



2017 Annual Report  
Kewaunee County UW-Extension  
810 Lincoln St.  
Kewaunee, WI 54201  
920-388-7141

## Welcome to the University of Wisconsin-Extension Kewaunee County



### OUR MISSION:

*Our office is dedicated to providing a link to the research-based information of the University of Wisconsin through high quality programs which meet the educational needs of Kewaunee County residents.*





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### UNIVERSITY FACULTY:

Aerica Bjurstrom, Agricultural Agent, Co-Department Head

Jill Jorgensen, 4-H Youth Development Agent, Co-Department Head

Renee Koenig, Family Living Educator

Claire Thompson, Community Development Educator

### SUPPORT STAFF:

Louise Wolfe

Erin Dahle

### FoodWise: (Door, Kewaunee & Manitowoc)

Laura Apflebeck, Coordinator

Kaila Stencil, Nutrition Educator

Imelda Delchambre, Nutrition Educator

The Kewaunee County UW-Extension staff respectfully submits its 2017 Annual Report to the Chairman of the County Board, Robert Weidner, and the County Board of Supervisors, on August 15, 2018.

### UW-Extension Priorities

- ◆ Facilitating the development of positive youth and family oriented activities.
- ◆ Supporting efficient agriculture production practices so that farmers remain competitive in the continuously changing farm environment.
- ◆ Strengthening families through parenting, literacy, and nutrition education.
- ◆ Providing support for businesses and organizations to establish and improve.



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**Renee Koenig, M.S.**  
**Family Living Educator**  
Kewaunee County



*"The instructor IS the program, Renee is a likeable and helpful instructor full of good health information and what the class participants are looking for."*

*"Being a single parent after divorce is hard but this UW-Extension program helps me manage the changes in our lives."*

*"My grandkids lost their father unexpectedly. The Trauma Informed program will help us deal with their fears, hopes and dreams."*



**Kewaunee County Association for Home and Community Education, Inc. (HCE)** provides educational opportunities in the community including the **Wisconsin Bookworms™** literacy program for limited-income children. Members read to 40-50 children each month and give them free books. HCE also supports the Back to School Supplies program. Members of HCE have provided leadership in various community events, particularly **2017 Farm Technology Days**.

## Family Living Education

Families are Wisconsin's future. Families strengthen communities and contribute to the economy. They are consumers and taxpayers. Families care for children and elderly. Kewaunee County has more than 8,000 families and more than 4,400 children.

UW-Extension provides education promoting these family strengths and helps communities become positive environments for family life. Programs respond to community needs with research-based education and partnerships that support families and communities.

### Health & Well-Being Education

In 2017, more than 1,040 children and adults from ages 2 months to 86 years old were reached with education that promotes health and wellness. Programs include:

- Healthy Aging and Strength Training Classes
- Mental Health and Emotional Wellbeing Workshops
- Rural Safety Day
- Family Meals and Healthy Eating Programs
- Food Safety and Food Preservation Education
- Health Insurance and Healthcare Literacy
- Taking Care of You for Self-Care and Stress Management

### Family & Relationships Education

Parenting education strengthens family relationships and helps families raise caring and contributing members of society. Examples of programs include:

- Parents Forever classes for divorcing and separated parents teach strategies that keep children out of the middle of parental conflict and reduce the negative impacts on children. In 2017, 37 parents of 49 children attended the classes. The parents also received Digital Parenting educational following their classes to enhance their learning.
- Trauma Informed Caregiving classes are for adults who are caring for children who have experienced trauma, including professionals, teachers and parents. The classes are taught in partnership with Human Services.
- Family Financial Education includes farm financial planning.
- Parenting The First Years reached 218 families.
- The Home Alone program helps parents prepare their children to follow family guidelines and be safe during self-care. The curriculum is available as an online class and in 2017 it was translated to be available globally in Spanish.

