CORE LIST

EXTENSION

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EFNEP REACHES YOUTH
PAGE 6

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

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

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EXTENSION SERVICE
REVIEW

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CONTENTS

Enthusiasm for EFNEP

Reports of successful work with young people in the Expanded Food and Nutrition Education Program have been flowing in from county and State Extension workers everywhere. In words and pictures, everyone is eager to share what he is doing. The enthusiasm for this youth work, and for the Expanded Food and Nutrition Education Program as a whole, shows an impressive national unity of purpose among Extension workers.

With the limited space available in the Extension Service Review, and the need to maintain a balanced format, it would be impossible to publish all the articles that have been submitted—even though most of them have been excellent. So this issue includes a special section which attempts to give an overview of what's happening around the country in youth nutrition work. These examples are typical of the techniques being used, but there are as many techniques as there are programs. An unusual amount of innovation is being employed to make the effort successful.

Turn to page 6 for a look at how Extension workers, aides, and volunteers are making good nutrition a "fun" topic.—MAW

Sew-A-Thon aids consumers

Spectators gather around a Sew-A-Thon booth to see a demonstration on invisible zippers. The women were eager to learn about new home sewing trends.

Brimming with information that you know people really want and need? Wondering how to reach the largest number of people with the most facts?

This was the challenge five Extension agents in home economics faced last summer. They saw need in their area of southern Virginia to give women the most up-to-date information available on the subject of home sewing. The agents had the information at their fingertips, but they could not personally reach thousands of women.

They discussed the problem at an inservice training session, and an idea sparked. The idea was to plan a marathon demonstration on home sewing and make it so attractive that women would come from miles around to look, listen, and learn.

by
Ellen Savage
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Driving home from the training session in May the agents began to plan their "Sew-A-Thon." One of the agents called Margaret Groseclose, Extension specialist in clothing textiles at Virginia Tech, and sought her advice. Miss Groseclose agreed to work with the women on their project and encouraged them to move ahead with their plans.

That was the first step for the five agents, Miss Mary Williams and Mrs. Grace Jennings of Amelia County; Miss Mary Moody and Mrs. Eunice Mottley of Prince Edward County; and Mrs. Georgia Wilkerson of Cumberland County.

Starting with their first organized planning session in July, until the Sew-A-Thon was held in early October, the women never broke pace with their scheme. They involved the Tri-County Consumers Education Committee and the Chamber of Commerce at Farmville, county seat of Prince Edward County. The Farmville armory was chosen as the site of the event.

The agents solicited the support of 250 volunteer leaders, but they also realized they needed to include business people in their project. After all, they agreed, they wanted merchants to know the kinds of products their sewing customers needed. As a result, the agents talked to every merchant in the area who carried anything related to home sewing.

A list of nationally-known companies was compiled, determined by those companies that had outlets in the three-county area. These companies were invited to send exhibits and representatives.

To promote the Sew-A-Thon, area newspapers carried stories prepared by the agents, and the Farmville radio station did spot announcements free of charge. Merchants ran advertisements on the event and mailed flyers with their bills. Home economics teachers, school superintendents, and civic groups were told about the Sew-A-Thon.

"All of these efforts stirred up local cooperation and further developed local leadership," Miss Groseclose noted.

No details were too small for the agents to consider in their planning. For example, the tickets for door prizes had a space for names and addresses, to give an accurate record of participation. By the time the event ended, it had attracted more than 5,000 people and the agents were surprised to learn how far some of them had come.

Now that the Sew-A-Thon is over, the agents in home economics are involved in followup educational programs. Judging from the response to the Sew-A-Thon, they also will be busy for some time passing on benefits of their experience to other agents who would like to hold a similar program.

