

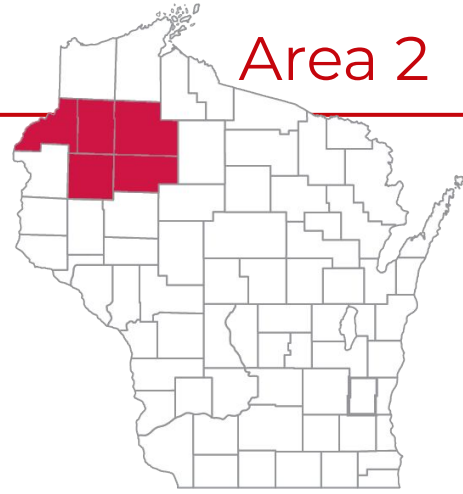


Extension

UNIVERSITY OF WISCONSIN-MADISON

BARRON COUNTY
BURNETT COUNTY
RUSK COUNTY
SAWYER COUNTY
WASHBURN COUNTY

Area 2



ANNUAL REPORT 2020



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UW-MADISON EXTENSION

CONNECTING COMMUNITIES *with* THE UNIVERSITY OF WISCONSIN

As a statewide engagement arm of UW–Madison, the Division of Extension embodies the Wisconsin Idea to extend university knowledge to every corner of the state. That mission started in 1912 with Extension’s first agent making farm visits and continues today along with community and business development, youth engagement, and well-being programming. Our statewide network of educators and specialists with the UW–Madison College of Agricultural & Life Sciences and on UW campuses across Wisconsin is responding every day to emerging and longstanding hurdles residents are overcoming to compete and prosper. We’ve identified key opportunities to leverage local resources and leading research to affect change and improve lives through:

Supporting Wisconsin’s Agriculture Industry »

We use applied research from UW–Madison’s College of Agricultural and Life Sciences in addition to other Campuses along with educational outreach to support an economically viable agricultural industry that produces safe food in an environmentally responsible manner.

Fostering Leadership and Civic Engagement »

We work with communities across the state to support individuals, groups, and organizations to enhance quality of life and improve overall well-being, leading to stronger communities today and for generations to come.

Creating Positive, Healthy Change »

We catalyze positive change in Wisconsin families through evidence-based programs focused on nutrition, food security, food safety, chronic disease prevention, mental health, and substance misuse.

Empowering Families and Communities »

We support families in caring for each other in ways that promote growth and understanding, enhance aging-friendly communities, coach effective parents, and help families put technology, mindfulness, and financial awareness to use.

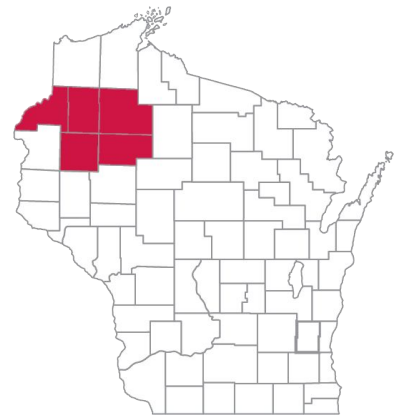
Enhancing Resilient Natural Resource Systems »

We help individuals and communities make informed decisions that support the state’s rich land, water, and mineral resources. We’re working to ensure that our resources remain at the heart of our communities, economies, and state identity.

Furthering Positive Youth Development »

We prepare the youth of today to become effective, empathetic leaders of tomorrow. From teens advising local government to Wisconsin 4-H clubs, we offer diverse educational opportunities that put youth on the path to success in Wisconsin and beyond..

2020 - Collaboration, Connections and Commitment



Greetings~

*This report highlights our major programs in Area 2. Our staff strive to address high priority local needs through our educational programming and valuable collaborations with community groups, volunteers, and partners. Strong partnerships are at the heart of our programs -- we achieve more together! Although this year was a little different, I think you'll see that **collaborations, connections and commitment** to our counties provided us some unique opportunities to serve communities differently, and even better in some cases! This report includes all of our Area 2 Counties to provide you with a better understanding of the unique opportunities that we have to work smarter and provide more impact. We are proud to share our work with you in this way this year.*

Through the UW-Madison Division of Extension, the people of the state and beyond can access university resources and engage in learning, wherever they live and work. Thanks to the support of Barron, Burnett, Rusk, Sawyer and Washburn County Boards of Supervisors and oversight committees, we provide educational resources and create community collaborations to build strong communities where individuals and families of all ages can thrive. We know our work would not be as efficient without the support staff your counties supply us with too. We are also very grateful for their commitment to our department and educators. As a reminder, Extension's funding includes a combination of county, state, federal, and research/programming funds. To support the educator's work, Extension also provides resources such as state specialists, professional development, human resources, onboarding support, as well as technical and programming support to assist our educators in meeting the educational needs of each county.

Your educators are committed to your counties while also working on statewide teams and workgroups. They not only serve in the county, but also collaborate with statewide colleagues within and across organizational structures to develop and adapt standardized and relevant programming. This involvement helps ensure that they are connected to relevant resources that can be utilized in our counties while helping to ensure the 'rural voice' is heard at a state level too. It's a unique position that they navigate well.

*On behalf of the Area 2 Extension staff, **THANK YOU** for your continued support of Extension during this COVID-19 impacted year. In Wisconsin, we take care of each other. We appreciate the opportunity to serve residents and local efforts to strengthen our people, our communities, and our economy. Thank you for the opportunity to do this with you.*

A handwritten signature in black ink that reads "Lori Baltrusis".

Lori Baltrusis, Area 2 Extension Director



Seed to Kitchen Collaborative (SKC)

Connecting plant breeders to Wisconsin farmers and chefs. This collaboration presents a unique opportunity to focus on vegetable variety characteristics important to local food systems, such as flavor and performance on smaller-scale diversified farms. By working directly with chefs and farmers to develop evaluation methods for flavor, we hope to improve our ability to select high quality vegetable varieties for farmers, gardeners and consumers.

Public outreach is another important component of the SKC. Recent years have seen 300+ people and farmers participate in various open houses and field days at the West Madison and Spooner Agriculture Research Stations. An important outcome of the SKC has been the produce harvested from the research trials. **In 2020 over 20,000 lbs of produce were donated to dozens of organizations in Madison and rural Northwestern Wisconsin.** These produce donations have been used as teachable moments to engage and educate community members about nutrition, local foods and research.

