

REGIONAL SPECIALIZED 4-H AGENTS NEWSLETTER



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4-H Program Advocacy & Our Economic Impact

By: Bill Heltemes and Tracy Tesdall,
Northeast and South RSAs

Advocating: the act of supporting, promoting a cause; the act of pleading or arguing for a cause.

The first is a positive process while the second may be thought of as a negative process and thus discouraged. Supporting and promoting your cause (Extension and 4-H) is a planned and ongoing effort. It is not something done only when the need presents itself. As a 4-H agent it is only natural to promote your county 4-H program. But how do you develop and perform an ongoing consistent promotional effort?

Here are some progressive steps you may want to consider.

Step 1: Ask your Advisory Committee chair to call a special meeting to address your county's need for a proactive plan. You will need their support and active involvement. Prepare a list of strong programs you offer and numbers of youth you reach. Appoint a PR committee that includes both youth and adults and several Advisory Committee members. Keep your CED informed and updated at each step along the way.

Step 2: What is the most important thing you want to happen? This is your primary goal. Do you have a plan to reach your goal? Is your plan reactive or

proactive? Here's an example of a major goal. "Make the general public more aware of Extension and the impacts of local Extension 4-H programs."

Subsequent steps include: identifying the target audience for your effort; what do you want to communicate to the audience; what resources are available (written, people, media, social networks, etc.).

Develop a structure within which to carry out your plan. Without a good plan you will always be in a stage of reaction. Select the best tools for communications. Review your plan in detail with your CED and other county faculty to see where there can be shared input and output. Get final buy in from your Advisory Committee and then train your PR team. Training needs will be determined by your plan as will your choice of trainers.

For the full planning process go to <http://my.ifas.ufl.edu/sites/services/4-H/Agt/Shared%20Documents/Forms/AllItems.aspx>. This is located on the 4-H Agents Sharepoint website. If you are unable to access this you can also contact Bill Heltemes at whelteme@ufl.edu for a copy of the power point.

Impacts (cont'd on page 3)

COMMUNICATION ARTS FOR THE SUMMER

By: Georgene Bender,
South Central RSA

The project area of “Communication Arts” offers lots of options for summer programs. It’s all about marketing them to local summer day camps and programs. Our photography and filmmaking project is a great program to focus on for the summer.

Photography Level 1 is an excellent introduction. Each lesson is about 45 minutes. There are 15 lessons that could fill the summer. If you must reduce the time in the book, don’t include “Black ‘n White”, “Photos Tell a Story” – that can be next level. But do keep “Shadows” and “Hat Tricks & Magic” the youth loves those and get very creative. Using the photography judging rubric, certainly have your own local contest and display pictures in your library or on your website. No other youth group has curriculum in photography – this is a great summer program! Click – Click!!

There is also an Advance 4-H Project called “Catch the Spark!” about photography and

lightning through The University of Arizona Extension. It is easy to use with the youth.

Digital cameras are the best for teaching and the centers might have some or you can purchase for under \$100 a good camera. Need sponsors? Think about visiting your local photographers, locate where local photography clubs meet by doing an online search – there are photographers EVERYWHERE. Photographers love to share their passion with others. Explore and share your summer fun with our Communication Arts Committee in the fall!!! Share a success story with pictures, and you might WIN the NEW 4-H Guide to Digital Photography! Look for more information in our next newsletter.

The 4-H Filmmaking project is available online, so if you are teaching it or teaching a center staff to use it go to our Florida 4-H website <http://florida4h.org/projects/Filmmaking/Index.html>. We have written a filmmaking project aid that connects the National videos with the activities and resources per lesson. There

is also a financial statement for youth and a Do-Reflect-Apply sheet that can be used per lesson, which together will be a project. Movie cameras are more expensive, but look at the flip cameras many all under \$200 and very easy to use. Check Goodwill for cameras; put a ‘Wanted List’ in various church bulletins, newspaper ad, or your 4-H website to see who might donate cameras for the summer.

Filmmaking resources may not be in every county. The 4-H materials are good for a project and a caring adult or staff worker and easily learn how to teach the project. If you have a TV studio in your county or a high school media program, start there to get local resources that might help you with this project. Resources might be a studio use, speakers for your program or perhaps a contribution for cameras or recognition.

End the summer with a Film Festival of the videos the youth create, invite the community to an evening to share the youth’s work. Film the event! Don’t forget product placement in your videos – that would be the 4-H Emblem!