The agents believe that a project such as their Sew-A-Thon offers a much-needed service to consumers, especially in rural areas. And they see possibilities for similar projects for home furnishings, appliances, and foods and nutrition. □

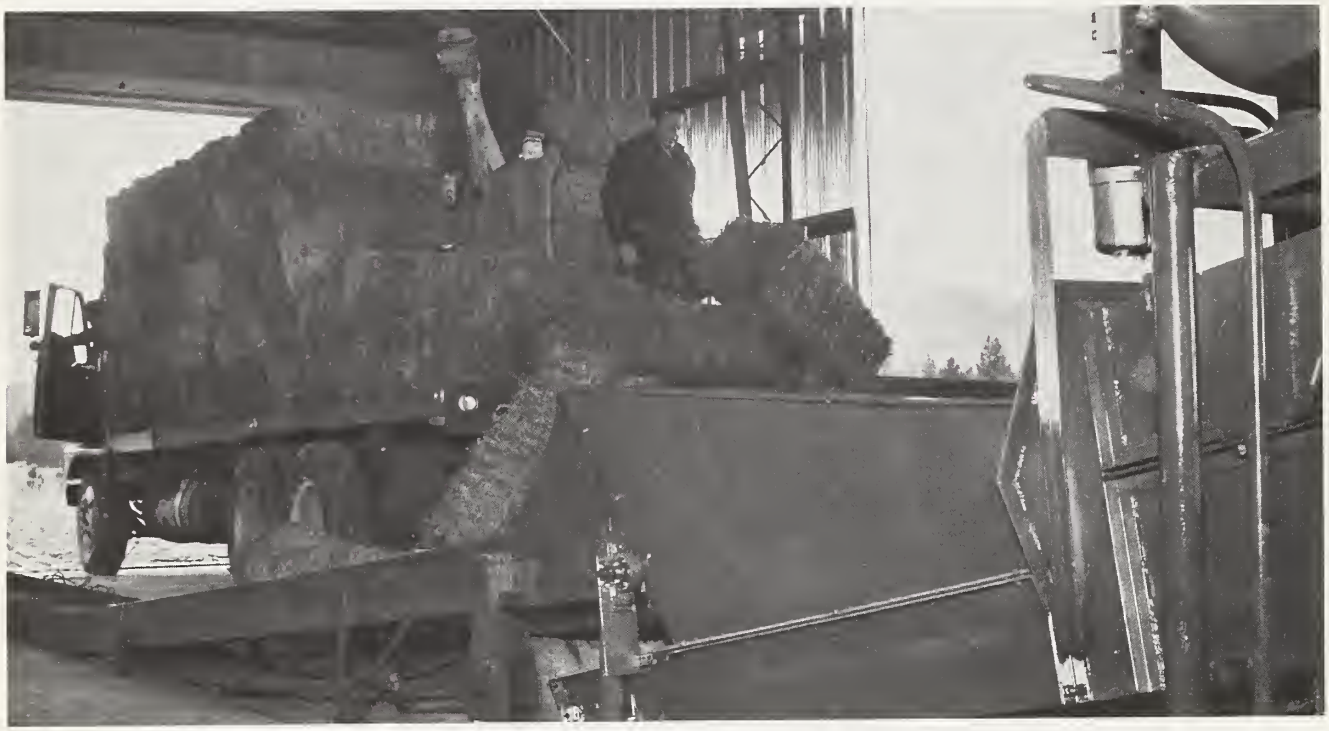
In 1965 the hay situation in Boundary County wasn't particularly good. Annual production was pretty good—around 35,000 tons of high quality alfalfa hay and alfalfa-grass and clover hays. Marketing was something else again. Only slightly over half of the hay production could be used within the county—the rest was available for sale out of the county.

But Boundary County is somewhat isolated, tucked away in the northernmost reach of the Idaho panhandle. Hay markets were elsewhere, and very few, if any, knew about Boundary County's surplus of quality hay.

The Crops Advisory Committee of the Boundary County Cooperative Extension Service program planning group decided to do something about the situation—to pull the situation up by its own bootstraps. A six-member subcommittee, including County Extension Agent Ben Studer, was appointed to form and put into operation a hay marketing association.

They formed the Boundary County Hay Marketing Association. Almost immediately things began to pop. They inventoried the county's hay supply available for sale and at the same time solicited memberships in the association ($2.50 membership fee, plus 10 cents per ton for every ton of hay sold through the association).

