



# Urban Extension: Building the Agenda — Moving to Action

**The Biennial Urban Extension Conference**

**May 2 – 4, 1995**

**Preconference for County, Regional, and State Directors**

**May 1 – 2, 1995**

**Embassy Suites Hotel • St. Louis, Missouri**

## CONFERENCE PROPOSALS



**UNIVERSITY OUTREACH**

**University Extension**

UNIVERSITY OF MISSOURI SYSTEM  
LINCOLN UNIVERSITY

University Extension, East Central  
and West Central Regions

University of Missouri–St. Louis,  
Continuing Education & Outreach



### A Note to Submitters of Proposals

The conference Call for Papers provided a specified format and asked that all proposals be submitted on a single page. Despite this request, proposals were submitted in a variety of formats and lengths.

In an attempt to put all proposals appearing in this booklet into the desired format, some editing was required. All attempts were made to preserve the integrity and accuracy of the proposals in this process. Recognizing the possibility that changes may have changed this presentation of individual proposals, the conference organizers accept responsibility for these changes and trust that they have not changed the substance of the proposals.

**CONFERENCE  
PRESENTATIONS**

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Training Hispanic Tree Care Technicians in Urban Metropolitan Areas

**AUTHOR'S NAME:** Patrick Weicherding, Extension Specialist  
University of Illinois Department of Forestry

**ADDRESS:** N509 Turner Hall  
1102 South Goodwin Avenue  
Urbana, IL 61801

**PHONE:** 217-333-2777

**FAX:** 217-244-3219

**E-MAIL:** pweicher@ux1.cso.uiuc.edu

**OBJECTIVES:** To define the nature and extent of the problem of training tree care technicians in urban metropolitan areas

To share the results of a research study conducted to identify the nature and extent of the problem in the Chicagoland metropolitan area

To help conference participants to develop the skills necessary to conduct successful tree care training programs in their own urban areas

**DESCRIPTION:** Hispanics constitute the majority of the total population of tree care workers in many large metropolitan areas. They handle hundreds of thousands of dollars worth of landscape plant materials each year, yet they are virtually untrained. Trees and shrubs receive less than optimal care and treatment, possibly leading to early mortality and unnecessary economic loss to landscape firms, nurseries and homeowners. Hispanic participation in tree care education and certification programs is low, with a high rate of failure for those that do attempt it.

This session will report the results of a research study conducted to qualify the Hispanic presence in the Green Industry in the Chicagoland area. Obstacles such as alienation, economics, literacy, low self-esteem and negative past educational experiences will be addressed. Practical recommendations for developing effective training programs will be presented.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Issues and Opportunities in the Greening of the Tourist Industry

**AUTHOR'S NAME:** Karen Miller  
University of Florida

**ADDRESS:** Florida Energy Extension Service  
Gainesville, FL 32611-0940

**PHONE:** 904-392-5684

**FAX:** 904-392-9033

**E-MAIL:** WHS@GNV.IFAS.UFL.EDU

**OBJECTIVES:** To share highlights of a successful Extension Program that works directly with tourism businesses to help them reduce costs and thereby improve their profitability by investing in low-cost conservation technologies and practices that have environmental benefits

To share insights as to management's motivations as well as barriers to adoption of green technologies and practices

**DESCRIPTION:** Tourism is an economic activity which is present in almost every urban setting in the US. Though many consider tourism only from the perspective of a pleasure activity, travel and tourism is a composite industry that provides employment opportunities, income to a variety of businesses (98% of them small), tax revenues, and satisfaction to millions of consumers. However, the enormous demands tourism and hospitality businesses place on local resources overshadows much of the benefit.

Since 1980, the Florida Energy Extension Service (FEES), in cooperation with the Florida Hotel and Motel Association, the Florida Restaurant Association, and the Florida Attractions Association, has conducted energy education programs for owners, operators and employees of tourism businesses, emphasizing the adoption of energy efficient technologies and practices. The intent of this private-public partnership is to increase the economic and social benefits of tourism while reducing its costs.

Accomplishments in reducing operating costs through low-cost conservation technologies and practices, in exhibiting environmentally-responsible behaviors to an environmentally-conscious consumer, and in incorporating "green" practices into TQM programs will be discussed. Sources of "failure to adopt" will also be explored, focusing on two frameworks useful in guiding research - identifying apparent market failures explaining the non-optimizing behaviors and shedding light on why the non-optimizing behavior is indeed optimizing despite the evidence.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Integration of Environmental Issues into Seattle  
4-H Education Programs

AUTHOR'S NAME: John C. Little and Sheilah M. Johnson  
Washington State University

ADDRESS: 506 Second Avenue - Suite 612  
Seattle, WA 98104

PHONE: 206-296-3900

FAX: 206-296-0952

E-MAIL:

OBJECTIVES: To demonstrate how the traditional 4-H program has  
been expanded to successfully integrate the urban,  
suburban and rural aspects in Seattle-King County

To teach youth how environmental issues impact the  
total community

To demonstrate the necessity of linking diversity  
into the 4-H program

DESCRIPTION: Environmental issues impact our communities and  
youth should understand the long-term issues and  
how to plan for them. By providing information  
and education during the formative years about the  
proper use of water, Seattle 4-H is preparing a  
generation of environmentally-informed  
individuals.

The Water Quality Challenge Program is a water  
quality education program which creates a water  
quality stewardship ethic among inner-city high  
school biology students. The project teams high  
school teachers, Cooperative Extension staff,  
temporary employees and other agencies in the  
Cedar River and Green River watersheds to educate  
youth in water quality principles using a 4-H  
Water Quality Challenge Curriculum, providing them  
with in-class speakers, activities and facilitated  
field investigations. A total of 900 youth from  
three high schools participate in the program each  
year. Plans are underway to involve other  
schools in the City of Seattle.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Innovative Funding for Metropolitan Extension Programs

**AUTHOR'S NAME:** Kermit W. Graf  
Cornell University

**ADDRESS:** 246 Griffing Avenue  
Riverhead, Long Island, New York 11901-3086

**PHONE:** 516-727-7850

**FAX:** 516-727-7130

**E-MAIL:** kgraf@cce.cornell.edu

**OBJECTIVES:** To learn about new and creative ways to broaden the resource base for metropolitan programs

To enable participants to determine which resources are most appropriate for each program

To shift funding paradigms to be more in line with current reinventing government principles

**DESCRIPTION:** This session will help participants understand and respond to the shifting funding available for metropolitan programs. Participants will explore the process of determining when to pursue alternative resources and where to find them.

The session will clarify the issues around grants, contracts, fees for programs, in-kind contributions, private fund development and cooperative arrangements, sources that have, in the past year, contributed over \$2 million to the Suffolk Association budget of \$6 million, the largest county Extension office in the country.



# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Take Care: Surviving Layoff - Dealing with the Human Issues Associated with Unemployment

**AUTHOR'S NAME:** Roz Sherman-Voellinger, Labor Education Specialist  
Patrice Dollar, Consumer Education Specialist  
Hildegard Etzkorn, Human Development Specialist  
Cynthia Fauser, Nutrition Specialist  
University of Missouri

**ADDRESS:** University Extension  
121 South Meramec - Suite 501  
St. Louis, MO 63105

**PHONE:** 314-889-2911

**FAX:** 314-854-6769

**E-MAIL:** vollinr@ext.missouri.edu  
dollarp@ext.missouri.edu  
etzkorne@ext.missouri.edu  
fauserc@ext.missouri.edu

**OBJECTIVES:** To present a successful urban program designed to fill a gap in services available to dislocated workers in the St. Louis area, provide an opportunity for expanded awareness of University Extension in St. Louis, and allow for greater cooperation between University Extension and community service agencies

To share program ideas and resources developed for a unique approach to meeting the needs of the unemployed

To highlight a successful collaborative effort among University Extension, the University of Missouri-St. Louis, local labor groups, the United Way, local hospitals, the business community and the AFL-CIO Worker Reentry Program

**DESCRIPTION:** Major plant closings and a general recession in 1990 caused significant unemployment in the St. Louis area. Peer counselors reported impaired ability to help their fellow workers plan for the future. Emotional difficulties, turbulence in family relationships and financial concerns were interfering with positive action. Agencies such as Worker Reentry programs also recognized a need for their clients to cope with the emotional

upheaval of job loss, but were unable to meet the need due to limited funding and incompatible mission statements.

In response, St. Louis County Extension staff designed a free, two-day seminar dealing with the human side of job loss. Topics included: the effect of job loss on the worker and the family, techniques to manage stress, financial considerations, goal-setting and community resources. More than 600 unemployed workers and family members attended programs throughout the St. Louis area. A long-term follow-up study is currently being conducted.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Dads Make a Difference

**AUTHOR'S NAME:** Rose Allen and Vant Washington

**ADDRESS:** Minnesota Extension Service-Ramsey County  
2020 White Bear Avenue  
St. Paul, MN 55109

**PHONE:** 612-777-8156

**FAX:** 612-777-0959

**E-MAIL:** rallen@mes.umn.edu

**OBJECTIVES:** To help prevent too-early parenting

To increase the involvement of fathers in the lives of their children

To promote the legal establishment of paternity

**DESCRIPTION:** "Dads Make a Difference" is a collaborative project of the Children's Defense Fund-Minnesota, the Family Tree Clinic-St. Paul, the Minnesota Extension Service-Ramsey County, and the Ramsey County Attorney's Office-Child Support and Collectors.

This project was developed in response to the increased number of children who are born to unmarried parents and never have legal fathers established. It is also a response to the nearly \$500 million in child support payments currently owed Minnesota children.

Through a process involving advisors from the community and youth, the project developed a four lesson curriculum designed to be taught by high school students to middle school students, an 18-minute video featuring teens, eight supplemental activities, and an intense training session for teen teachers and adult advisors.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Survival Skills for Men, Women and Youth

**AUTHOR'S NAME:** Marilyn Clayton, Human Environmental Sciences  
Frank James, 4-H Youth Specialist  
Faye Johnson-Kendrick, 4-H Youth Specialist  
University of Missouri

**ADDRESS:** University Extension  
1601 East 18th Street - Suite 200  
Kansas City, MO 64108

**PHONE:** 816-472-0227

**FAX:** 816-474-5805

**E-MAIL:** MU-ETCS-PO1-Clayton, Marilyn Jackson County UE

**OBJECTIVES:** To develop skills to identify their personal and economic needs

To learn communication and interactive skills to create a more stable family environment

To identify and access community resources that could assist in achieving employment, education and family management goals

**DESCRIPTION:** Survival Skills is an empowerment curriculum building self-esteem and leading to self-sufficiency in families that consist of workshops of small groups of 8 to 15 participants.

University Extension entered into a partnership with a coalition of community people to help plan, promote and implement workshops in neighborhoods. The workshops help participants develop skills, behaviors and energy to assist them in achieving their personal and economic goals through three curricula of ten, three-hour workshops in each.

The curricula create a foundation for further education from various Extension specialists. Specific audiences are teenage mothers and fathers, WIC parents and food stamp recipients.

The program was implemented almost two years ago with several small grants in Jackson County and now serves eight counties as a joint effort with EFNEP under a Food Stamp Grant.

Upon completion of the project, participants plan a celebration (graduation), sometimes with caps and gowns, inviting family members, friends, agency staff (e.g., case workers) and other community leaders.



# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Child Care Concerns

**AUTHOR'S NAME:** Lenette N. Foster, Joan Marsh and Orra Sue Naglich  
University of Georgia

**ADDRESS:** Cobb County Extension Service  
1738 County Farm Road - Suite 200  
Marietta, GA 30060-4012

**PHONE:** 404-528-4090

**FAX:** 404-528-4086

**E-MAIL:** UGE1067@UGA.CC.UGA.EDU

**OBJECTIVES:** To demonstrate networking with other agencies and consultants to deliver research-based information to child care providers

To demonstrate a variety of ways to deliver educational programs - workshops, classes, fairs, correspondence courses, video, radio and newsletters

To establish the University of Georgia Extension Service as a leader in the delivery of meaningful information regarding the care of Georgia's children

**DESCRIPTION:** Agents from three metro Atlanta counties began work on the needs of home-based child care providers and expanded their work to child care center workers. Using resources of the CES state specialists and other agencies, they developed a range of materials and techniques appropriate to the urban setting. Newsletters, educational packets, mini-training, satellite downlinks, correspondence courses and fairs are discussed.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Urban Farming: An Opportunity for Extension

**AUTHOR'S NAME:** I. C. Patel

**ADDRESS:** 162 Washington Street  
Newark, NJ 07102

Hernando County Cooperative Extension Service  
19490 Oliver Street  
Brooksville, FL 34601

**PHONE:** 201-648-5958//904-754-4433

**FAX:** 201-648-1430//904-754-4489

**E-MAIL:** patel@aesop.rutgers.edu//WMO@GNV.IFAS.UFL.edu

**OBJECTIVES:** To promote urban farming through the establishment of community food gardens on city waste land

To maximize the potential for food security, better nutrition, income generation, employment, and more sustainable cities

**DESCRIPTION:** Encouraging urban farming reflects a new vision of the city as a part of the natural resources base and a producer of agricultural goods rather than a consumer.

Recent research into urban farming, highlighted in this case study of Newark Urban Gardening (NUG), shows that it brings major benefits to the urban environment. Apart from improving local food supplies, urban agriculture puts marginal lands to wise use and absorbs wastes in the form of compost and organic manure. In 1994, NUG transformed 30 acres of city waste land into 1900 food gardens involving about 6,500 city residents growing vegetables and other food crops worth over \$915,000. About 4,000 tons of city leaves were recycled and used as compost manure for urban farming. The participants donated about 5,000 pounds of fresh vegetables and other food to the homeless. The program played an outstanding role in producing fresh and nutritious food close to the home at a reduced cost to the participants. Gardens became places for social interaction. About 44% of participants believed fresh vegetables consumed improved their diet; 26%

derived personal satisfaction; 31% developed new friendships; 29% helped others; 15% shared their produce; and 13% indicated gardening activity improved the neighborhood. The program reached diverse audiences representing over 35 ethnic groups. Gardening served as a way to break down some of the barriers that existed between neighbors and 34% saved money. The participants saved over \$3 million in 5 years by growing food in formerly garbage filled public land.