### Community Collaboration & Partnerships

Partnerships with community organizations help to extend education and resources to families. Examples of collaborative efforts include:

- HOPE Preventing Child Abuse Committee
- Literacy Partners, Inc. programs for Latino families
- Violence Intervention Project, Inc.
- Live Well Algoma Coalition
- Aging and Disability Services and Caregiver Resources
- Public and Parochial School Partnerships





**Jill A. Jorgensen, M.A.**  
**4-H Youth**  
**Development Educator**  
 Kewaunee County

## 4-H Youth Development

**Wisconsin 4-H Mission:** UW-Extension 4-H Youth Development integrates research, education, and community based partnerships, enabling youth to learn and practice skills to be productive citizens.

**4-H COMMUNITY CLUB PROGRAM:** Thirteen countywide 4-H clubs provide year-round activities, such as community service projects, learning activities, project training, social activities, and fundraisers for 480 members. In addition, 113 registered adult volunteers support the 4-H program as general leaders, project leaders, or key leaders. Throughout the year, I provide education on club, committee, district, and state level with youth and adults on topics related to leadership development, building capacity with adult volunteers, inclusion and belonging, officer training, club re-organization, communication, planning and organizing, bring youth voice to the table, youth/adult partnerships, youth teaching to youth, and conflict resolution. Additionally, I serve on two 4-H Youth Development state wide work teams, volunteer development and youth in agriculture. These two teams have strong connections to the needs of the Kewaunee County 4-H program and utilize my professional strengths.



**Kewaunee/Door Legislative Days – Youth Delegation:** Eight youth, an adult chaperone, and I had the opportunity represent Kewaunee as the youth delegation during the 2017 Door/Kewaunee Legislative Day. Prior to the event, I provided two training sessions with information, tools, tips, and public speaking practice that would be pertinent to meeting with legislators. During Legislative Day groups of teens partnered with adult community members from county agencies, businesses, and the county board. Legislative Day provides an opportunity where youth can learn about issues directly affecting their county and use their voice to personally connect with legislators. This is an opportunity that the majority of these youth will not experience any other place. One participant noted that he/she learned “How powerful my voice is and how much influence we have in our government.” Many of the teens noted that they had built their communication skills, comfort with speaking, and now to work with people with multiple viewpoints.

*“I will speak up more... I pretty much grew up thinking, nobody cares what I have to say. Well, going to Legislative Days proved that wrong! I learned to be confident to what I have to say. Everyone's voice matters, everyone's opinion is different!”* Legislative Day Youth Delegate

**Youth Ag Adventure at Kewaunee County Hosted WI Farm Technology Days.** I worked with the chair and committee members to form the Youth Agriculture Adventure area at the show. The committee was dedicated to this being a hands-on area where youth could explore agriculture, learn, and have fun. In addition, during Farm Technology Days in Kewaunee County, we wanted to make sure that youth were engaged in the committee and working in partnership with adults. This is not typical but we felt strongly about older youth being involved in planning, implementation, and volunteering at the show.

**4-H Teens Association at Wisconsin Farm Technology Days:** At past Farm Tech Days, the teens and I noticed that 4-H needed to have a stronger presence in the youth area. Therefore, we worked to create a 4-H promotional area along with exploration stations. Kewaunee County 4-H Teen exploration stations focused on the STEM activities and an animal feed sensory station. As we discussed creating the area, we wanted it to be fun, hands-on, educational, and available to a large age range of kids. The teens not only did a great job working with their area but also provided support for the other areas in the larger Youth Agriculture Adventure Area. The 4-H teen association personifies the idea that youth development is community development. These young people have become outstanding community volunteers that believe in the power of volunteering and giving back to the communities that give so much to them. They are proud to be youth voices and working in partnership with adults in the community.

### The Value of Volunteer Time

**\$324,963.02 worth of services that Certified Kewaunee County 4-H Community Club Leaders donated to county youth.**

(The 2017 Independent Sector estimated national average value of volunteer service was \$24.69 an hour. The average adult 4-H volunteer spends approximately 7.9 hours a month working with the 4-H program).

**Volunteer Training and Development:** WI 4-H Youth Development requires ongoing development of both volunteers and youth development professionals. I provide several annual leader trainings for current 4-H volunteers and the new leader orientation training for new volunteers. Additionally, I have been working with a team of colleagues to create online learning modules on the Essential Elements of Youth Development Online Training for Volunteers. We wrote and scripted the lessons and visuals, created handouts, and recorded and edited the voice narration. The modules will be available to volunteers when for ongoing leader development

**STAR (Students Talking about Respect)** 2017 marks the 5th year for the STAR program that focuses on treating others with respect and educating girls about the concepts of relational aggression and leadership. This collaborative effort with local school districts, Kewaunee County Human Services, and the Violence Intervention Project to consists of a 5 week program with all 6<sup>th</sup> grade girls in a school district.