They started accumulating names of prospective buyers for a mailing list. They contacted dairy associations in outlying areas and asked for member-



Ample space and wide doors allow easy material handling in the Boundary County Hay Marketing Association's modern, new hay cubing facility in northern Idaho.

Up by the bootstraps

by
James L. Johnson
Agricultural Editor
University of Idaho

ship lists. They contacted feedlot operators and feed stores and put their names on the mailing list. The inventory sheets were compiled into a bulletin, and the bulletin was mailed to the names on the list.

One of the first big breaks, according to Studer, came almost immediately.

"We had hay in the barns ready for sale when a big storm hit in Montana. We got the word out right away as to what we had available. The first load was on its way in only a few hours. We soon had trucks on the road 24 hours a day to supply the demand," Studer reports.

When the emergency was over, the association found itself on solid ground. The mailing list jumped from around 250 names to over 400, mostly because of the reputation the association had made with Montana livestock producers.

The inventory is made four times a year. A bulletin is immediately prepared and mailed. It contains information about each member's hay supply, whether it is first or second cutting, whether it is string or wire tied, asking price, total digestible content (TDN) if hay were tested, and other pertinent facts—including the certification that the hay is free from insecticides.

A common comment from buyers is, "I didn't realize Boundary County produced so much quality hay."

Another step soon was taken to lift the county's hay industry a little higher by its own bootstraps. The association began investigating the possibility of a hay pelleting operation.

Board of director members made fact-finding tours of pelleting operations in the Northwest. Any means of cutting down on the bulkiness of hay would put the association in a better competitive position. Freight rates of baled hay to the coast, for instance, put them in a poor competitive position with Washington's Columbia Basin hay producers. Pelleting seemed a good answer.

As more facts were gathered, however, the association decided to work toward a hay cubing operation instead. Although pellets are even less bulky than cubes, research was showing that problems existed with pellet digestibility and lower milk production by dairy animals fed pellets.

Finally, after more than 2 years, they were ready to seek financing.

Loans totaling $97,000 were obtained from the FHA. The association incorporated in 1969 and sold one share of voting stock to each of 64 members, which brought in an additional $3,200.

Plans moved rapidly after the loans were approved early in 1970. A 40 by 140 foot steel building was constructed on property purchased by the corporation. A gas-fired dehydrator was installed, along with a bale shredder, hay mixing and moistening equipment, and the cuber itself. The hay cuber is rated at 6 tons per hour capacity, but the association will shoot for 4-1/2 tons initially.

Larry Hall, plant manager, points out that half of the building will be used for cube storage. However, he doesn't anticipate storing too many cubes.

"The plant will be cubing on demand. The grower will store his baled hay on his own place and bring it to the plant when there is an order to be filled," he explains.

Hall reports the association is projecting that 5,000 tons will be cubed during the first year of operation, although the plant is capable of much more.

Studer, who has served as one of the prime movers throughout the formation, operation, and expansion of the association and its business, points out that cooperation from growers, truckers, buyers, county officials, FHA officials, Crops Advisory Committee, and many others has been exceptional throughout the association's history.

"Everybody wants to see it go big. They look for ways to help make this happen. If they see a way of saving the association money, they do it. In fact, Larry Hall and Bud Berhman built a 40-foot bale conveyor at the cubing plant for approximately $400. If we had had to buy the same thing, it would have cost at least $1,700. And that's just one example of what I mean," Studer explains.

The plant is set up so that in the future cubes can be supplemented with vitamins, minerals, and protein. By adding a receiving table to the dryer, it can handle partially sun-cured hay hauled directly from the field to the plant without baling.

"We'd like to get into tailor-making a grain-hay cube especially for the dairyman. He has a problem of feeding enough grain to a high-producing cow during the early part of the lactation period. If he puts grain out in the feeding area, the 'hoggish' cow gets more than her share and others don't get enough. A combination grain-hay cube would solve that problem, because every animal would get as much grain proportionately as the next. We'll work on that idea after we get the bugs worked out of the cubing plant operation," Studer reports.