Extension is sometimes criticized for its cost and insufficient impact. Our results justify both the cost and the impact of the program. Extension has led the way in helping the farming community to produce food for the nation. The same kind of leadership can make city waste land produce low-cost, fresh, and nutritious food for urban neighborhood residents. Urban farming can play an important role in feeding the urban population. We are proud to be at the forefront of this farming movement.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** An Action Plan for Improving Nutrition and Health through "Pyramid Power"

**AUTHOR'S NAME:** Alice Henneman, Extension Educator  
LaDeane R. Jha, Extension Educator

**ADDRESS:** University of Nebraska Cooperative Extension,  
Lancaster County  
444 Cherrycreek Road  
Lincoln, NE 68528

**PHONE:** 402-441-7180

**FAX:** 402-441-7148

**E-MAIL:**

**OBJECTIVES:** To empower participants to take actions leading to healthy eating habits

**DESCRIPTION:** "Moving to action" is precisely what "Pyramid Power: The Food Guide Game" does. Interactive, fun, non-threatening, and responsive to player experiences describe the key elements of "Pyramid Power." Participants are empowered to achieve the national Extension goal of "improving nutrition, diet, and health." Experiential learning theory provides the basis for facilitating active learning.

The game card resembles a "bingo" card with letters P-O-W-E-R at the top, but the rules are quite different. Players mark a square only when they answer "yes" to a practice related to the Food Guide Pyramid.

Adaptation to a wide variety of audiences and to a broad spectrum of program settings is a strong point of the game. It has been played successfully with EFNEP homemakers and other limited resource audiences; with 4-H and other youth groups; and at health fairs, worksites, and community classes. Furthermore, it provides a successful solution to "lunch-and-learn" programs requested by businesses in urban settings. Two versions of the game were created - one for use in single player situations and the other for group

settings. Over 1,000 adults and youth have participated in "Pyramid Power" activities. Evaluations have been collected from 134 individuals; 121 people (90%) indicated increased knowledge of the Good Guide Pyramid by playing "Pyramid Power."



# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: HUD's Community Outreach Partnership Program

AUTHOR'S NAME: Rex L. LaMore, Program Leader for Community Development

ADDRESS: Michigan State University  
1801 W. Main Street  
Lansing, MI 48915

PHONE: 517-353-9555  
FAX: 517-484-0068  
E-MAIL: 22607rex@msu.edu

OBJECTIVES: To describe the evolution and history of this innovative partnership

To discuss the essential elements of the Act

To describe the elements of the MSU Urban Outreach Program

To describe current activities in Michigan being supported by the Act

To discuss implications for the future of outreach by land-grant institutions

DESCRIPTION: In 1992, the U.S. Congress passed the Community Outreach Partnership Act. This Act, which was modeled after the Urban outreach Program of Michigan State University's Center for Urban Affairs, is intended to provide support for research and community outreach activities to solve locally-identified urban problems. This innovative partnership with HUD has the potential to significantly compliment the activities of land-grant institutions in urban communities.

This session will discuss the Act, its history, the MUS model it is derived from, and describe current activities being undertaken by Michigan State University in Detroit, Michigan, being supported by the Act. Implications for the future of urban outreach by land-grant institutions will also be discussed.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Public Policy Education and Facilitation -  
Extension's Role in a Highly Charged Political  
Environment

**AUTHOR'S NAME:** Jacqueline E. LaMuth

**ADDRESS:** Ohio State University Extension  
Extension Agent & Chair, Community Development  
1945 Frebis Avenue  
Columbus, OH 43206

**PHONE:** 614-462-6700  
**FAX:** 614-461-6745  
**E-MAIL:** lamuth.1@osu.edu

**OBJECTIVES:** To offer strategies for Extension's participation in community conflict resolution, suggestions for structuring Extension's involvement, gaining community support, and protecting Extension's impartial educational objectives

**DESCRIPTION:** Using a brief case study of Extension's role in a highly visible, highly political, local community issue that eventually reached the ballot, this workshop will offer strategies for Extension's participation in community conflict resolution. It will include suggestions for structuring Extension's involvement, gaining community support, and protecting Extension's impartial educational objectives.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Developing Leadership Skills in At-Risk Youth

AUTHOR'S NAME: Malikah Salih-Hill

ADDRESS: Ohio State University Extension/Cuyahoga County  
3200 West 65th Street  
Cleveland, OH 44102

PHONE: 216-631-1890

FAX: 216-631-7349

E-MAIL: clark@agvax2.ag.ohio-state.edu

OBJECTIVES: To provide workshop participants the opportunity to try experiential activities, some of which will heighten cultural awareness and sensitivity.

To provide youth professionals with tested ideas for community service projects and for developing leadership skills in at-risk youth

DESCRIPTION: This workshop will explore three exemplary programs being implemented by Ohio State University Extension 4-H Program in Cuyahoga County, an urban county including Cleveland, with a population of 1.4 million.

Making Changes, Making Choices for youth 8 to 12 years old, covering topics such as self-esteem; respect for, and appreciation of, others; respect for, and appreciation of, oneself; communications, puberty and the reproductive system; decision-making and goal-setting; peer pressure and stress management. Discussion, role play, and other hands-on, highly interactive activities are included.

The Peer Volunteer Development Project for older youth offers leadership training covering topics such as self-awareness; values clarification; communication; team work; learning to learn; decision-making; managing resources, working with others, and community service; and career exploration. Both programs offer family support by providing parenting, money management and nutrition education classes. Families are

encouraged to participate in planned field trips, companion service roles, and other outings. This project was nominated for inclusion in the Partnership Against Violence Resource Guide, produced by the National Criminal Justice Reference Service, considered to promise a successful approach to addressing problems of violence in our nation.

The Ohio Violence Prevention Process (OVPP) offers additional training and skills-building through specialized retreats. This training is based on The Oakland Mens Project (OMP), a special, highly effective intervention that focuses on a multi-cultural approach to violence in everyday family, school, work and community life. It gives individuals and communities the information they need to understand, resist, prevent, and change violent and abusive behavior and situations.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Building Urban Extension in Rhode Island: The URI Urban Field Center

AUTHOR'S NAME: Marcia Marker Feld, Executive Director, URI

ADDRESS: Rodman Hall  
University of Rhode Island  
Kingston, RI 02881

PHONE: 401-792-2248

FAX: 401-792-4395

E-MAIL:

OBJECTIVES: To share information on the development of the successful award-winning agency, the URI Urban Field Center

To present the skills and methods used in the operation of the Urban Field Center

To join in a network which includes Extension staff and others involved in urban issues

To participate in building an Extension urban agenda

DESCRIPTION: The presentation will begin with a description of the founding and evolution of the URI Urban Field Center; present the current model and discuss its target population and its outcomes. The relationship between the academic department of community planning and the Center with its goals of transferring/communicating research from the university to the community and particularly to the target population of low income and minority youth and their families will be highlighted.