Northwest Grazers Network

This ‘grassroots’ (pun intended) organization, in partnership with Extension, Land & Water Conservation and NRCS, supports dozens of small livestock farmers in Area 2. Extension helps coordinate educational events, provide research-based information and assist with organizational development. Extension provided support for several regional or state-wide virtual workshops and conferences, as well as regular communications through email and phone calls to farmers seeking assistance.

Grazing Conference - March 2020

Pre-pandemic, Extension helped host, organize and provide speakers for the 2020 Grazing conference where 104 people attended on March 7th. Participants gained knowledge in: Maintaining Pasture Diversity, Building Soil Organic Matter, Locally Grown Meat, Building an Internet Website to Direct Marketing and Finishing Grass Fed Stockers.



Kevin

2020 Organically Grown Nutrient Dense Produce Donations to Area 2 partners:

5,449

pounds of food

Estimated value of

\$8,174.85

@ \$1.50/lb

Barron 869.5 lbs	Burnett 1149 lbs
Sawyer 1002.5 lbs	Washburn 2428.9 lbs



Master Gardener Volunteer Numbers

Master Gardener Volunteers assist Extension with horticulture outreach. As trained volunteers they provide researched-based information to help gardeners make informed decisions related to plant health, and how plants can benefit people, communities and the environment. MGV are required to participate in **continued education** and document their outreach efforts each year to remain certified. This education can be found through community outreach at local schools, the Fair, WITC, the library, organizing educational events, Farmer’s Market, gardens, and more. We are thankful for their commitment!

Continuing Education

Barron: 527 hours; reached an estimated 36,192 people *

Burnett: 125 hours; reached an estimated 305 people*

Sawyer: 296 hours; reached an estimated 625 people*

Washburn: 460 hours; reached an estimated 6,511 people*

Numbers as of end of 2019

2020 Offered New Opportunities

Due to the pandemic, there was an increase in people needing information on how to safely market products, and how to reach customers through online platforms. The number of inquiries commercial horticulture businesses remained the same however, there was an increase in questions about gardening from the general public. In lieu of face-to-face workshops, Kevin conducted or partnered with colleagues and MGVs on several horticulture workshops using Zoom. Many of these virtual educational presentations were very well attended and included participants from across the region and state.

Barron 31 Volunteers 1,455 hours	Burnett 11 Volunteers 263 hours
Sawyer 9 Volunteers 193 hours	Washburn 43 Volunteers 2,715 hours

Where you may have seen or heard Kevin this year:

WPR - Garden Talks in May and September

Drydenwire

Rice Lake Farm Show

YouTube Videos:

- Virtual Twilight Garden Tour
- Using Organic Mulches in the Garden
- Bumblee Trailer iMovie
- Tour of Pinwheel Garden
- Aerial Promo Display Garden
- Garlic at the Spooner Ag Station
- Vineyard Walk Through
- Establishing New Grape Transplants
- Four Arm Kniffen at Harvest
- Fan Style Training
- Badger Talk Live
- Direct Marketing of Meat
- VPS Grape Pruning Tutorial

(If you missed him, link here...)





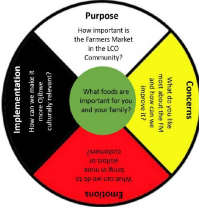
Community Development

<https://extension.wisc.edu/community-development/>

LCO FARMERS MARKET SURVEY 2019

University of Wisconsin Madison, Division of Extension
Survey created by Ariga Grigoryan and Annie Jones

- Extremely important
- Really important for tribal residents
- Good to have as a choice
- Really important for vendors
- Very important for people who purchase here
- An important outlet to buy fresh produce
- Would like to see



- Like location a lot
- Like fresh produce available
- Like all vendors
- Like variety of fresh veggies and fruits
- Always good produce
- Small vendors and growers
- Opportunity to sell for small vendors
- We see the FM open we stop
- Experience

Food Sovereignty Program



Ariga

Farmers Market Survey

- Bring more variety of stands
- Have more days for the FM
- Have electricity on site
- A lot of people don't remember it is on Friday
- Open earlier in season
- Have more days, not just Fridays
- More vendors, more variety

- Bring in more native foods
- Wild rice
- Cultural arts and crafts
- Handmade work
- Native vegetables
- Historical context
- Every culture enjoys vegetables
- Cranberries
- Native artwork
- Have LCO food recipes

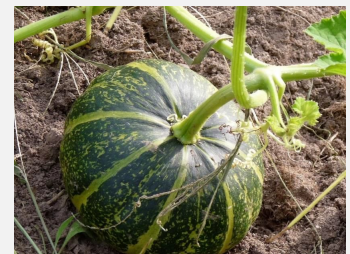
- Advertisement more
- More signage
- Send flyers in markets
- Signage signs
- People who buy know it is here
- Put more signs on buses, gas stations and store
- Advertise in papers, WGBB and the States

- Wild rice and wild rice flour
- Breads
- Fresh vegetables
- Home grown vegetables
- Seasonal vegetables
- Corn, potatoes, melons
- Fresh produce is cheaper in LCO FM compared to Hayward
- Eat lots of fruits and veggies, processed foods are unhealthy
- Squashes

- Facilitated conversations with the Hayward Farmers Market
- Planning of Local Food Summit for Spring of 2021
- Assisting in grant writing to support Food Sovereignty programs in LCO with an ultimate goal to create self sufficiency in the LCO Community and establish a commercial kitchen or a food processing facility
- Surveys developed to finalize the study on “Measuring the Economic Impact of Local Foods in Sawyer County and LCO” grant program funded in 2017

PROGRAM IMPACTS

- Stronger Farmers Markets in Sawyer County
- More residents interested in producing more food for personal and commercial use
- More residents establishing their own backyard gardens and more vendors showing at the Farmers Markets
- Conversations of expansion of existing Farmers Markets countywide
- Conversations on creation of more locally flavored food production (branding, labeling, food handling and other certification programs).



Grants Applied for with Lac Courte Oreilles Ojibwe College:

- Evaluating the Economic Feasibility of Companion Cropping in Industrial Hemp: received \$220,000 in summer 2020
- Cultivating Indigenous Ag Entrepreneurs; requested: \$500,000
- Socially Disadvantaged Farmers and Ranchers; requested \$250,000
- Farmers Market Promotion Program: requested \$500,000



Community Development



(Workshop Exercise)

Leadership and Organizational Development Program Goals

Working to build stronger organizations – stronger economies, a skilled workforce and create entrepreneurship and entrepreneurs.