The future looks good for the Boundary County Hay Marketing Association.

"Our ultimate objective is to utilize the total forage production in the county locally in a manner that will increase the economic health of the county even more than selling the hay outside the county," Studer points out. "However, until livestock numbers equal forage and grain production, we need a market."

A University of Idaho rural development task force is studying the feasibility of developing more cattle feeding operations in the county. The Extension agricultural engineer and Extension livestock specialist, with the help of the livestock advisory committee, are developing plans for a semi-confinement mechanical beef-feeding system. A University agricultural economist is coordinating economic studies into the feasibility of an expanded beef-feeding operation.

So, the bootstrap operation in Boundary County is succeeding. The hay marketing association has moved from a small self-help operation to a full-blown industry with one of the few modern hay cubing facilities in the Northwest.

Studer is optimistic: "I'm fairly well convinced that in the not-too-far future the livestock industry will be universally feeding animals mechanically. We're in on the ground floor with one form of feed that is well-adapted to mechanical or automated feeding operation." □

Reaching youth through EFNEP

You can lead a child to the table, but . . . How do you encourage him to try new foods? How do you get him to care whether he's eating things that will build his body, and how do you teach him which foods will do that?

Children from the low-income levels being reached by Extension's Expanded Food and Nutrition Education Program need more. They need to know about nutritious foods that are within reach of their families' limited resources. And because Mother may know equally little about nutrition, they may even need to know how to buy, prepare, and serve the new foods they're being introduced to.

These problems are certainly not insoluble, judging from the success of Extension program aides and volunteers who work with youth under the direction of Extension home economists.

Across the country, they have organized all sorts of groups for learning about nutrition. Some are like 4-H Clubs, with regular, enrolled members. Some are made up simply of whoever happens to be at the recreation center, street corner, or playground when the aide or volunteer is ready to teach a lesson. Others are somewhere in between—informal, short term, special interest groups that meet for activities related to some phase of foods and nutrition. Other youth organizations, too, often welcome the nutrition teaching as part of their programs.

Individual home visits offer more intensive help. Aides may teach children while they work with homemakers. In some homes, a teenager or preteen may be responsible for cooking for the family. In others, the homemaker herself may be a teenager.

Camps, always a popular way to provide a good learning environment, are being adapted almost everywhere for teaching nutrition. These range from day camps in the midst of urban areas to weeklong visits to camps beyond the city where children can enjoy nature while they learn.

Agents and aides find volunteer teachers and leaders—both male and female—particularly valuable in the youth phase of the Expanded Food and Nutrition Education Program. By training others to teach, the aides can reach more people in the same amount of time. The volunteers pass along nutrition information to boys and girls

Maine Extension aides sometimes make up informal learning groups at the playground. After the physical performance contest, above left, the boys learned how orange juice and milk delay fatigue. The aide, below left, joined in a game and suggested a change—"When you hit the ball, name a food," Half the playground joined in and were still playing when the aide left.

A local couple are volunteer leaders of the informal weekly nutrition and cooking class, left, at a "teen post" in San Ysidro, California. Most of the boys who come to the post—youths with school, drug, or broken home problems—attend the classes enthusiastically. They soon learned enough about cooking to serve a dinner for 100 people. The community supports the project with donations of equipment and food.

Manitowoc County, Wisconsin, had success with more formal groups which met as part of their "Summer Fun in the Kitchen" program. Above, a program aide teaches a group of girls how to make pizza.

and often also serve as a needed model for them.

Apparently, young people find these methods acceptable. From July through November 1970, nearly 260,000 of them participated in the nutrition experiences. And more than 15,000 volunteers donated their time to the program in the same period.

Whatever the method, the objectives are the same: to educate youth about nutrition; contribute to their personal development; and, through them, improve their families' diets. □

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In a home with a working mother—or no mother—a teenager often must do all the family's cooking. This Oregon aide's home visits provide a young cook with instruction and encouragement.