The URI Urban Field Center was created in 1974-75 as an outreach, technical assistance, training, direct services and policy research partnership between the University of Rhode Island Department of Community Planning and Area Development, RI Cooperative Extension and the eight cities of Rhode Island, Community Groups and Urban School Districts. The Center is committed to social



justice, equity and access through programs in community development, education, social services and housing with the goal of empowering youth and their families. It was modeled upon the demonstration urban extension programs in Delaware funded by the Ford Foundation in the late fifties. The Center began with a "seed grant" from the RI Director of Cooperative Extension. This money was matched within six months and today the Center's support comes from a mix of primary grants and contract with the Executive Director (a full-time tenured faculty member) and Assistant Executive Director supported one-half time by Cooperative Extension.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Integrating Theory and Practice: Program Development in Marginalized Urban Communities Using Phenomenology and Participatory Research

**AUTHOR'S NAME:** Jeff Zacharakis-Jutz, Community Development Specialist  
Cathann Kress, Youth and Violence Specialist

**ADDRESS:** Iowa State University Extension

**PHONE:** 319-377-9839//319-398-1272  
**FAX:** 319-377-0475//319-398-1273  
**E-MAIL:** xlzach@exnet.iastate.edu//  
xlkress@exnet.iastate.edu

**OBJECTIVES:** To provide a critique of the dominant trend in Extension programming in marginalized urban areas that reflects - in lieu of community priorities developed by local people - prescriptive, top-down initiatives based on the priorities of federal and state governments, as well as university and Extension faculty and staff

To discuss phenomenology as a pragmatic, theoretical precept where effective program development requires a "self-transposal" of program developers to the people and communities they seek to serve

To review participatory research as a program development approach where marginalized people and communities seek to control their knowledge production, and the activities and programs that result from this learning process

**DESCRIPTION:** As Extension field specialists, we often find ourselves developing and administering educational programs with little time for self-reflection or critique. As a result, we grow in our skills as functional technicians in an atheoretical arena of program development. Most of us would agree, though, that good programming requires a strong relationship between theory and practice. In this session, we will present an approach to program development that links theory and practice.

Participatory research inherently incorporates phenomenology as part of its theoretical structure where the outside educator or facilitator becomes a co-learner with community participants. As a result, local understanding and ownership of strategies and programs are enhanced. In order to clarify and demystify phenomenology and participatory research, we will conclude our discussion with several examples of urban participatory research programs.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Water: It's Different in the City

AUTHOR'S NAME: Mel Bromberg  
Extension Associate, Drinking Water & Health

ADDRESS: Bevier Hall 551  
905 South Goodwin Street  
Urbana, IL 61801

PHONE: 217-244-2850  
FAX: 217-244-2861  
E-MAIL: brombergm@idea.ag.uiuc.edu

OBJECTIVES: To discuss water problems and issues unique to those who live in larger urban areas or those who are serviced by community water systems

To share surface water resources, why they are more vulnerable to contamination than ground sources, and what can be done about common taste, color and odor problems in drinking water

To review common contaminants in urban water systems - lead and copper, pesticides, and microbes

To discuss household treatments for common drinking water problems and principles of good stewardship for water conservation

DESCRIPTION: Urban water problems are unique to those who live and use water supplied from surface water sources such as lakes, rivers, and streams. In many cases, these water bodies may serve multiple purposes - commerce, industry, recreation, fishing, drinking, and cooking. Because of the variety of uses placed on urban water systems, many more of them are vulnerable to contamination from human activities as opposed to more remote water bodies. Threats include pollution from factories and industries, sedimentary runoff after rainstorms which clog storm drains and sewers, old piping infrastructures subject to breakage, cracks and corrosive stresses, and threats from emerging infectious agents in the water supply which may

imperil the health of infants, the elderly, and immuno-compromised individuals, such as the Cryptosporidium outbreak in Milwaukee, Wisconsin.

Policy issues such as chlorine disinfection and filtration for urban water systems, protection of raw water sources, and a discussion of the science of risks (or how the EPA determines the maximum allowable levels for certain contaminants) affecting urban water systems will also be addressed.



# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: INFO-U FAX Delivery Service

AUTHOR'S NAME: David E. Whiting, Extension Educator-Horticulture  
Minnesota Extension Service, Metro Cluster

ADDRESS: 2020 White Bear Ave.  
St. Paul, MN 55109

PHONE: 612-777-8156  
FAX: \*612-430-0959  
E-MAIL: dwhiting@mes.umn.edu

OBJECTIVES: To discuss the INFO-U FAX Delivery Service, through which residents can receive selected Minnesota Extension Service fact sheets and bulletins 24 hours a day, 7 days a week, via computer to their home or office fax machine.

DESCRIPTION: INFO-U started as a computerized voice message information system, providing access to routine phone inquiries 24 hours a day, 7 days a week. The voice message service continues to grow in use. Many routine inquiries, however, are not suitable to a 90-second voice message.

To develop 24 hour a day access to more technical information, fax boards were added to the INFO-U computer system, providing 24 hour a day, 7 day a week access to MES print information. Residents simply call the INFO-U system and, following voice instructions, enter their home or office fax number where the document is to be sent and the publication number desired. If they need a catalog of titles, the system will fax it to them. The service is free to the public.

MES fact sheets, bulletins, and materials developed for the Fax Delivery Service are loaded onto the system's database. Information can be loaded from computer text files or scanned from print copy. Files can be readily added or updated.

INFO-U also saves MES printing costs, storage and handling costs, and postage.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Big City Families in Education

**AUTHOR'S NAME:** Edith Adekunle-Wilson, Family Living Educator  
Assistant Professor, Family Development  
Bonnie Herrmann, 4-H Youth Development  
University of Wisconsin Extension (Milwaukee)

**ADDRESS:** 1304 South 70th Street - Suite 228  
Milwaukee, WI 53214-3154

**PHONE:** 414-475-2414

**FAX:** 414-475-3777

**E-MAIL:**

**OBJECTIVES:** To inform and nurture parent/teacher communication partnerships

To inform and nurture parent/child interaction and reinforce schoolwork at home

To promote and assist FIE participants' follow-up of parents sharing at school site

To recognize, award and promote 2.5+ GPA efforts of Milwaukee students

**DESCRIPTION:** A national study released October, 1994, showed Milwaukee Public Schools to be in worse shape than most other urban school systems in categories ranging from math and reading skills to the age of its buildings and the number of weapons being seized. This Extension agent was horrified in 1991 to read a newspaper account regarding the falling mean 1.6 GPA of the over 100,000 MPS students and that only four of every ten 9th graders graduate from high school. Determined to spotlight, unite, and enlighten parents and community for "village" action, this agent founded Milwaukee Families in Education Conference (FIE) in the summer of 1991. A coalition was initiated to link Extension with the Department of Instruction, Milwaukee Public Schools, Compact for Educational Opportunity and Chapter One to hold our first Milwaukee "Single-Focus on School Success Solutions" Conference.