- Roughly 45 people gained skills on Grant Writing in LCO and neighboring tribal communities
- LCO College will continue adopting developed programming to offer classes as continuing education
- Local organizations conducted strategic planning and identified their accomplishments, goals and their next steps
- Local organizations gained skills and knowledge through Leadership programs

LEADERSHIP AND ORGANIZATIONAL DEVELOPMENT PROGRAM

- Co-facilitated strategic planning with LCO Ojibwe College and continue providing strategic planning to all Local Organizations and Local Governments
- Continue developing customized Leadership Program in Sawyer County
- Developing grant writing classes which will include Basic Grant writing and Advanced Grant Writing
- In 2020 taught 3 classes with one credit through LCO Ojibwe College reaching various tribal communities including Bad River, Red Cliff, Mole Lake, Lac du Flambeau, Saint Croix.

Leadership Basics
1 credit micro-certificate

Lac Courte Oreilles Ojibwa Community College – Main Campus
Friday's: November 16th and 30th from 8:30-4:30

Cost is \$50/ per person or \$40 pp for 2+ from same organization

Topics include: Matrixx "Real Color" temperament, communicating across generations in the workplace, 7 grandfather teachings, negotiating conflict, and communication

For more information or to register contact:
Amber Marlow
715-634-4790 Ext 121 or email ext@lco.edu







Health & Well-Being

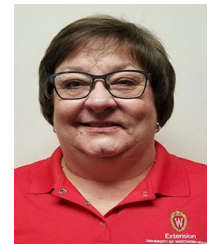
<https://extension.wisc.edu/health/>



FoodWise is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). We advance healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents with limited incomes through nutrition education at the individual, community and systems levels.



Bridget



Kathy



Julie



Kimberly



Andrea

Nutrition Education Goes Virtual!

With limited opportunities to offer programming in-person, our local FoodWise team started working to create video content to be used in conjunction with virtual nutrition education programming.

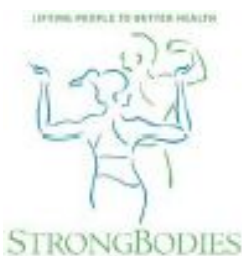
Video content was created at the UW-Madison Agricultural Research Station in Spooner. Content from these videos was included in the Master Gardener Virtual Twilight Tour, as well as part of the curriculum we delivered to schools and other community partners. Additional content was created in various other settings, including recordings done via Zoom.

Keeping Bodies Strong!

FoodWise offered its first live virtual StrongBodies series to local residents to catalyze positive change in people of all ages to live stronger, healthier lives by providing knowledge, inspiration, access to programs, and ongoing support. Strength training has been shown to:

- Reduce the risk of chronic diseases
- Improve bone density
- Reduce falls
- Reduce arthritis symptoms
- Improve mood

- Our first virtual StrongBodies class had over **40** participants registered!
- Participants were also able to learn about nutrition education topics that they indicated were of interest to them, including bone health, nutrition, and protein.
- UW-Madison colleagues from across the state joined us virtually to present additional various topics of interest.
- Participants enjoyed the opportunity to be physically active, as well as connect with each other when the opportunities for in-person connections were limited.





Health & Well-Being

Increase Access to Fresh Fruits & Vegetables

Personal gardening to obtain more produce or increasing one's access to fresh vegetables/fruits at a food pantry are positive moves toward better food security for those in poverty. Therefore, projects that involve community gardens and food pantries, create positive changes for communities and their citizens who are experiencing poverty.

FoodWise is working in Rusk and Barron Counties to bring about change in people's access to fresh vegetables/fruits that are grown at the community garden. The *Rusk County Community Garden* is in its 2nd year and donates produce to the Connections Food Pantry, as well as providing for the families who garden their own plots.

The *Barron County Community Garden* will start planting their 6th year of crops in Spring of 2021.



“I have learned so much about growing my own food! I have increased my physical activity and am eating so many more fresh vegetables and fruit that I grew myself!”

–Rusk County Gardener

The *Rusk County Community Garden* was developed in 2020 and had its growing pains, as all things new. The Ladysmith Connections & More Food Pantry supplied the land for the garden alongside its building. County residents plowed and donated time to create the garden that has ten, 10'x20' plots. Seven of the plots were rented out to gardeners (14% income eligible) and 3 community plots donated produce to the county's food pantry. The garden received a donation from American Family Insurance in support of its development, which provided a 6' fence to keep out the deer friends that wanted to visit. In the first year, 140 lbs. of produce was donated; success for a new 'garden' on the block!

HWB Programs

*FoodWise
Education*

Strong Bodies

*Learning to
Breathe*

*Mindfulness
Enhanced
Strengthening
Families*

*Mental Health
First Aid*

*Taking Care of
You*





Health & Well-Being

Other Programming offered in 2020



**MENTAL
HEALTH
FIRST AID®**

Mental Health First Aid is a research and evidence-based program that can help individuals understand mental illness, support timely intervention, and save lives. **Danette is the only instructor in Wisconsin trained to**

deliver all 3 programs. A SAMHSA ROTA grant written by the Behavioral Health program area provided the funding for the adult training. The National Council approved an online training process and Danette spent a majority of the summer working on completing training modules to be able to teach the programs virtually.

Teen – taught directly to teens in grades 10-12; **Adult** – for all adults; **Youth** – for adults who interact with adolescents.



A research-based program that provides adults with practical strategies to deal with the stress in their lives.

- This has been a part of core Jail Education programming rotation.
- Beginning to implement the Zoom based version of the updated Highlights program that was recently developed.
- Offering to Washburn and Barron County staff as a lunch and learn
- Learn more [here!](#)

Behavioral Health Program Area:
<https://extension.wisc.edu/health/behavioralhealth/>

Extension COVID-19 Resource Page:
<https://fyi.extension.wisc.edu/covid19/>

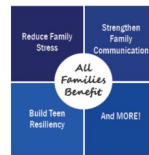
UW-Madison Center for Healthy Minds:
<https://centerhealthyminds.org/>

Washburn County Community Alliance:
<https://sites.google.com/view/washburncountycommunityprevent/washco-prevention?authuser=0>



Learning to Breathe

A research-based mindfulness curriculum for adolescents to cultivate emotion regulation, attention, and performance. Training by the author of the curriculum was funded through the Division of Extension as a part of our state team formed to address adolescent mental health and well-being.