Some teens who need nutrition information already have taken on the responsibility of a family of their own. At right, an Oregon aide holds the baby while a young mother tries out a new recipe.

Even boys and girls younger than typical 4-H'ers are old enough to learn about foods and good eating habits. Maine has found that a "Good Food Coloring Book" teaches them while they have fun.

Day camps provide pleasant surroundings for children to explore the outdoors, try new forms of recreation, and learn about nutrition. An Onamia Indian girl, left, tries a "meal in foil" at a Minnesota day camp. A leader at another Minnesota camp, below, helps girls compare nutrients in several snack drinks.

Overnight camps make good teaching situations, too. In Forsyth County, North Carolina, 97 youngsters attended a 5-day camp emphasizing foods and nutrition. A class on one of the four food groups was taught each day. Crafts, recreation, nature study, and tours added to the fun. At right, an aide teaches campers to make milkshakes from dry milk. Above, Extension Agent W. E. Mainous and campers make ice cream.

Continued on page 10

A fair exhibit gives Nutrition Program youngsters recognition and also helps recruit more youth. At the Eastern States Exposition in Massachusetts, more than 160 urban boys and girls showed what they had learned. At one center in the 42-foot booth, right, the children made "food collages" and hand puppets; at another they demonstrated menu planning, food preparation, and use of commodity foods. The platform above featured nutrition games, a puppet show, and a skit.

In Lane County, Oregon, Extension trains volunteers like college student Raedith Hickman, right, to lead extra-curricular "Food Is Fun" classes at local elementary schools. School officials are elated with the results and classes are expanding as kids tell their friends "what's cooking."

Volunteer leaders in San Diego County, California, have helped students at an elementary school set up a vegetable garden. Now the children enjoy eating vegetables they had never tried or thought they didn't like. Fertilizer, plants, and equipment have been donated by local people. Above, the school principal, left, and the Extension adviser admire a student's tomatoes. During the growing season, each student worked in the garden 2 days a week for half an hour. At right, the plot gets some careful attention.

by
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and
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Rural county faces change

What to do when a sizable county seat town begins to experience population and retail trade decline was the problem faced by residents of Liberal, Kansas.

A modern-day "boom town" in southwestern Kansas, Liberal almost doubled in population between 1950 and 1963—from 8,128 to 15,826. The mushrooming oil and gas activity in the surrounding area caused the rapid growth.

Then the exploration crews and their families began pulling out, and by 1965 the population had decreased by 1,700. Citizens were discouraged as the city economy declined.

The county Extension agricultural agent expressed the need for coordinating the development efforts in the Liberal area to the Agricultural Committee of the Chamber of Commerce early in 1965. Several organizations had programs that were completely independent—Liberal Progress, City-County Planning Commission, Chamber of Commerce, County Extension Council, and civic and governing organizations.

The Chamber of Commerce manager and president and the Extension agent met that summer to discuss the possibility of a United Development Program. A trade-area survey study conducted by Kansas State University Extension economists in community development was used extensively in planning efforts.

Several leaders attended a community development seminar in Wichita, sponsored by the U.S. Chamber of Commerce, where they learned what other communities had done to bolster their economies.

After the seminar, the leaders called a meeting of representatives of 27 town and county clubs, organizations, and agencies to launch the Liberal United Development Program.

Instead of setting up an elaborate formally organized development committee, the group named a steering committee to outline a development plan.

After 22 weekly meetings, they appointed an assumption committee which studied development needs of Liberal and the surrounding area. Other communitties were appointed to select the most pressing community needs and establish priorities for action.

This vocational-technical school in Seward County, Kansas, opened in 1968. It was spearheaded by the Liberal Unified Development Program.

Extension economists met quarterly with the steering committee to present development seminars and to counsel on development opportunities. For instance, they described the economic impact of increased irrigation and helped conduct a community facility and farm services survey which helped pinpoint other areas needing attention.

The list of priorities was finalized at a public meeting attended by more than 200 persons.

A comprehensive plan for city and area growth and adjustment was prepared by professional consultants under a contract with the city-county planning commission.