The session will briefly trace FIE evolution and unique challenges of this award-winning program through its first four years of existence: conference funding, facility, content, staffing, outcomes, and impacts. Participants will then brainstorm in small groups regarding long-term challenges and opportunities for program continuity and adoption. Session will conclude with large group synthesis of recommendations and options for both Milwaukee FIE and possible future programs in other cities.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Intergenerational Projects - Building Communities  
with Our Most Experienced Resources

**AUTHOR'S NAME:** Rosilee A. Trotta, Urban Youth Specialist  
University of Missouri Extension

**ADDRESS:** 121 S. Meramec - Suite 501  
St. Louis, MO 63105

**PHONE:** 314-889-2911

**FAX:** 314-854-6147

**E-MAIL:** trottar@ext.missouri.edu

**OBJECTIVES:** To increase awareness of the tremendous resource  
that exists in our older population

To share ideas about successful intergenerational  
projects

To understand the benefits to participants  
involved in intergenerational activities and to  
the communities in which they work

**DESCRIPTION:** All too often we forget about a growing resource  
in our communities - retired individuals. Most of  
this population is healthy, active, and looking  
for meaningful ways to benefit others. One St.  
Louis project entitled "The Intergenerational  
Writing Project" took place last year and was a  
huge success. Senior citizens were linked with  
children in 7 different schools (city and county)  
to strengthen writing skills, to build self-  
esteem, and to promote self-confidence. It is  
difficult to determine who derived the most  
benefit from this very natural interaction.  
Children who were barely writing produced some  
marvelous pieces. One little boy, who refused to  
write before the project began, won a Mother's Day  
contest for his simple essay. Older volunteers  
who were uncertain of their ability to work with  
young children were not only amazed at how  
valuable they were in the classroom, but also at  
how much they enjoyed being there. Several have  
made their own arrangements to go back this year,  
even though funding is no longer available.

Others need to know this potential that exists in every neighborhood, every town, and every city.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Nutrition in the Hispanic Community

**AUTHOR'S NAME:** Karen Elliott, Guadalupe Hernandez, NEA, and Juana Lopez, NEA

**ADDRESS:** 1601 E. 18th Street - Suite 200  
Kansas City, MO 64108-1646

**PHONE:** 816-472-0237

**FAX:** 816-474-5805

**E-MAIL:** elliottk@ext.missouri.edu

**OBJECTIVES:** To make participants aware of concerns of teaching nutrition in the Hispanic community

To enable participants to access materials developed by University of Missouri Extension for low-income audiences, materials written in English and Spanish and translated for the Mexican-American population

To allow participants to share resources they are currently using or are in need of

**DESCRIPTION:** This workshop will begin with a discussion of the conditions that need to be considered in reaching the Hispanic community. Curriculum materials currently being translated from a newly developed University of Missouri EFNEP curriculum package will be shown. Other resources for use in the Hispanic community will also be shared. As a result of this workshop, Extension staff interested in this programming will be able to continue to communicate and share resources.

# **Urban Extension: Building the Agenda - Moving to Action**

**May 2 - 4, 1995 • St. Louis, Missouri**

**TITLE:** Facing the Facts - Social, Political, and Economic Trends for Urban Programs

**AUTHOR'S NAME:** Jane Scherer, Extension Specialist, Urban Programming

James Oliver, Associate Director/Urban Programs  
University of Illinois Cooperative Extension Service

**ADDRESS:** 549 Bevier Hall  
905 South Goodwin Avenue  
Urbana, IL 61801

25 E. Washington - Suite 707  
Chicago, IL 60602

**PHONE:** 217-244-2849//312-201-0909

**FAX:** 217-244-0919//312-201-1077

**E-MAIL:**

**OBJECTIVES:** To help participants better understand the current trends that affect Extension's effectiveness

To develop skills to become a better trend watcher

**DESCRIPTION:** How do we become a better trend-tracker?  
Participants will learn how to anticipate trends, project the effects of trends, and look at some specific trends that Extension must proactively respond to during this decade.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Cockroach Combat Workshops: Teaching Urban Clients Practical, Least-toxic Cockroach Control Practices

**AUTHOR'S NAME:** Barbara Ogg, Dennis Ferraro, and Clyde Ogg

**ADDRESS:** University of Nebraska Cooperative Extension  
444 Cherrycreek Road  
Lincoln, NE 68528

**PHONE:** 402-441-7180

**FAX:** 402-431-7148

**E-MAIL:** Barb Off@cnty9001@unlvm.unl.edu

**OBJECTIVES:** To communicate research-based information about cockroach biology, behavior, and control to urban clients, homeowners, and apartment dwellers who have little or no training in pest control, using a variety of educational materials

To teach effective primary (non-chemical) control strategies, least-toxic controls, and safe pesticide use in urban settings

To teach safe, effective cockroach control practices to persons who interact with large segments of the urban population including apartment managers, social workers, health care workers, and others

**DESCRIPTION:** Cockroach biology, behavior, and control have been, and continue to be, well researched, but the group most visibly served by new research findings has been the pest control industry rather than the ultimate consumer - the homeowner or apartment dweller. There are few sources of unbiased information that are written for laypersons about cockroach control. Because the most effective control approach is an integrated one that includes many types of control efforts, it is essential to develop materials to educate laypersons how to control these difficult pests. We have written a "Cockroach Control Manual" which encourages this approach for persons not trained in insect control. The manual is the foundation



for educational programs to help urban clients with cockroach problems.

The ultimate target of this program is the individual who is faced with cockroach infestation. However, teaching efficiency increases when training individuals who can, in turn, teach their clients about insect pest management - landlords and apartment managers, health workers and home care nurses, social workers and nutrition advisors, and public housing workers in Nebraska's urban areas in Lincoln and Omaha. In the first two training sessions, over 4,000 housing units were impacted through the multiplier effect of apartment managers.

Integrated pest management approaches include the use of insect growth regulators, desiccants, heat and cold treatments, baits, habitat modification and chemical control. Applying pesticides safely is another important aspect of this program.

The program is not an attempt to dissuade urban clients from using the services of a pest control company. Indeed, understanding the basic components of cockroach control should help persons be better consumers and demand better service from their pest control companies.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** How Will We Work with the Drug-Exposed Children?

**AUTHOR'S NAME:** Nancy Schreiber, Extension Educator, Prevention

**ADDRESS:** Armour Square Center  
10 W. 35th Street - Suite 1600  
Chicago, IL 60616

**PHONE:** 312-808-9510

**FAX:**

**E-MAIL:**

**OBJECTIVES:** To provide educators with creative ways to work with drug-exposed children

To learn methods of working with the parents of these children

**DESCRIPTION:** A few years ago, our nation's schools opened their doors to thousands of children who were exposed to crack cocaine. These children faced social and educational hurdles and counted on society's sensitivity to their needs. As members of society, educators can become aware of the characteristics of drug-exposed children and learn how to creatively structure programs to help them develop into responsible leaders. With knowledge, understanding, and patience, these children are far from hopeless. They may have problems we've not dealt with before, but they can be taught. When a child from a broken home or an impoverished neighborhood misbehaves or seems slow, educators may wrongly label the child as drug-exposed when other factors, like a lack of role-modeling or good listening, are far more important. Labeling children and predicting youth potential without thorough and careful study can be hazardous to the sensitivity of the child, the class, and the educator. Working with Head Start and Chicago Public School teachers who teach all abilities of children has revealed the need for continued training on the social behavior characteristics, Fetal Alcohol Syndrome/Cocaine effects, and classroom structure ideas. The strength of the workshop is in the awareness-building and

encouragement for educators who work with these audiences.

Educators also need to provide encouragement and education for the parents of these children, understanding how to address their child's disability, collaborate with the educators to provide the very best for their child, and recognize their own potential as a parent.