Mindfulness Enhanced Strengthening Families program (MSFP) 10-14

An evidence-based family prevention intervention- shown to lower the rates of tobacco, alcohol, and marijuana use among adolescents – the research shows that for every \$1 invested there is a \$9.60 cost savings. The class is a 7 week series with separate modules for youth, parents/ caregivers, and the family together.

Learn more about MSFP [here!](#)



A New Way of Offering Parent Education!

Local schools, child care providers and parents of young children have identified parent education as a need in counties within Area 2. Because of our rural location transportation, child care, and cost can be barriers for parents to commit to a parenting class, or series of offerings.

In an effort to offer reliable, safe and affordable parent education a virtual statewide opportunity was developed. **Barron, Burnett and Washburn** counties worked together to provide three online, six-week long *Raising a Thinking Child* courses. As a result of the joint marketing and the online option, classes were filled and not canceled. Evaluation of this work noted that **100% of participants would recommend the class to a friend, 63% said they would not have taken the class had it not been offered online while another 31% said “maybe” they would have attended in person and 88% said that there were no aspects of the online course that made it hard to learn the content or stay engaged.**

After completion of Raising a Thinking Child course participants identified:

- Improved communication
- Better understanding of feelings
- More positive interactions with children
- Reduced parent stress
- Fewer conflicts with children
- Increased positive interactions between children and adults.

This cross-county statewide online approach improves access to programming, and provides a rich learning environment with co-facilitators, who share their individual teaching styles and perspectives.

COVID-19 Response- waived course fee, virtual learning environment, shipped class materials to participants.

Area 2 Educators receive **Excellence in Teamwork Awards and Innovation in Programming Award** from Wisconsin and National Extension Association of Family and Consumer Sciences

“Unique Parent Education through partnering across county lines and utilizing technology”





Supporting Parents & Building Strong Families



Parents Forever is an evidence-based parenting program for parents going through divorce or co-parenting and in need of skills to be successful.

COVID-19 Response- program transitioned to a virtual platform which allowed collaboration across Barron and Washburn Counties. Danette and Missy were able to offer the program virtually during the months of April, May, June, July, September and November. The virtual platform increased access and thus increased attendance.



Danette



Missy

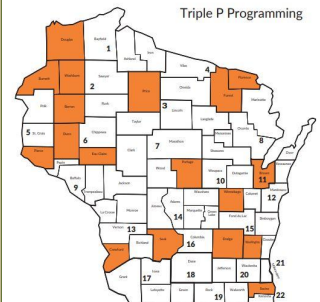
Incarcerated Education- A program offered for incarcerated audiences in Washburn and Barron County jails where participants learn skills in parenting, financial, and healthy relationships to reduce recidivism and increase skills for inmates when they return to their community and families.

COVID-19 Response- Adaptations to virtual platform were made. Unfortunately due to the rise in infection rates, classes were not resumed in 2020 but virtual programming will begin in early 2021.

Relatives as Parents (RAP) program is provided in collaboration with Lakeland Family Resource Center. RAP program is offered monthly and is designed to support adults raising relative children. In 2020, these meetings were converted to a virtual meeting platform which has allowed us to connect adults raising relative children all across the county.

Bringing Positive Parenting Program (Triple P) to Area 2

UW-Madison, Division of Extension partnered with 18 counties in Wisconsin to secure a Baldwin grant to support training and implementation of this program. **Barron, Burnett, and Washburn** county educators solicited local letters of support, and were trained and received Accreditation to teach Seminars, and Discussion Groups. The primary anticipated outcome of this project is enhanced family well-being. **Research suggests that communities save \$7 to \$10 on special education, mental health treatment, healthcare, and child protection services for every \$1 spent on Triple P.**





Human Development & Relationships

Financial Education Programming

Financial Coaching is offered to all Barron, Sawyer and Washburn County residents FREE of charge!

One-on-One Financial Coaching- improved household financial security benefits communities through greater economic stability and local economic development. Participants set and accomplish financial goals. Financial Coaching builds more knowledgeable investors, savers, informed consumers, responsible citizens, and ultimately helps to decrease poverty in Area 2.

Extension works specifically with Washburn county Veterans office, Barron County Drug Court and Benjamin House homeless shelter, along with referrals from Lakeland Family Resource Center, Washburn Christian Outreach, Workforce Development, Aging and Disability Resource Center, and Health and Human services.

COVID-19 Response- virtual coaching, mailing of financial coaching materials



StoryWalk – Learning about money while enjoying the outdoors!

Money as You Grow StoryWalks and Book Reads – a fun and interactive way for adults and children to read a story and engage through the guiding questions on the story boards.

Each story and questions focused on social emotional learning concepts as well as early financial literacy skills. Stories were also recorded and shared on Facebook.

(More information can be found [here](#))

And you can connect with us on Facebook [here](#))



HDR Programs

Parents Forever
(Co-Parenting Education)

Raising a Thinking Child

Relatives As Parents

Story Walks
(Financial Literacy for kids)

FREE Financial Coaching

Money As You Grow
(book reads)

Positive Action

Within My Reach

Incarcerated Education

Triple P
(Positive Parenting Program)



Natural Resources

<https://extension.wisc.edu/natural-resources/>



The Northwest region of Wisconsin is rich in lakes, which support the communities' health, tourism, and property values. To keep lakes healthy, pollution and nutrients need to be kept out of the water. What people do on the land impacts how much pollution and nutrients get in the water.

Waterfront property owners are key stakeholders in preventing pollution from entering the water on lakes and rivers. Extension works to educate waterfront owners through supporting the **Northwest Wisconsin Lakes Conference** and partnering with Washburn County Lakes and Rivers Association (WCLRA). The Northwest Wisconsin Lakes Conference is an event for waterfront owners to learn about a variety of water issues and ways they can take action. In 2020 Extension provided critical support to allow this conference to convert to a virtual platform. Without this support the event would have been cancelled. The 2020 conference was successful with 145 attendees.

We are partnering with Wisconsin County Lakes and Rivers Association (WCLRA) to encourage waterfront owners to adopt practices that protect water quality.



Madeline

In 2020 we worked on developing a strategic plan and steps needed for building a successful program. The current plan is to focus on educating waterfront buyers, new waterfront owners, and current owners. We will partner with realty offices to give educational materials to people looking at buying waterfront property, including information on zoning regulations and how to choose a property to fit a buyer's needs and expectations. Also, we will be mailing educational materials to new waterfront owners to get them started on practices. In addition, our partnership will pilot a new statewide tool to score shoreland properties for best practices. Once a waterfront owner has results, they will be contacted by WCLRA volunteers to talk through goals, problems, and solutions for their property. The waterfront owners will also be connected to local experts to assist them in getting projects done on their property.





