bernardino County at the association's annual meeting in Detroit in July 1977. The award recognizes progressive developments that demonstrate improved county service to citizens.

Portions of San Bernardino County (second to adjacent Riverside County in the size of its egg industry) have been subject to urbanization. The advent of homes near egg ranches led to hundreds of complaints about flies. Ranchers were forced to use expensive spray materials to control flies. For a while the sprays worked fairly well, but the flies soon became resistant to most of the control chemicals registered for use on poultry ranches.

Assisted by scientists from UC's Riverside campus, McKeen and Rooney developed an effective, ecologically sound, and inexpensive method of fly control suited to an area with a relatively dry climate. It relied heavily on encouragement of the fly's natural enemies. After partial cleanout, for example, poultry manure under cages was left 8-12 inches high, thus providing a substrate in which naturally occurring predators and introduced parasitic wasps (beneficial insects) could thrive. Spraying of insecticides on manure was discouraged to protect the beneficial insects. The dry pad of old manure also served as a "blotter" to keep the moisture content of fresh manure low.

The UC approach emphasized the least possible use of insecticides on egg ranches. Fly bait stations were designed, tested, and found effective in killing adult flies with only small amounts of insecticides. Occasional residual sprays were limited to the periphery of egg ranches. In short, the UC program called for a thorough integration of biological, chemical, physical, and mechanical methods of fly control.

Twelve ranches cooperated in the UC program, which began in 1970. McKeen and Rooney collected data for 20 months, comparing six ranches on the integrated program with six continuing their usual kind of fly control. There were 62 percent fewer flies on the "integrated" ranches than on the conventional ones.

Many of the county's 157 egg ranchers used the integrated fly control procedures developed locally by Cooperative Extension. The UC program was written into the county's health ordinances. McKeen and Rooney worked with other agencies in the county on poultry ranch fly control, and their procedures have been used elsewhere in California. A publication called *Fly Control on Poultry Ranches* explains the principles involved.

Citizens have written letters of thanks; civic groups asked for presentations on the program. The integrated approach to fly control is a success both for the egg ranchers and their neighbors. □

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people and programs in review

Carter elected CAST president

J. F. Carter, chairman of the department of agronomy at North Dakota State University, was installed in late February as the President of the Council of Agricultural Science and Technology (CAST). He assumed office at the annual meeting of the CAST Board of Directors in Washington, D.C. Carter was a member of the group of twelve agricultural scientists who formed CAST in 1972, and until 1976 was the representative of the Crop Science Society of America (CSSA) on the Board of Directors.

CAST is a consortium of 23 agricultural and food science societies formed to supply factual information on agricultural matters of broad national concern to leaders in government and the general public.

4-H Polish exchange continues

The fourth group of participants in the 4-H Agricultural Training Program (ATP) with Poland is now in the United States. These 106 young Polish farmers will live for 12 months with American farm families in 12 states to share modern agricultural technology and promote international understanding between the U.S. and Poland. Ten 4-H alumni will leave this summer for a 5-month stay in Poland on the International Four-H Youth Exchange (IFYE) program, coordinated by National 4-H Council. The exchange is made possible, in part, by a grant from Massey-Ferguson, Inc., Des Moines, Iowa.

Virginia Veterinarians Honor Van Dresser

William R. Van Dresser, dean of the Extension division at Virginia Tech, was recently named Virginia Veterinarian of the Year. The award was made at the annual meeting of the Virginia Veterinary Medical Association held in Richmond.

Van Dresser has been active in veterinary activities in Virginia for a number of years. His first position with Extension in that state was as an Extension veterinarian.

International goat production conference scheduled

The Third International Conference on Goat Production and Disease is scheduled for November 5-9, 1978 at the Marriott Hotel in Tucson, Arizona. The overall conference objective is to explore the potential for goat milk and meat production to meet the expanding needs for animal protein in the world today. For additional information concerning the conference, please contact: Judith Brown, Coordinator, Department of Conferences, Babcock Building, Room 1201, 1717 Speedway Blvd., Tucson, Arizona 85719.

Natural fiber textile conference set for Atlanta

The latest developments in natural fiber research will be presented at the first Natural Fibers Textile Conference to be held September 26-28, 1978 in Atlanta, Georgia. Principal sponsors are the National Cotton Council, National Wool Growers Association, and USDA. Cosponsors include the American Sheep Producers Council, Cotton Foundation, and The Wool Bureau.

Interested research contributors should submit one-page abstracts of proposed papers to: R.B. Cleaver, National Cotton Council, Suite 700, 1030 15th St., N.W., Washington, D.C. 20005.

4-H Candy Stripers

The Candy Stripers is a unique 4-H career program coordinated by the University of Missouri Extension in cooperation with the Pemiscot County hospital and five local high schools.

These 55 young people volunteer one afternoon per week to assist hospital personnel in caring for patients. Larry Baker, hospital administrator, says of the program: "The Candy Stripers give us an extra hand in better patient care, while we give them exposure to a medical career. . . . The program increases community involvement in their county hospital. . . ."