The workshop provides educators creative ways to work with these children and to learn methods of working with parents, including the dangers of labeling, statistics and characteristics of the drug-exposed child, the impact of disability on the classroom, and the importance of creative understanding and work with the parent.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Neighborhood Goals Workshops

**AUTHOR'S NAME:** LaDeane Jha, University of Nebraska

**ADDRESS:** 444 Cherrycreek Road  
Lincoln, NE 68528-1507

**PHONE:** 402-441-7180

**FAX:** 402-441-7148

**E-MAIL:** CNTY5023.UNLVM.UNL.EDU

**OBJECTIVES:** To provide resources and leadership to urban neighborhood groups wishing to take control of their neighborhood's future through long- and short-term goal determination, priority setting, and formation of neighborhood action teams

To provide leadership training for action teams designed to improve team communications, organizational skills, agenda building, and goal direction

**DESCRIPTION:** The "Neighborhood Goals Workshops" is a series of three meetings designed to help residents shape the future of their neighborhood. The series focus is on three areas: neighborhood self-assessment, neighborhood goals and priorities, and formulation of a neighborhood action plan with committees.

# **TABLE DISCUSSIONS**

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Developing Instructional Abilities for Urban Extension Programs

**AUTHOR'S NAME:** John Henschke, Department of Educational Studies  
University of Missouri-St. Louis

**ADDRESS:** 8001 Natural Bridge Road  
St. Louis, MO 63121-4499

**PHONE:** 314-516-5946

**FAX:** 314-516-5227

**E-MAIL:**

**OBJECTIVES:** To share knowledge of a successful urban instructional development model

To develop instructional skills in participants they can use in their urban programs

To experience and evaluate a process for helping adults learn

**DESCRIPTION:** Popular belief suggests that competence in subject-matter has traditionally served as sufficient qualification for individuals to teach that subject-matter to adults. Said another way, it is assumed that the ability to help other adults learn what I know is automatically included in my knowing.

Although there are those who seem to be "natural born" teachers, many still lack the necessary ingredients for effective teaching. This presentation will share a successful model in preparing persons to teach subject matter. It focuses on learning styles, teaching styles, instructional design, techniques/methods for teaching adults, and applying these to an actual program in which participants are involved. It has been used in an urban area for state instructor certification; emergency medical technology instructors; a variety of Extension specialists including home economists, agriculturalists, labor educators, computer analysts, 4-H, youth, and other urban community

and economic development, EFNEP, and continuing educators; airline trainers; nursing instructors; and gerontology professionals.

This session will engage participants in a process for developing and/or enhancing their own abilities which are reflected in the model presented. The benefits will result in a capacity building agenda in their urban extension programs.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Teaching Old-Fashioned Values to New-Fashioned Kids

**AUTHOR'S NAME:** La-Verna J. Fountain

**ADDRESS:** 1617 Forster Street  
Harrisburg, PA 17103

**PHONE:** 717-234-9838

**FAX:** 717-921-0135

**E-MAIL:**

**OBJECTIVES:** To train leaders to reach teens in a language, style, and manner in which the teenager can relate

To use uplifting thoughts, direct talk, and reality walks to help teenagers to help themselves and other teens

To introduce the Golden Rule in a way that is acceptable and digestible to teens

To help teens understand and accept nonviolence as a way of life

To help teens accept respect and responsibility as the basis for actions.

To demonstrate that leadership becomes an attainable goal with specific community action plans developed by youth for youth

**DESCRIPTION:** Utilizing the Teach Teens to Teach Teens focus developed by the Teach Teens to Teach Teens Nonviolence Youth Institute, Inc., a discussion is held that explores the values of the street in comparison to the "old-fashioned" values the nation seems to covet. Youth discover that many of the values aren't so far apart and that reality and perception can, in fact, be very far apart. Through honest dialogue, working sessions, and a commitment to examine our own weaknesses and strengths, the urban agenda can be set by the very people who will be responsible for managing it - the young people.



# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Changes to the Vision: Public Service and the Urban Land-Grant Mission

**AUTHOR'S NAME:** Debrah Jefferson, Assistant Professor, Outreach Programs  
Susan L. Peverly, Assistant Professor, Council for Effective Teaching and Learning

**ADDRESS:** University of Illinois at Chicago  
College of Education (M/C 147)  
1040 W. Harrison  
Chicago, IL 60607-7133

University of Illinois at Chicago  
2507 University Hall (M/C 103)  
601 S. Morgan  
Chicago, IL 60607-7049

**PHONE:** 312-413-1359//312-413-3614

**FAX:** 312-996-6400

**E-MAIL:** debrah@uic.edu

**OBJECTIVES:** To have participants identify and understand the unique role of the urban environment as it relates to public service

To have participants develop an agenda for change as the institution matures and serves new audiences

**DESCRIPTION:** Outreach of Extension programs designed to reach urban audiences require a rethinking of the traditional Extension model. rural-based colleges attempting to direct urban programs face tough challenges. Urban-based campuses could serve as role models, but they too are experiencing unique challenges because of the evolution of their cities. Both types of institutions have societal changes facing them as higher education and the public's concern about the nature and type of instructional programs try to relate to meeting societal needs. These changes, coupled with institutional growth, concern about becoming a "good neighbor," and contributing to the community put unique pressures on higher education. In

essence, the role of higher education and its faculty, instructional methods, ideas about service and outreach change as the institution matures, and as its identity shifts while trying to meet the needs of the urban environment.

This presentation alternates between lecturettes and group activities, focusing on descriptions of home institutions and definitions of public service. The major activity will involve tying institutional life cycle and the urban environment to public service, culminating in the development of a new public service structure taking into consideration the life cycle, focus, and mission of the campus.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** JOB \$EN\$E - Reaching Hmong Youth at Risk

**AUTHOR'S NAME:** David Whiting and Shirley Barber

**ADDRESS:** Minnesota Extension Service, Ramsey County  
2020 White Bear Avenue  
St. Paul, MN 55109

**PHONE:** 612-777-8156

**FAX:** 612-777-0959

**E-MAIL:**

**OBJECTIVES:** To build life earning capacity by achieving economic self-sufficiency among Hmong youth at risk

**DESCRIPTION:** The JOB \$EN\$E education program is designed and targeted to Hmong married teen youth (primarily women) aged 12-16 plus who have known economic deprivation and reliance on public assistance as the primary source of income for the family. This may be due to lack of English skills, lack of job skills, the declining economy, reduced work hours, unemployment, job loss, cultural expectations, or any number of other reasons including simply never seeing positive role models of people going to work with adequate earning capacity to be self-sufficient.

Young Hmong females who participate have opportunity to learn these skills and participate in a supportive environment respectful of cultural expectations regarding roles of women to develop increased self-esteem, confidence, and courage necessary to achieve these goals.