Farmer-Led Watershed Council Makes Water Quality a Priority

Farmers are a key group that can influence water quality through practices on the land. Extension supports the local Shell Lake-Yellow River Farmer-led Watershed Council in its efforts to educate and promote farming practices that protect water quality. Madeline Roberts and Kevin Schoessow support this group through facilitating work planning, assist in developing research with partners, and planning learning events. Learning events focus on hands-on experiences such as field days and research trials. Due to the pandemic, learning events were changed from field days to creating educational videos. Extension developed outreach tools including conservation signs and business cards to raise awareness of the council's work and farm conservation practices. There are many local partners that support this effort: Washburn County and Burnett County Land & Water Conservation Department, Northwest Wisconsin Graziers Network, USDA NRCS, and WI DNR.





Positive Youth Development

<https://extension.wisc.edu/youth/>

In **Burnett County**, More youth attended virtually than in person for planning summer recreation opportunities! Virtual meetings for 4-H Junior Leaders were offered where youth gathered and discussed 4-H activities and moved their planning process for summer recreation activities forward in order to move club business forward during the pandemic.

Virtual Performance Arts Festival Youth recorded and submitted a speaking, instrumental, or vocal performance to be judged to provide feedback in order to continue to engage youth during the COVID-19 pandemic. We had 50 entries and 15 youth participants in this virtual showcase! Although everyone would prefer to be in person, youth were happy with feedback that they were given. They had the opportunity to gain confidence and showcase their skills in various performance areas.

4-H Music Contest - Youth demonstrated growth and confidence in musical abilities and/or club cohesion. Participants receive constructive feedback on musical ability. 29 entries were submitted including solo instrumentals and vocals as well as group performances. Contestants are encouraged to continue their growth in music-related projects after receiving constructive feedback from judges. Some community members enjoy supporting this youth event while listening to local music!

Sawyer County Well Connected Communities

Through policy, systems, and environmental change youth have the opportunity to build capacity to take action in their community. Through youth-adult voice Sawyer County Youth Fellowship (SCWCC) is taking action to address health inequities in Sawyer County.



Sara



Anna

NEW ONLINE VOLUNTEER TRAINING

This was established to help address the barriers our volunteers face when fulfilling mandatory training requirements. Volunteers learned about Extension, Expanding Access/ Equity/ Opportunity, Risk Management, Policies/Procedures and Youth Development. This training helps volunteers learn about guiding youth leadership and youth adult partnerships.



Sky



Beth



Breanne

4-H's Long-reaching Effects

Compared to other youth, 4-Hers are:

4x more likely to contribute to their communities

2x more likely to be civically active

2x more likely to make healthier lifestyle choices





Positive Youth Development

#wi4hmovement



I pledge my head to clearer thinking, my heart to greater loyalty, my hands to larger service, and my health to better living, for my club, my community, my country and my world.

In Wisconsin 4-H we value:

Being Yourself Find and share your authentic sparks and interests;	Belonging Together Recognize, understand, respect, and appreciate each other;
Building Connections Grow positive relationships with peers and adults;	Discovering Skills Develop skills through hands-on learning to help you succeed and thrive;
Exploring New Opportunities Open the door to new experiences, projects and places;	Giving Back to Your Community Make meaningful contributions through community service and leadership.

BELONGING MASTERY INDEPENDENCE GENEROSITY

To Make The Best Better.



The WI 4-H Movement has been shared directly with more than 750 youth, families and volunteers throughout Wisconsin and was presented at the Wisconsin Fall Forum; 68 enrolled in a more in-depth workshop.

After learning about it, youth and adult participants shared feedback:

·95% of participants understand/know the values of the 4-H program through the 4-H Movement and will use what they learned with their club

·94% feel more comfortable teaching or telling others about the Wisconsin 4-H Movement because of what they learned in the Public Service Announcement (PSA) group

The Wisconsin 4-H Movement

The 4-H Movement helps define how Wisconsin 4-Hers can live out the values of Wisconsin 4-H! The Wisconsin 4-H Program launched the **NEW** Wisconsin 4-H Movement in 2020! While the 4-H movement has a statewide audience, educators, youth, and volunteers from **Barron and Rusk** counties played a significant role in getting it off the ground! Familiar faces appear in multiple promotional materials. More information can be found [here!](#)

Communications Award - Promotional Package (Team) from Wisconsin Association of Extension 4-H Youth Development Professionals

Barron and Rusk Educators served on the State Program Quality Committee to develop the Wisconsin 4-H Movement. They helped form the values, developed the wording and shared materials, created the design, piloted it, and presented it through the state.

“4-H has provided me with the opportunity to lead club meetings and join youth leadership organizations within our community, all while building amazing relationship with my friends, club leaders, club members, and their families” Brittney, Rusk County 4-H Member

“4-H let’s me be me”
Mylee W., Barron County 4-H



Positive Youth Development

PROJECT SHOWCASE


Exploring Top Project Areas in 4-H - 290 Participants!

Area 2 4-H Educators wanted to provide an opportunity for current 4-H families of all ages to learn something new about 4-H, while providing potential members an opportunity to learn about 4-H. During this week, the top 5 project areas in the local area were featured. This included hands-on and virtual events/activities in [photography](#), [a livestock presentation](#), [a woodworking/arts project](#), [a STEAM \(science, technology, engineering, arts, math\) activity](#), and [a Leadership opportunity](#). There was also a community service challenge and the statewide 4-H celebration.

New Way of Offering Summer Camps

As you can imagine, camps across the State looked different this year! Educators and youth camp counselors brainstormed how to offer opportunities with mitigating as much risk as possible. That led to experiences that included both synchronous online activities as well as asynchronous activities and crafts for youth to do at home independently or with family. Youth and families received supplies in the mail and were also able to access materials online too.

We're hopeful that Summer Camp will be different in 2021, but we were reminded that connections and education can happen in lots of unique ways! Even around a virtual campfire!