**Aerica Bjurstrom, M.E.**  
**Agriculture Agent**  
Kewaunee County



#### Farm Technology Days 2017

- 18 committees
- 250 people served on committees
- 1,900 Volunteers
- 400 acres used for field demonstrations and parking
- Nearly 27,000 attended
- 20 local non-profits paid over \$100,000 for food service time
- Scholarships, community projects, and grants made possible through show profits
- 21,410 volunteer hours during the three days of the show only,



## Agricultural Education

*Kewaunee County's economy is heavily dependent on agriculture, primarily the dairy industry. Kewaunee County's 48,000 cows produce over one billion pounds of milk annually. Agriculture generates over \$424 million in economic activity annually and provides jobs for 21% of the eligible workforce.*

*UW-Extension educational programs provide information to help maintain farm profitability with business and dairy herd management skills, employee management, and forage production. This positively impacts farm families, as well as the agriculture community as a whole.*

◆ **PRODUCER MEETINGS/RESEARCH DISSEMINATION:** I conducted/presented at a series of meetings on hoof health. Meetings focused on digital dermatitis in dairy herds in eastern Wisconsin. I presented to approximately 175 dairy producers at five locations and one webinar in 2017. In addition, I wrote two articles for Hoard's Dairyman and an article for the Wisconsin Agriculturist and gave numerous radio and TV interviews on digital dermatitis. I also presented at the Four-State Dairy Management Conference in Dubuque, IA. The project was a national finalist in the Search for Excellence in Livestock Production at the National Association of County Agriculture Agents National Meeting.

◆ **FARM TECHNOLOGY DAYS:** Farm Technology Days planning began in 2012 when I began the process to determine if Kewaunee County would be a viable host for the show. In 2014, Kewaunee County was awarded the bid to host the 2017 show. Between 2014 and 2017, my time was primarily spent supporting committees and serving as the liaison between Farm Technology Days, Inc. and the local committees. I also served as the liaison for the Education Committee. I spent approximately 4,500 hours planning/organizing the show, with close to half that time spent in the six months prior to the show.

- *We are humbled by the people we continue to meet that were involved with the show. We are truly inspired and thankful to see the passion that brought the community together. We are proud to say we live in Kewaunee County.*  
—Randy and Renee Ebert, host family
- *The four years of planning gave me a greater sense of community, and connected me to people I would never have been otherwise. It was an event that did so much more than showcasing one farm in the county. It was an event that showcased the rich and diverse community that is Kewaunee County. It showcased the pride that we all have for where we live. The 2017 WI Farm Technology Days will also be one of my greatest joys and I was truly honored to serve as the Executive Chair.*  
—Amber Hewett, Executive Committee Chair
- *It was an honor to develop the toy model that was sold at Farm Technology Days. I was able to work on a lifetime hobby of collector toys while promoting agriculture and the county I have lived in my entire life. I was thrilled to be a part of it all.*  
—Dale Swoboda, Commemorative Toy Committee Chair



## Master Gardeners



The Master Gardeners and Kewaunee County Garden Club are made up of horticulture enthusiasts in Kewaunee County. In particular, the Master Gardeners are an educational wing of UW-Extension and are trained volunteers that help communities better understand horticulture and their environment.

### Our Mission:

To encourage, support and promote horticulture to the residents of Kewaunee County through quality educational programs.



Master Gardeners and the Kewaunee County Garden Club planted hundreds of bins of flowers to decorate the Farm Technology Days grounds in 2017.

### Our Membership...

The Kewaunee County Garden Club is made up of 50 members from around Kewaunee County. Members come from all walks of life (and have varying horticultural interests). Currently, there are 16 certified Master Gardeners in Kewaunee County.