MARKET YOUR SUMMER PROGRAMS ON WEBSITES, SOCIAL MEDIA AND CABLE CHANNELS

By Georgene Bender,
South Central RSA

As you plan your summer programs together, don’t forget to market them with potential 4-H’ers as well. The summer is a great time to expose non-members to the incredible projects 4-H offer youth. If you have summer day camps, check your local TV station website. Many of them list the area day and residential camps.

Create an EVENT PAGE on Facebook for your summer programs. Hernando County 4-H Agent Nancy Moores successfully

uses Facebook to promote 4-H events and recognize volunteers and youth. Check out Nancy’s Facebook site.

Another place to promote your summer events, is your cable stations local television channel for “Community Programs” –Bright House, Cox Cable etc... they all have channels for event updates contact your

local cable channel and send them your information. Some cable stations also post video as well. Send us your success stories if you make a great contact!



Impacts (cont'd from page 1)

This power point includes the details discussed above, plus working with government officials, teaching listening criteria to your youth and adults who may be attending official meetings, using information from county government meetings to strengthen all county extension programs, reacting to challenges, and evaluating outcomes and impacts from your marketing program.

It also has a variety of slides with information that can be used for flyers, brochures, websites, etc. If you would like additional resources and help in developing your county plan contact Bill.

But what if your scenario is this...my CED just got back from the county budget meeting and I need talking points to put in the hands of my clientele THIS WEEK!

What is available to help keep 4-H alive in my county? Check out these resources found here: http://florida4h.org/news/FL_impact.shtml. Below are some of the easiest to “grab n’ print.”:

The Impact of 4-H in Florida A full color pdf file recounting research on life skill development.

4-H: An Investment in the Future A word document describing the value and benefits of the 4-H Youth Development Program and a 4-H Agent, including the statistics to back up the critical need of a 4-H Agent professional to operate a county 4-H program.

Quality Youth Development Programs - How 4-H Measures Up Describes the unique differences between 4-H programs in Florida versus other youth development programs; cites several national studies about how members of 4-H are more likely to show positive behavior.

Why is 4-H Essential to Florida A fill in the blank document with color layout, photos & formatting to compare your county enrollment data to the state’s data.



EVALUATION TOOLS FOR 4-H SCIENCE

By: Heather Kent, Northwest RSA

Many agents are already planning their summer and fall programs. One of the first steps in sound program design is determine what type of evaluation will be used to measure program outcomes and impacts. However, for most of us, that is one of the most daunting steps in the process! Fortunately, for faculty that are planning their programs around the 4-H Science Mission Mandate, there are several good tools that have been tested and validated and are available for your use.

The Program Evaluation Network (PEN) contains both intermediate and long term constructs for science skills. PEN is available for every Florida County to use. For information on how to access PEN and build an evaluation tool, visit the Florida 4-H website at: http://florida4h.org/staff/Evaluation/etools_PEN.shtml.

Assessment Tools for Informal Science (ATIS) is an online searchable database for assessment tools for informal science programs. This site is supported by the Noyce Foundation and part of the Harvard Program in Education, Afterschool, and Resiliency. Each tool is reviewed and rated by professional extension educators and evaluators. <http://www.pearweb.org/atis>.

CYFAR Approved Common Measures- CYFAR grantees are required to use their common measures for evaluating CYFAR grant funded programs, but these tools are available online for anyone to utilize and also includes tools for the other two mission mandate areas. https://cyfernetsearch.org/ilm_common_measures.

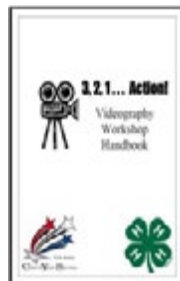
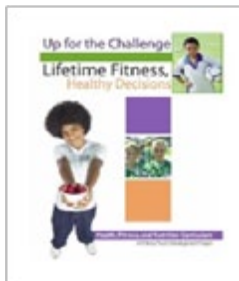
Youth Engagement, Attitudes, and Knowledge of 4-H Science (YEA-K)- a national cross sectional study to measure the current engagement, attitudes, and knowledge towards science. Both 4-H and non-4-H groups are part of the study, which was implemented in 2009. The tool is available for you to use. You can either use the entire tool, or pieces of it, just be sure not to separate out the constructs (for a list of constructs, contact Heather Kent at hkent@ufl.edu). For a copy of the tool, or a report of the 2009-10 data, visit: <http://sites.google.com/site/4hsetonline/evaluation-resources>.