Barron Club mbrs: 495 Adults: 167 Hours: 11,793	Burnett Club mbrs: 105 Adults: 34 Hours: 1,201	Rusk Club mbrs: 167 Adults: 54 Hours: 5,168
Sawyer Club mbrs: 77 Adults: 24 Hours: 862	Washburn Club mbrs: 125 Adults: 50 Hours: 667	4-H PLEDGE I pledge my HEAD to clearer thinking, my HEART to greater loyalty, my HANDS to larger service, and my HEALTH to better living, for my club, my community, my country, and my world. 



Area 2 4-H Volunteers

969

Youth Club Members

329

Dedicated Adult Volunteers

19,691

Hours of service in the
Community

\$492,275

Estimated value of 4-H volunteers to Area 2

Disclaimer: This data is from 2019. We wanted to capture 'traditional trends' as we experienced reduced numbers due to COVID-19



Positive Youth Development

Due to the 2020 Viral Pandemic, our educators shifted their work to offer virtual connections for youth and families



Virtual Learning Community

The Virtual Learning Community (VLC) began during summer 2020 and filled the immediate needs of local families searching for education and connection. **GOAL: support county and state educators by providing a platform to share virtual resources and best practices, as well as access to curriculum content across Extension.** A “Summer of Virtual Learning” calendar was created, including submissions from youth, current 4-H volunteers, and Educators. Topics ranged from racial equity and social justice to nutrition, post secondary pathways skills and environmental education. This effort engaged a captive audience of youth and adult volunteers and became key content for NIFA reporting and various presentations throughout the state.

Sara Waldron, Barron County 4-H Coordinator, served on this team as a founding member with direct efforts related to expanded learning communities and promotion. Over 6,500 young people participated, including many youth from Area 2, in 74 virtual offerings focused on a variety of project areas during the summer. The work of the Virtual Learning Community continued through the Fall and Winter and will continue to expand opportunities for diverse participation throughout the state. These opportunities are open to all Wisconsin youth. The Virtual Learning Community received the State Teamwork Award through The Wisconsin Association of Extension 4-H Youth Development Professionals. More information about the Virtual Learning Community can be found [here](#).



27 attend a New Online Town Hall style forum for 4-H leaders/volunteers to build their capacity to support youth in their 4-H activities while sheltering in place. Having the capacity to support young people is important in youth development. Because of this, the 4-H team in Area 2 found a need for 4-H volunteers, leaders, and families to have the knowledge, education, and tools necessary to support their 4-H youth and families specific to the changes occurring in 2020. We answered specific questions posed by attendees, shared resources related to 4-H that can be used at all times (including during COVID-19) and educated about the tools available to have meetings virtually. 100% of forum participants found the information helpful in some capacity and felt it would be used to support their youth. All agreed that meetings like this will be beneficial in the future.



Positive Youth Development

Educators work with youth to help them find their voice

Youth in Governance Program in Rusk County

While Washburn County has had this program for a few years now, in 2020 Breanne started a new program in Rusk County, providing an opportunity for youth and adults to work together to make decisions and take-action to strengthen Rusk County. As youth become stakeholders and change agents in communities and organizations, they bring perspectives, knowledge and relationships that lead to better decisions and more productive action. Our civil society is strengthened when youth become informed and thoughtful citizens. Two youth in 10th grade were able to sit on the County Board and attend meetings and serve on a few committee.

“I can honestly say that the experience is one that will impact me for the rest of my life. Having the opportunity to see and discuss first-hand the real issues that affect our county on a fundamental level is truly eye-opening. However, this program not only educates you on these issues, it encourages you to ask questions and speak up on issues that you feel affect the youth of Rusk County.” Sarah Rands

“My experience has been a very interesting and rewarding one. It has been very interesting to learn about how the county works, what decisions are easy ones and which are hard. Not to mention to see the amount of things I myself can change, simply by speaking up. All the board members are ready and willing to hear from youth, and want our opinions on major and minor topics.” Abbey Knoll



The Heart of the North (HON) legislative group is comprised of individuals from Barron, Rusk, Sawyer and Washburn Counties. 2020 was the 8th year of HON bringing issues important to our region to the attention of elected officials and State Agencies in Madison. The group typically meets with State legislators and department personnel to explain and advocate for issues that are specific to our counties in Northwest Wisconsin.

Read about how Northern Wisconsin Youth lit up the Capitol [here!](#)

Widening Opportunity Gaps for Youth-

Be sure to check out these materials that Anna and others worked on this year that highlight the impacts of COVID-19 on Youth:

[Explore More Here](#)

(materials won the WAE4-HYDP Educational Package Award!)

“Sharpest student group that has been down here for HON yet.” - **Romaine Quinn**, Feb 2020 at HON Day (to the youth)



Positive Youth Development

How will I change the world?

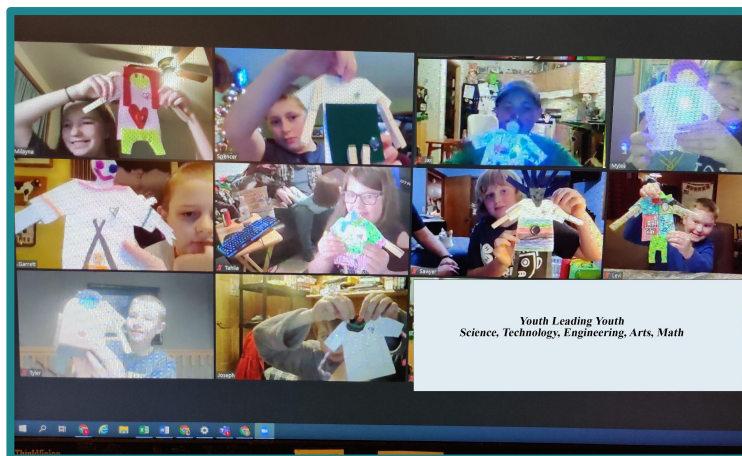
Barron County: Youth Leadership through Science, Technology, Engineering, Arts and Math (STEAM)

The goal of the Barron County 4-H STEAM Leadership Team is to use design thinking to solve big problems. Design thinking is a process for creative problem solving, emphasizing the steps to the design process (*ask, imagine, plan, create, improve*). Youth utilized the design process along with experiential learning, to guide thinking and learning about STEAM related topics, answer big questions, and of course, change the world!