Armed with a new sense of community spirit and optimism, Liberal and Seward County leaders, organizations, and agencies went to work. Within a year, 13 of more than 30 top-priority projects were completed or at least started. These ranged from installing new street signs to establishing an area vocational-technical school.

"It's hard to pinpoint exactly what the program has meant to this area," says Charles Brisendine, Liberal banker who heads the Community Development Steering Committee. "There are so many intangibles in terms of personal and group development.

"But it's evident that a favorable business climate created by the program has made a big difference in people's attitude about the future. Many projects which had been in the talking stage for several years are now becoming reality."

The program is revised every 2 years. According to the present procedure:

—the assumptions committee discusses the changing socioeconomic situation and identifies problems that can be solved,

—the priorities committee takes the report from the assumptions committee

The chairman and the secretary of the Liberal Unified Development Program committee meet with the county Extension agent, right, to review plans for one phase of the development work.

and establishes a priority ranking,

—the steering committee holds public hearings for reactions to the proposed priorities,

the priorities are realined as a result of the hearing. The steering committee gives leadership to their implementation through task forces and existing organizations. This entails much work with various resources and sometimes special activities for funding and promotion.

Some of the achievements have been the result of community action; others have been individual actions that stemmed from the community projects. Not all resulted directly from the community development program, but all have been strongly related.

The major accomplishments include:

—a new vocational-technical school,

—a new junior college,

—reorganized city streets and rural roads,

—new street signs in Liberal.

—city fire department with full-time employees rather than volunteers,

—80 acres of new parks in Liberal.

—a new million-dollar feed mill,

—commercial cattle feedlots in the county with a 100,000 head per year capacity,

—new beef packing plant with 2,000 head per day capacity,

—improved agricultural conservation, production, and management practices,

—30,000 acres of newly-irrigated land,

—increase in county retail sales from $28 million in 1965 to $42 million in 1970.

And these accomplishments have meant more educational opportunities and motivation, more jobs, increased agribusiness, and more housing and other construction.

Also apparent are a greater spirit of cooperation, progress, and community pride, and more positive rural-urban relationships.

The development program was time-consuming but rewarding for local leaders. It took many hours of study and promotion by at least 25 people interested in the total community. The excellent leadership was reflected in the close cooperation between individuals, committees, organizations, and governing bodies.

The Chamber of Commerce manager and the county agent feel that community involvement—public and private—was an important ingredient of the success. More than 200 people worked on committees.

Several businessmen played key roles from the beginning. Youth and women's groups helped, and the county Extension executive board was closely involved. The overall Extension program, as well as the programs of other agencies and organizations, added to the total development efforts.

Planning and carrying out a comprehensive community development program, they all quickly learned, is a long-time proposition, not an overnight or 6-week matter.

From the county Extension standpoint, the opportunity to assist in initiating, developing, and carrying out a progressive program was a challenging, interesting, and rewarding experience. And these efforts have broadened the image of Extension throughout the county.

While Extension did provide much of the overall coordinating stimulation and educational leadership, most of the actual work was done by the agencies and organizations whose programs and competencies were relevant.

Liberal still serves as the hub of a thriving gas and oil industry in southwestern Kansas and the Oklahoma panhandle. But the community development program has made people aware that agriculture and agribusiness industries are the backbone of the area's economy.

And the people are not through. Committees continue to meet, the planning goes on, and more priority projects are being completed. As a result, the whole Liberal area continues to move ahead. □

Youth assistants bring 4-H to the city

by
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Assistant 4-H Youth Editor
Michigan State University

A unique wedding of Federal, State and local funds and a bold use of youth as summer 4-H project leaders has been paying big dividends for one Michigan 4-H youth program.

Faced with the special problem of involving suburban and urban youth in their 4-H program in Flint, Michigan, George Mansell and Mrs. Linda Nierman, 4-H youth agents for Genesse County, have developed a highly effective means of communicating the 4-H experience.

Flint (pop. 200,000), accounting for about half of the total population of Genesse County, has a large number of families who are both socially and economically disadvantaged.