Visit the Kewaunee County Garden Club website at [www.kcgardenclub.org](http://www.kcgardenclub.org) to keep current on the latest happenings with the Master Gardeners and Garden Club. The site features updates on local club activities, provides educational information and features a discussion forum.

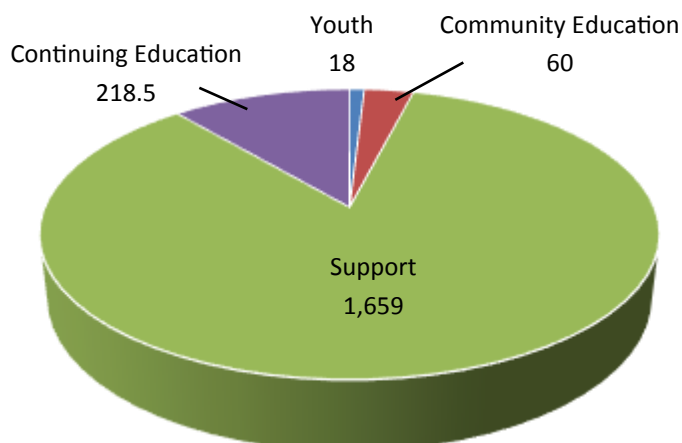
### Master Gardener Training

Master Gardeners receive 36 hours of horticulture training. In exchange for the training, they donate volunteer hours (equivalent to the number of training hours received) back to the community. Master Gardener volunteers donated 1,955.5 hours in 2017, an increase of 706.5 hours from 2016 hours of service to Kewaunee County. Volunteer hours are the equivalent of \$45,093, and increase of \$17,027 from 2016 based on estimates by the Independent Sector in Washington, D.C.

**SUPPORT SERVICES** are volunteer hours dedicated to service projects in Kewaunee County. Projects in 2017 included Farm Technology Days (landscaping and decoration), Dana Farm Landscaping, Annual Perennial Plant Sale, invasive species control at Blahnik Park, community garden planning and service, and beautification projects in Kewaunee, Luxemburg, Algoma and Casco. In addition, the Kewaunee County Master Gardeners and Garden Club offer \$1,500 in scholarships each year to youth and adults pursuing advanced education in horticulture. The group also monetarily supported the Kewaunee, Algoma, and Luxemburg Community Gardens.

**COMMUNITY EDUCATION** includes hours dedicated to teaching adults and community groups. Activities included presentations to various community organizations, workshops at the public library and local nursing homes, an educational display at Farm Technology Days, garden walks and educational programs during the year. In addition, Master Gardeners answered approximately 40 horticulture questions from the UW-Extension Office during the growing season.

### Master Gardener Volunteer Hours





**Claire Thompson, M.P.A.**  
**Community Development**  
**Educator**  
Kewaunee County

### **Live Algoma Improves Well-Being and receives RWJF Prize**

In 2017 Thompson provided organizational development, evaluation, research, facilitation, grant writing and educational assistance to support the Live Algoma Community Coalition on a variety of topics. The accumulation of work and resulting community impacts led the steering committee to apply for and receive the 2017 Robert Wood Johnson Foundation Culture of Health Prize. A national scale marketing effort promoted our winning the prize and dramatically increased the profile of the mission of the initiative, which is to improve the seven dimensions of well-being. Awareness of well-being concepts and Live Algoma is heightened, and changes in behavior will be measured in 2018.



## **Community Development Education**

*The mission of the Community Development Educator is to strengthen people's ability to identify and solve community problems through education, citizen participation, group process, and unbiased information ~ allowing residents to make informed decisions, resulting in stronger communities.*

### **Buy Local Initiative Benefits Local Businesses**

Thompson has provided research, education and planning support to the Kewaunee County Buy Local Initiative since it formed in 2008. In a 2017 program evaluation of the initiative, out of 140 local business owners who responded to a survey, over 80% indicated that the Buy Local Initiative has benefitted their business, including: people are more aware of the importance of buying local; people are more aware of local products and services; people are more aware of their business; and, they have increased sales and customers.