When COVID-19 shut down local schools in March 2020, there was an opportunity to put this design thinking to the test. To help fill a local need, The Barron County 4-H STEAM Leadership Program was started as a way for youth in grades 5 and 6 to come together to present problems, discuss solutions, and to learn from peers, mentors, and volunteers. The team used what they learned to teach others about STEAM related topics. In 2020, the team focused on developing and practicing the skills they would need to teach others. Through their work, they provided educational opportunities to more than 100 participants throughout the summer months through their programs which included: STEAM Challenges, The STEAM Junk Box Boat, 4-H Week chain reactions challenge, and other small group opportunities. Their work will continue in 2021 as they open up the opportunities to all youth in Area 2. These efforts, along with research by Sara Waldron, Barron County 4-H educator, were recognized by the Wisconsin Association of Extension 4-H Youth Development Professionals as the Jim Kahler Excellence in Science, Technology, Engineering and Mathematics Award recipient.

Survey results show that 95% of respondents believe that problem solving is a key part of learning in 4-H; 95% also report that experiential learning is key to learning in 4-H. When asked specifically whether or not they used all or part of the design process to solve problems or learn in their 4-H projects, survey participants responded as follows:

- When solving problems or learning, I use all or part of the Engineering Design Process (check all that apply) Ask-define the problem (80%), Imagine-possible solutions (80%), Plan-how can I create it (95%), Create-make it-(100%), Improve-(85%). The following is a list of impact statements from our indirect youth audiences about what they have enjoyed through the projects led by the leadership team youth.
- “Being with others that have the same interest, making new friends”
- “Trying new things and seeing how things work”
- “I get to build and learn new things”



4-H Leaders Associations
Aging and Disability Resource Centers
All American Selections
Barron County Workforce Resource Center
Benjamin House
Chamber of Commerce
Community Coalitions
Community Connections to Prosperity
Coalition
County Fairs
County Jails
County Land and Water Conservation
Departments
Credit Unions
Drug Court
Embrace
Family Resource Centers
Farmers
Flambeau Arts Association
Food Shelves
Future Farmers of America
Green Power Farms
Health and Human Services
Heart Island Enrichment Center
Hunt Hill Audubon Sanctuary
Ice Age Trail Alliance

Indianhead Community Action Agency
Lac Courte Oreilles Tribe and College
Lakes and Rivers Associations
Local Business: Bashaw Valley Farm and
Greenhouse, Crystal Creek
Local Radio and newspapers
Marshfield Clinic
Master Gardener Volunteers Association
Northwest Graziers
Northwest WI Graziers Network
Powerhouse Youth Center
Public Libraries
School Districts and Afterschool programs
Senior Centers
Spooner Agriculture Research Station
St Croix Chippewa Indians of WI - Tribal Clinic
St. Croix National Scenic Riverway and St. Croix
River Association
St Croix Tribal and Mina Copeland Head Start
St Croix Tribe Hertel Education and Outreach
St Vincent dePaul
State: DNR, DATCP, State Patrol
USDA: FSA, NRCS, PHIS
USDA-NRCS
UW Eau Claire - Barron County
WITC

Above is a list of our partners for 2020. You'll see that through partnerships we serve our communities best. We appreciate the opportunity to work with them to achieve greater impact. We can't do it without them! We work hard to not duplicate services in counties, but work together to achieve more. Taking care of our counties... together.

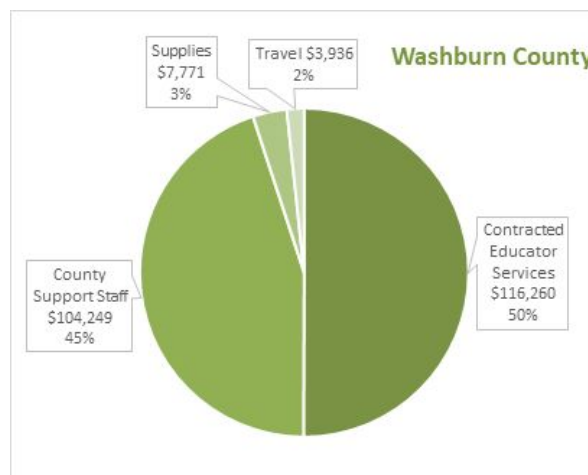
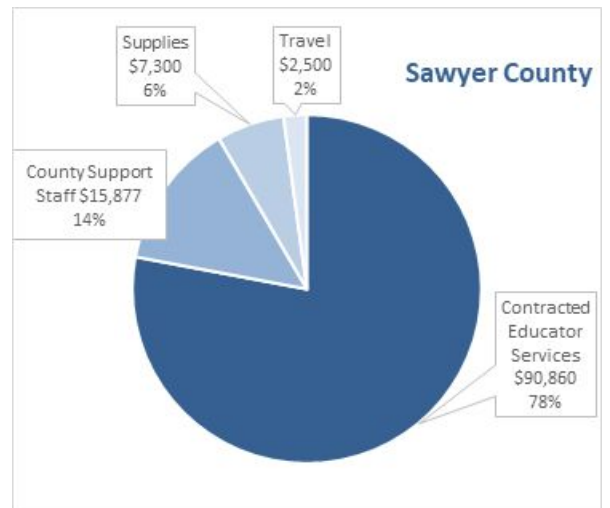
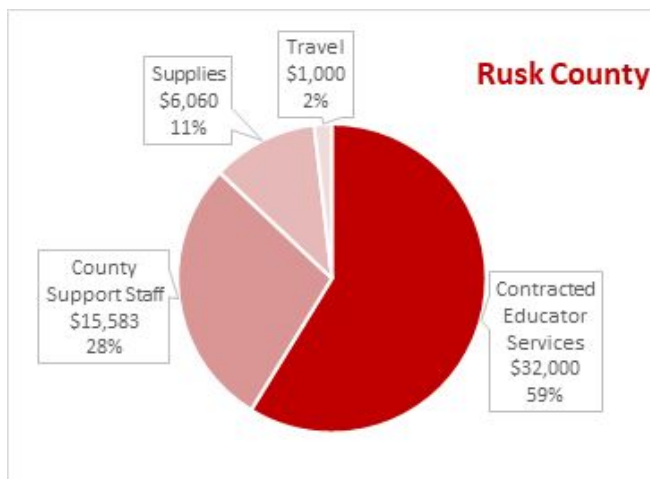
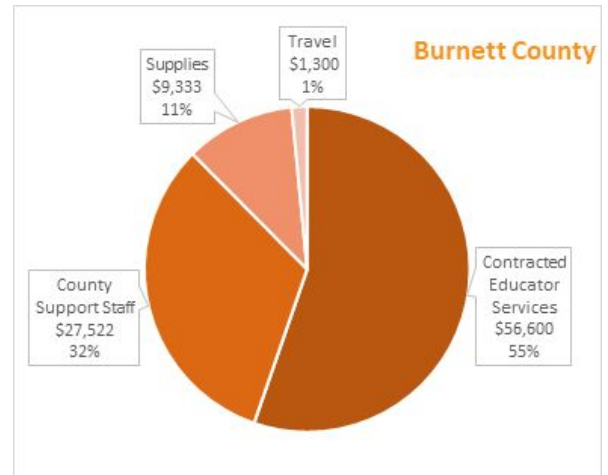
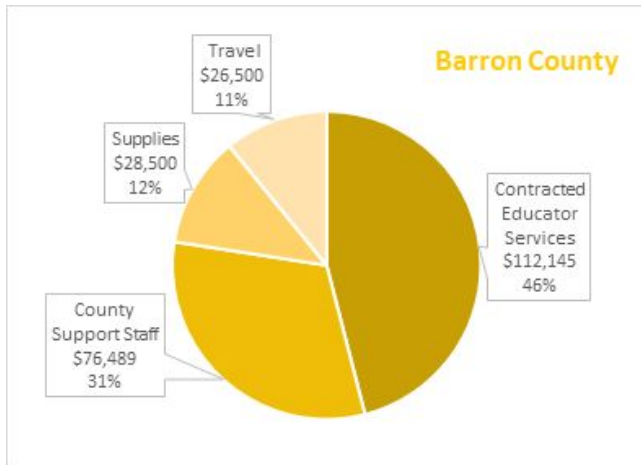
**Thank you to our
2020 Partners in Programming**