Recognizing the need for an inner-city 4-H youth program in Flint, the Genesse Cooperative Extension Service secured a special appropriation from the County Board of Supervisors in 1967 with the expressed intent of proving that 4-H could reach this "supposedly difficult to reach" audience.

That spring, two part-time program assistants were employed to teach 4-H groups in foods and nutrition, personal appearance, woodworking, and gardening. The response they received was ample evidence of the need for such a program.

The following summer, one program assistant plus a college work-study student and four high school students funded by the Board of Supervisors reached over 350 inner-city youth on a regular basis. They worked in city recreation centers, schools, church facilities, and public housing complexes.

"That was a good beginning," said Mrs. Nierman, "and led us to the development of our present use of summer 4-H youth assistants. We've had to make some adjustments, but we know we're reaching youth in both the urban and suburban areas of Flint where previously there was no involvement in 4-H activities."

The key to the success of the Genesse 4-H Youth Program is the manner in which a handful of summer 4-H youth assistants have been used to expose urban and suburban youth to the 4-H experience.

Following their success in 1968, the Extension Service was allowed to use local high school students hired under a summer work program funded by the County Board.

At the same time, the Michigan State University Expanded Nutrition Program (ENP) funded the employment of five college students as summer nutrition aides to work with youth and families of limited income.

These students, and those funded by the county summer work program, were joined by still another college student funded under the college work-study program. Michigan State University and Eastern Michigan University both participate in this latter program now.

"For 1970, all of the summer assistants were selected after an interview," said Mrs. Nierman, "and although most of them had no previous experience in 4-H, we felt that all possessed the qualifications for their work."

Realizing that the needs of youth in the urban and suburban communities differ, George Mansell assumed the responsibility for the regular 4-H program and the suburban program, while Mrs. Nierman worked with the inner-city and nutrition programs.

Mansell explained that rural and suburban 4-H youth have a different set of needs and values. "Cooking, for instance, and gardening, crafts, and sewing are popular activities," he said, "and we are even able to work with the performing arts, weather science, archery, ecology, and bicycle safety."

"You can't teach bicycle safety to kids who don't have bicycles," countered Mrs. Nierman. "Hopefully, our activities and projects in the inner-city are simple, practical, and inexpensive. Such 4-H projects as foods, go-carts, gardening, woodworking, landscaping, personal appearance, and of course field trips, have been enthusiastically received. Our basic goal is to involve the inner-city youth in as many activities as possible."

This past summer, 19 youth were employed as summer 4-H youth assistants in Genesse County. Nine were paid through the college work-study program, eight through the county summer work program, and two with special Family Youth Assistance funds from MSU.

Although the ages ranged from 16 upward, and their wages differed depending on the program financing them, all assumed the same basic responsibilities.

"From the beginning, we've tried to provide a freedom within a framework for these assistants," said Mrs. Nierman. "We want them to be able to respond to the many unique situations in whatever capacity they feel works most effectively for them. We've had

girls directing landscaping efforts and boys teaching cooking classes—the important thing is the result achieved."

Following a full week of training sessions designed to familiarize the summer assistants with 4-H and their general responsibilities, the 1970 group was divided. Mansell supervised five assistants, Mrs. Nierman worked with 12, and two other assistants were involved with the production of a traveling puppet show which they used with many discussions on how to give 4-H demonstrations.

Weekly 2-hour training sessions for the assistants continued throughout the summer. In addition to his regular youth work, each assistant also spent one morning a week in the Extension office working on lesson plans and other paperwork.

"The assistants in the inner-city were matched with 'multi-problem' families previously selected by our nutrition aides," said Mrs. Nierman. "Ultimately their involvement took them beyond the home and family and into the inner-city community. But since many of the families had a dozen or more children, the family unit remained their chief point of contact."

The 4-H projects undertaken by the children could be applied immediately to their family situation. Clothing construction and mending, home repair and cleanup, gardening, and foods and nutrition provided the mainstay for organized projects.