JOB \$EN\$E, a multi-source grant-funded program carried out in the community by a bilingual Hmong Community Program Assistant, is currently working with reaching out to home-sheltered Hmong married teens through methods and networking to meet needs.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Keeping Safe - You and Your Staff

**AUTHOR'S NAME:** Jacqueline LaMuth, Extension Agent, and Chair,  
Community Development

**ADDRESS:** Ohio State University Extension, Franklin County  
1945 Frebis Avenue  
Columbus, OH 43206

**PHONE:** 614-462-6700

**FAX:** 614-461-6745

**E-MAIL:** lamuth.1@osu.edu

**OBJECTIVES:** To provide suggestions for Extension staff members to consider using when they deliver programs to the communities, with precautions staff members, supervisors, and others can take to keep safe

**DESCRIPTION:** This presentation reviews a small study of the safety measures taken in selected urban county programs around the country. It will provide suggestions for Extension staff members to consider using when they deliver programs to the community.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** The Preventive Lead Education Program in Phillips Neighborhood

**AUTHOR'S NAME:** Diane Corrin, Extension Educator,  
Environment/Natural Resources

**ADDRESS:** 1525 Glenwood Avenue  
Minneapolis, MN 55405

**PHONE:** 612-374-8429

**FAX:** 612-374-8417

**E-MAIL:** dcorr@mes.umn.edu

**OBJECTIVES:** To reduce or eliminate blood lead levels of children whose primary care giver has been in the program since delivery by developing baseline education on prevention of lead poisoning among children and offering 20-week, 1-hour education segments on prevention of lead poisoning

**DESCRIPTION:** Via a CDC grant awarding \$1,030,000 to the Phillips Neighborhood Lead Collaborative (one of 87 neighborhoods in the city of Minneapolis), the Collaborative met to determine the best methods to address the issue of lead poisoning in the oldest, poorest, most diverse neighborhood characterized by deteriorated housing stock, the most renters, and fragmented resources.

Peer teachers, indigenous to the neighborhood, were hired and trained on subject matter, teaching methods, and how to best reach participants. Lab technicians were also hired to take blood lead levels.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Multiculturalism in Urban Extension: Programming for Ourselves and Others

**AUTHOR'S NAME:** Roz Sherman-Voellinger, Patrice Dollar, and Lois Laster

**ADDRESS:** University Extension  
121 S. Central - Suite 501  
St. Louis, MO 63105

**PHONE:** 314-889-2911

**FAX:** 314-854-6147

**E-MAIL:** voellinr@ext.missouri.edu

**OBJECTIVES:** To explore "common ground" as urban Extension educators addressing issues of diversity, both internally in our organizations and externally with program participants

To share ideas and resources relevant to diversity and multiculturalism

To reexamine how our personal attitudes, values, and beliefs impact our programming efforts in the field of diversity

To engage participants in building an urban Extension agenda on diversity issues

**DESCRIPTION:** Extension programs in urban areas are faced with a different set of opportunities and challenges than are our rural counterparts. Being "urban" in Extension can sometimes feel like being the square peg in the round hole when it comes to issues like diversity and multiculturalism. At this workshop, multiculturalism will be looked at from a variety of perspectives. How is Extension internally addressing diversity issues? How does our urban Extension program interface with the "diversity community" in our urban area? What types of external programs and with what audiences have we been involved that address diversity issues? We will share our experiences with state and regional Extension efforts in Missouri, as well as discuss specific county programs on diversity with

audiences such as labor unions, high school and middle school students, Family and Community Educators clubs and others. Participants will be invited to share their thoughts, experiences, and strategies related to the topics of diversity and multiculturalism.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Implementing a Countywide I. P. M. Program

**AUTHOR'S NAME:** Michael J. Holsinger

**ADDRESS:** Sarasota County Cooperative Extension Service  
2900 Ringling Blvd.  
Sarasota, FL 34237

**PHONE:** 813-951-4240

**FAX:** 813-955-0413

**E-MAIL:**

**OBJECTIVES:** To create and conduct a mandatory Integrated Pest Management Program at all Sarasota County Government facilities

**DESCRIPTION:** In 1991, Sarasota County became the first county in Florida, and perhaps the nation, to establish a comprehensive I.P.M. Program both inside and outside all of its operations. This model Urban Pest Management effort involves Cooperative Extension Service, Mosquito Control, Highway Maintenance, Stormwater, Forestry, and Parks and Recreation in a joint least-toxic program. A Pest Management Advisory Board and interdepartmental working group have been formed to assist in managing the program, and a detailed administrative directive published. This program is replicable by other federal, state, and local government entities wishing to set an example for the citizenry in responsible pest management.



# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Houston Health Objectives 2000 Nutrition Coalition

**AUTHOR'S NAME:** Jo Lynn Jennings, County Extension Agent, Family and Consumer Sciences

**ADDRESS:** Texas Agricultural Extension Service - Harris County  
#2 Abercrombie Drive  
Houston, TX 77084

**PHONE:** 713-855-5600

**FAX:** 713-855-5638

**E-MAIL:**

**OBJECTIVES:** To share information on the Houston Health 2000 Coalition, whose mission is to improve the eating patterns of the Houston community by the year 2000 by increasing the consumption of fruits and vegetables to at least five servings a day, increasing fiber and decreasing fat and sodium

**DESCRIPTION:** Baseline data on the nutritional status of Houston residents indicates that present diets have too many calories, too much fat, saturated fat, cholesterol, and sodium, and too little complex carbohydrates and fiber. Also, too many Houstonians eat high-fat foods in restaurants and too few new mothers breastfeed their infants.

The Houston Health Objectives 2000 Nutrition Coalition is a partnership of more than a dozen health providers, food suppliers, government agencies, and educational organizations. The coalition has completed its first major project, "5-A-Day, the Houston Way," a public awareness and education effort for March, National Nutrition Month. Projects included a press conference, dietetic projects, retail grocery, public school, and worksite projects, and public service announcements. The coalition utilizes the talents of each individual committee member and the resources of their respective organizations and, through teamwork and cooperation, have built a nutrition education program to benefit the citizens of Houston.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Visions for the Future - Urban Extension  
Programming in North Carolina

**AUTHOR'S NAME:** Clyde E. Chesney, District Extension Director &  
Associate Extension Professor

**ADDRESS:** Box 7604, North Carolina State University  
Raleigh, NC 27695-7604

**PHONE:** 919-525-2691

**FAX:** 919-515-4702

**E-MAIL:** cchesney@amaroq.ces.ncsu.edu

**OBJECTIVES:** To summarize recommendations of the Ad Hoc Urban  
Programming Advisory Committee and share  
successful strategies from the Northern Piedmont  
Extension District

**DESCRIPTION:** Educational programming, marketing, and  
information delivery are the foundation of the  
North Carolina Cooperative Extension Service.  
Extending the knowledge base of the state's land-  
grant universities to the people of North Carolina  
is now, and will continue to be, the primary  
mission of the organization. The needs of various  
target audiences are changing. Less than 30 years  
ago, farmers were a major force in social,  
economic, and political arenas. Now, less than 1%  
of the working population of North Carolina  
derives primary subsistence from farming and more  
than 60% of the population lives in fewer than six  
metropolitan areas of the state. Shifting  
population demographics and rapidly growing  
metropolitan areas require today's county  
extension agent to deal with mass media, extremely  
diverse population groups, and a population and  
political base that is constantly changing.

Extension educators must adapt their programming,  
delivery methods, and marketing to a rapidly  
changing urban environment.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Training the Trainer as One of Urban Extension's Mission

**AUTHOR'S NAME:** Bonnie Herrmann, 4-H Youth Development

**ADDRESS:** 1304 South 70th Street  
West Allis, WI 53214

**PHONE:** 414-475-2540

**FAX:** 414-475-3777

**E-MAIL:** Herrmann@wiscom.uwex.edu

**OBJECTIVES:** To develop the awareness of urban extension agents to community complexity, the shortage of University Extension funding, and possible solutions to reaching the Extension mission of outreach education in light of the above two conditions

**DESCRIPTION:** The author will share with the group the informal needs analysis and conclusions which led to a different level of youth development programming in Milwaukee County, exploring ways to identify the possible niche for Extension once the bigger picture of youth development was identified as the mission.