What's Coming in 2021?

We look forward to continuing to serve our counties in 2021 and beyond. A few of our upcoming plans include: creating more educational videos as an additional way of delivering education. The **Health and Well Being Institute** will be implementing food resource management courses for Head Start parents and Workforce Resource. Cooking classes, meal planning, and nutrition with WIC and Homeless/Emergency Shelters will be a priority too! The **Positive Youth Development** Area 2 Team looks forward to Project Discovery, a 6-month spinoff of Project Showcase which will include Animal Science, Food and nutrition science, paper art, environmental leadership, STEAM, and Cloverbuds. The **Human Development and Relationships** team will be teaching the Triple P (Positive Parenting Program) seminars to provide parents of children ages 0-12 with a toolbox of strategies to raise confident and healthy children, build strong family relationships, manage misbehavior, and prevent problems from happening in the first place. The **Community Development Institute** will focus on developing a Leadership Program, teaching an advanced grant writing class and hosting a Local Foods Summit.

To learn more regarding Extension's impact in response to Covid-19, click [here](#).

County Budget Expenditures

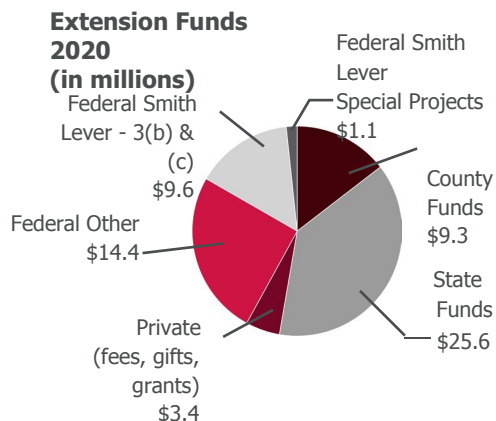


FUNDING TO UW–MADISON

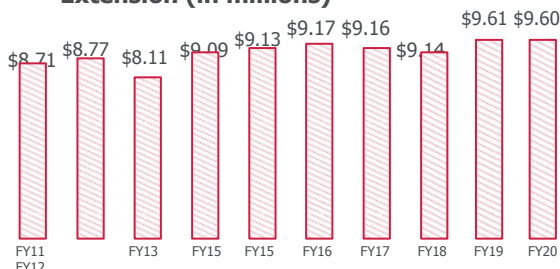
Division of Extension



The University of Wisconsin–Madison Division of Extension provides Wisconsin citizens with access to university research and knowledge through educational programs on the farm, in schools, and throughout urban and rural communities.



Smith Lever Allocation of Regular Funds to Extension (in millions)



The Smith-Lever Act of 1914 established the Cooperative Extension Service. It provides federal funds for Cooperative Extension activities through USDA. The act requires that states provide 100% match from non-federal resources. Wisconsin provides a greater match: a \$3.64 state, county, and tribal funding leverage per \$1 of Smith-Lever funding.

Wisconsin's Smith-Lever funds help Extension support youth, families, people, jobs, and communities throughout our state by:

- **Informing sustainable food production systems that enhance animal and crop health while increasing productivity.** The demand for goods and services will only increase in the future as the population grows, and it is our mission to find new ways to increase production while minimizing environmental impacts.
- **Improving food security through research-based education and assistance that increases access to healthy foods** for vulnerable populations and those in need, promoting healthy diets, and responding to growing consumer demands for sustainably produced local foods and strengthening local markets and systems. Research also focuses on ways to understand and reduce food-borne illnesses while developing and disseminating new technologies to improve food safety.
- **Conducting research and outreach on climate change impacts and natural resources conservation** to support communities, agriculture, local economies, and human health. Projects seek to advance sustainable forest management, minimize pesticide use, improve water quality and quantity on working lands, and improve soil health.
- **Promoting community development through informing and teaching decision-makers, community members, and farmers and their families** on ways to promote success in farming and other economic sectors, community organizing, and improving overall quality of life.
- **Preparing the youth of today to become the effective, empathetic adults of tomorrow.** Our research-based youth enrichment programs build youth and adult capacity and partnerships that help both sides grow. 4-H clubs, camps, and afterschool programs give young people the hands-on experiences they need to develop an understanding of themselves and the world.
- **Providing the tools Wisconsinites need to thrive as well-rounded, capable individuals and families.** We support families in caring for each other in ways that promote growth and understanding. Our programs promote aging-friendly communities, coach effective parents, and help families put technology, mindfulness, and financial awareness to use.

UW–MADISON EXTENSION BY THE NUMBERS

Extension is funded through Smith-Lever dollars, which are matched with state and county/ tribal funds.

Each FY 2020 dollar received under the Smith-Lever 3(b)-(c) appropriation was leveraged by:

\$2.67 in state funding
+ **\$0.97** in county/tribal funding

\$3.64 state and county leverage

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