"Projects had to be chosen very carefully," said Wayne Purdy, 4-H-Youth Program Assistant. "Our resources were limited, we were dealing with a wide age group, and the kids would often lose interest in a project that couldn't be finished relatively soon."

One of the most successful 4-H programs was a gardening project, above. Involvement was high, the kids felt they were "doing their thing," and there were plenty of good-tasting rewards. At left, a summer 4-H youth assistant uses individual attention to spark a youngster's involvement.

Working on a one-to-one basis with members of their "families" and on a group basis with various project areas, the 12 summer youth assistants reached approximately 700 youth during 1970.

Even more significant, however, was the fact that after only 2 years' development of the summer inner-city program, 15 teen leaders have emerged to lead clubs in their areas.

"As the 4-H concept develops further in these areas," said Purdy, "and as these teens grow into adults, the 4-H program will get a boost as the entire concept of volunteerism becomes a reality."

The results have been even more gratifying in the suburban areas of Genesse County. In addition to Mansell and the five paid summer assistants working with him, 15 adult and 20 teen leaders have emerged.

"The use of the 4-H summer assistant program leaders has been a unique experience for all concerned, "said Mrs. Nierman, "and we are confident that our program is reaching the urban and suburban youth on a variety of levels.

"We've participated in activities and skills with immediate carry-home values, we've improved nutrition habits and personal habits, we've shown these youth how others outside of their community live, we've developed their community pride, and we've expanded the 4-H name and experience.

"And I think that everyone connected with this program will agree," said Mrs. Nierman, "that we understand ourselves better when we have concern for others." □

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Caring for the Environment

Improving the quality of our environment probably enjoys greater public support than any other domestic issue. Even with this broad support, disagreement still abounds as to the degree of deterioration, who caused it, and who should correct it.

Some look only at the very broad aspects and cry out for sweeping legislation to clean up the mess. Some look only at specific issues and imply that such issues are the entire problem. Some pine for a return to a pristine environment while others treat it as a bad dream that will disappear when we wake up.

Without entering into the controversy of who is right and who is wrong, the concern is healthy. But concern is not enough. It must be converted to action. The sooner we get about it the better off we will all be.

Environmental quality was a concern of the U.S. Department of Agriculture long before it became a public concern. Notable examples of this concern were the U.S. Forest Service management program; soil conservation programs that helped clean up the Great Plains dust bowl; research on biological pest controls even before "chemical pesticides" became dirty words; and Extension educational programs that carried this technology to people who could use it.

Without this effort extending back 30, 40 years or much longer the environment could have been much worse than we can imagine. On the other hand, it could have been much more effective, but it lacked the broad public support that now prevails.

Traditionally we've attacked pollution problems when they were recognized as problems. Increased industrial activity, increased mobility of people, and increased affluence of the general public beginning with WWII have created problems whose total implications are still not measurable.

In spite of these emerging problems we refuse to subscribe to the notion that it's too late to restore the environment to an acceptable quality. Many problems already have been arrested through technology developed by research. Laws already on the books and other legislation still in the formative stages are aimed at broader issues.

This, too, is commendable. But if we subscribe to the philosophy that problems can be legislated away, then the environment will become infinitely worse before it improves. Without broad public support and action, legislation can't do much to clean up the environment. With broad public support and action, many obvious pollution problems can be solved without government intervention.

For example many citizen groups have found recycling stations an effective way of raising needed funds. Individual companies and businesses are getting into the recycling act. This is only one step and is yet limited when viewed in terms of the whole problem. But it is a step that is succeeding because of broad public concern. While we're moving in a limited way to correct damage already done, we can also accomplish much by pushing programs aimed at preventing environmental pollution.

It boils down to the fact that environmental quality is everybody's business—and until everybody makes it their business, we aren't likely to see much improvement. Helping the public understand that environmental quality is everybody's business seems to be a natural and logical role for Extension.

To re-emphasize, it's not too late to restore environmental quality to a healthful and acceptable state. But, we can't continue to postpone the starting date. Time is running out!—WJW