### **Pop-Up Shop Seminar Opens New Businesses**

In early 2017, Masonite, Inc. announced its closure and displaced over 150 workers living in Algoma, WI. Thompson conducted a survey of downtown businesses, which indicated a need for increased foot traffic. Thompson organized a Pop-Up Shop seminar. Out of 40 participants, 94% indicated an increase in knowledge that would allow them to pursue a pop-up shop opportunity for their business. introduces local Chambers of Commerce to a new tool for economic development. for landlord understanding about how to fill their vacant storefronts and improves entrepreneur access to low-cost properties to launch their business.

### **Entrepreneurship Program Helps Launch Businesses**

In 2017, I provided direct business planning and education to 11 entrepreneurs on various business planning topics. Each educational contact is individualized according to the needs of the entrepreneur. At the end of each one-hour session I conduct a brief in-person survey and ask if the individual know's their "next steps" in moving their business idea forward. 100% of respondents achieved that outcome. I also hosted a business planning workshop in collaboration with the SBDC in Green Bay. Out of seven participants, six confirmed that they learned something new that would help them forward their business plan.

### **2017 Legislative Days Success**

In 2017 Door Kewaunee Legislative Days attracted over 120 adult and student delegates to support an agreed upon agenda of topics to be presented to legislators in Madison. Thompson was responsible for co-facilitating the pre-event training session that helped prepare the delegates on the topics and process of the event. On a 5 point scale with 1 representing "poor" and 5 representing "excellent" the delegates gave an average score of 4.1 on the content and presentation of training topics.



Laura Apfelbeck, Coordinator,  
Kaila Stencil &  
Imelda Delchambre  
Nutrition Educators

*FoodWise is administered by UW Extension and the Wisconsin Department of Health Services. Funded by USDA through SNAP-ED, FoodWise provides direct education to low income audiences to build food security and reduce obesity.*

Current staff 1.0 FTE nutrition educator serving Manitowoc and Kewaunee Counties; .5FTE nutrition educator serving Door and Kewaunee; 1.0 FTE coordinator serving Door, Kewaunee, and Manitowoc.



**Left** = Students at Pathfinder Academy work on the Teen Cuisine lessons with FoodWise nutrition educator Kaila Stencil (standing). **Center**: Strong Bodies class at Grandview Terrace. **Right**: Senior Resource Fair at county fairgrounds.

## FoodWise Nutrition Education

Kewaunee County Health Improvement Plan identified **prevention of chronic disease** as a key issue. Chronic diseases include heart disease, stroke, cancer, diabetes, and asthma—diseases that can often be prevented through healthy diet, physical activity, eliminating tobacco use and substance abuse. Yet, we know poorer families have limited access to nutrient dense foods and other preventative health care options.

Our goal for FY18 was to maintain existing relationships and build new relationships with two community partners in Kewaunee County, identifying ways we can together support preventative measures among low income families. In the list below, partnerships with Fit Families and Pathfinders are both new. We have:

- Offered monthly nutrition education on site at four Kewaunee County food pantries in Spanish and English.
- Completed Safe and Healthy Food Pantry Project assessments with three pantry managers to establish which local managers are most interested in targeted changes to increase availability of healthy foods.
- Joined the Live Algoma coalition and created a four-lesson series focused on using slow cookers to cook pantry foods and create MyPlate meals. Piloted in FY18 at Kewaunee County Food Pantry, this series can be offered at other sites serving low income families.
- Created shelf tags and point-of-sale prompts to encourage pantry shoppers to increase servings of fruits and vegetables, rinse vegetables to reduce sodium, and highlight beans as a low fat protein source.
- Partnered with ADRC of the Lakeshore to teach monthly nutrition education at 2 senior meal sites in FY18 with plans to add 3 additional sites in FY19.
- Piloted Strong Bodies at Grandview Terrace, a fitness program for older adults.
- Met with Fit Families to cooperatively host nutrition education classes, promote farmers markets, and offer physical exercise opportunities to WIC households served by Fit Families in fall.
- Facilitated dialogue with Spanish-speaking low income residents through our Spanish bilingual educator, including a summer nutrition program offered at four county parks in cooperation with the Hispanic Resource Center. This summer, we are reaching about 25 Latino children and their families through this program.
- Met with instructors at Pathfinder Academy to offer a series of 6 nutrition education lessons at school.