Spending a little extra time now will reap multiple benefits later. Strong impact statements can empower volunteers to advocate positively for 4-H, improve your credibility with stakeholders, and give you a stronger packet for promotion and tenure purposes. Interested in learning more about evaluation? The National 4-H Council is hosting a webinar on "Assessing Your Program's Evaluability" March 14th, from 2-4PM Eastern. To register, visit this link: <http://nationalfourh-council.adobeconnect.com/e55117002/event/>

Summer Resources from Our 4-H/Military Partnership:

<http://www.4hmilitarypartnerships.org>

Some great materials that have been developed for the military youth 4-H programs are certainly good for ALL youth. I encourage you to visit this site and download the FREE manuals. If you are NEW to Day Camps, "Discover the Fun" is an excellent basic book to walk you through the process and types. "Up for the Challenge" is a super book of experiential activities that are broken down by age groups. They are engaging and informative...with emphasis on healthy lifestyles.



SURVIVING SUMMER PROGRAMS THE SAFE WAY

By: Judy Butterfield, Central RSA

It's time to start planning those day camps, field trips, end of the year club outings, the week-long residential camp and everything in between. As much as we hate to admit it everything we do comes with some amount of risk involved. Most of what is being covered in this article has been covered in the Risk Management workshops offered over the past couple of years in the districts as well as in the Chaperone Certification Training, but still needs to be mentioned as we head into summer programming.

First and foremost before embarking on any day camps, field trips, etc., please take the time to sit down with all parties involved and go over the Pre-Event Planning Guide and Matrix making sure you address any visible risk as well as some that may not be so visible. For example, if you or a volunteer is conducting a "Cooking Day Camp", walk through each day hour by hour to see what activities will take place. Are youth using knives? Are they using the stove? What about food allergies? Is the first-aid kit accessible? Will you have enough volunteers to help youth who have no experience using knives or using the stove? Don't be surprised a lot of youth have not had the experience of being in the kitchen before. What about opening cans with a can opener? Any risk here - of course! Make sure younger youth are supervised with the sharp lids. Cuts can happen when least expected. Just keep in mind something we take for granted such as slicing tomatoes may be a new experience for someone 8 years old.

What about taking field trips? Where are you going? What ages are the youth? How many adults will go to help chaperone and supervise? Have these adults been screened?

Did you take the time to hold a pre-trip meeting to cover the rules and expectations? Will you be around water? Again, before getting in cars or on the school bus, take the time to sit down and walk through the entire trip to make sure you know what is going to take place. Will everyone be taking their own lunch? Are there provisions to make sure the food stays safe? Again, something to think about.

Risk Management is not something to take lightly - our main goal is to make sure youth learn in a safe and nurturing environment, and this means looking at how events, camps, day trips, and yes even how fair activities are conducted when 4-H youth are involved.

This article is not intended to scare anyone off from having all the fun summer 4-H activities, it is meant to raise the level of awareness of what can happen if close attention is not paid to the event. Risk is everywhere - even walking outside your door in the morning and getting you're your car can be a risk - but we know that - hopefully we are all driving safely and aware of our surroundings. So enjoy the summer, enjoy all of the hustle and bustle that comes with planning and conducting all of the varied 4-H events. Stay safe and most of all have fun. More information on Risk Management can be found on the Florida 4-H Website or by contacting your respective RSA.

Upcoming RSA Quarterly Newsletter Topics

- May 15 Highlighting your Club Year with Awards and Recognition; Kicking Off your New 4-H Year
- August 15 Identifying your Stakeholders

Funding Opportunities

- **The American Academy of Dermatology (AAD) Shade Structure Program** gives grants for the purchase of permanent shade structures designed to provide shade and ultraviolet (UV) ray protection for outdoor areas. AAD also provides a permanent sign to be displayed near the shade structure that promotes the importance of sun safety.

Maximum Award: \$8,000.

Deadline: April 12, 2010.

www.aad.org/public/sun/grants.html

- **Captain Planet Foundation** distributes grants to support hands-on environmental projects with youth. Applications are reviewed in March, June, September and December. Generally, the range of grants awarded by the Foundation is \$250 - \$2,500.

<http://captainplanetfoundation.org/>

- **Fish Florida** is a non-profit organization that provides funding to organizations that teach children and adults about Florida's fish, aquatic habitats, and resource stewardship; including ethical fishing skills and ways to protect Florida's aquatic environments.

Applications are due May 1st.

<http://www.ffra.org/>

Reading Prize

To win the reading prize you need to be the first person to correctly answer the trivia question via email. This issue's question deals with **National 4-H**.

Prize: Green and White nylon rope, 20' long.

Question: Name the Director for Division of Youth and 4-H at the National Institute of Food and Agriculture (NIFA). Be the first person to email your RSA and win! (One winner per administrative district)

*Contact Your
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Agent Today!*

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