Several models which place the urban extension agent in the role as educator with community agencies and sister institutions will be shared.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Insurance Education and Availability in Inner-City Chicago

**AUTHOR'S NAME:** Holly Hunts, Assistant Professor, Division of Consumer Sciences  
Brenda Cude, Associate Professor, Division of Consumer Sciences

**ADDRESS:** 274 Bevier Hall  
905 South Goodwin Avenue  
Urbana, IL 61801

**PHONE:** 217-333-6869//217-244-2858

**FAX:** 217-244-1873

**E-MAIL:** huntsh@idea.ag.uiuc.edu//cudeb@idea.ag.uiuc.edu

**OBJECTIVES:** To share an insurance curriculum for inner-city homeowners

**DESCRIPTION:** Ignorance of homeowners' insurance can be a major stumbling block for limited-resource, inner-city residents when they attempt to purchase homes. National attention recently focused on HUD's proposed legislation that would force an improvement in the wide-spread availability of insurance in inner cities. An alternative to forced regulation is consumer education, which can answer such frequently asked questions as: "Where can insurance be purchased?", "How much does it cost?", "Why do I need it?", "How can I tell if I have the right amount of coverage?", and "What do those insurance terms mean?"

In a cooperative effort, the Illinois Department of Insurance, the Illinois Insurance Information Service, the National Association of Independent Insurers, Allstate Insurance, and the Illinois Cooperative Extension System have been working to develop an insurance curriculum for inner-city homeowners. Using a training-the-trainer model, the curriculum was designed so that community-based workers could teach the material to prospective homebuyers in an effort to circumvent any misconceptions about insurance. The program is being presented in December to the National

Association of Insurance Commissioners as a model effort at attempting to educate consumers about homeowner's insurance.

Illinois Cooperative Extension has added considerable value to this project through curriculum review, neighborhood contacts, and its experience in reaching limited-resource audiences.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** "Young Entrepreneurs" and "Young Entrepreneurs Learning Enrichment Urban 4-H Youth Programs

**AUTHOR'S NAME:** Carl Wilson and Ken Grimes

**ADDRESS:** Colorado State University Cooperative Extension  
Denver Center  
110 16th Street - Suite 300  
Denver, CO 80202

**PHONE:** 303-640-5270

**FAX:** 303-640-5289

**E-MAIL:** denver@shep.agsci.colostate.edu

**OBJECTIVES:** To foster development of pre-work and business skills through a summer program placing youth in a community coalition setting

To provide an academic mentoring program to support youth and their families in achieving school success by stressing learning by teaching, youth influencing youth in a positive manner, and academic school success monitoring

**DESCRIPTION:** The Young Entrepreneurs Program recruits middle school aged youth to work in a community garden setting to raise herbs for marketing to supporting local businesses such as restaurants, caterers, and green markets. A community coalition supports paying youth a small stipend. Pre-work skills such as getting to work on time, dressing appropriately, and working as a team are stressed. Sensitivity and consideration to other community gardeners such as older adults and those with disabilities is expected and reinforced through training. Gardening and plant science, as well as a sense of how to conduct business transactions, are taught along the way. Adult volunteers from community organizations and Extension Master Gardeners provide supervision.

The YELEP program during the school year pairs adult volunteer mentors recruited from the community with middle school aged youth having difficulties with grades or attendance. Each

mentor works with one youth to master a lesson in plant science to present to elementary or middle school classes. Presentations are inquiry-based, utilizing the national "Grow Lab" activities developed by the National Gardening Association. The program supports the family in monitoring school success and identifying resources and opportunities to better secure that success. Youth/mentor discretionary activities such as help with school work and attending sports or 4-H recreational activities are encouraged. Each youth and their family participates in a retreat at Colorado State University to explore learning options beyond high school at the end of the school year.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Family 4-H

**AUTHOR'S NAME:** Peggy Riehl and Bob Argent  
(Contact person - Charlotte Fernandes)

**ADDRESS:** University of Illinois Cooperative Extension  
Service  
5106 South Western Avenue  
Chicago, IL 60609

**PHONE:** 312-737-1178

**FAX:** 312-776-2148

**E-MAIL:** fernandesc@idea.ag.uiuc.edu

**OBJECTIVES:** To promote family togetherness, focusing on the  
"family as a team" concept

To build the family as a unit and to provide a  
meeting, sharing time for families

**DESCRIPTION:** The authors adapted the 4-H model of clubs and  
designed a curriculum that built in activities  
that families could do together. A "family" was  
defined as "two or more people, whether living  
together or apart, related by blood, marriage,  
adoption, or commitment to care for one another."  
The project addresses the needs of family skills  
in community environments that many would portray  
as violence prone.

The Family 4-H program is designed to be a six-  
week series. Each week focuses on an important,  
basic concept of being a family: Who is My  
Family, How is My Family Special, Caring for One  
Another, Got a Minute (focus on communication),  
Making Positive Choices, Guidance, and Teamwork.

Participants attend six weeks of training on each  
of the above areas. Simple, easy to read material  
is distributed to family members, along with easy  
to do activities. Participants are encouraged to  
do the activities with their families and maintain  
a journal of what they have done from week to  
week. They are also encouraged to stick  
photographs, drawings, poems, and personal



thoughts in this journal, which serves as a collection of memorabilia they can always refer to.

The program has received positive feedback from participants and they are awaiting Part II of the program. The materials have also been translated into Spanish to serve a Spanish-speaking population.

# THE HISTORY OF THE UNITED STATES

**OTHER  
SUBMITTED  
PROPOSALS**

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** AARP's Women's financial Information Program:  
Meeting the Needs of Financial Education for  
Middle Aged and Older Women

**AUTHOR'S NAME:** Karen M. Chan, Extension Educator, Consumer and  
Family Economics

**ADDRESS:** West Rogers Park Extension Center  
2320 W. Peterson Avenue - Suite 200  
Chicago, IL 60659

**PHONE:** 312-761-5099  
**FAX:** 312-761-6955  
**E-MAIL:** Chank@Idea.ag.uiuc.edu

**OBJECTIVES:** To acquaint participants with AARP's Women's  
Financial Information Program (WFIP) including:  
the unique format of the program, the content of  
the program, results of evaluations conducted with  
WFIP program participants, and the process for  
becoming a co-sponsor of the program with AARP so  
that participants can provide this program in  
their areas.

**DESCRIPTION:** The Women's Financial Information Program is a  
workshop series targeted toward middle aged and  
older women and was developed by AARP. AARP seeks  
co-sponsors to implement the program at the local  
level, and may Extension educators/agents/advisors  
throughout the country have been trained to be co-  
sponsors. The co-sponsor creates and works with a  
planning coalition that is the decision-making  
body in preparing for and implementing the seven  
or eight week series. Coalition tasks include  
selecting speakers and facilitators for the  
program and promoting the program.

This workshop would be of interest to Extension  
staff who are interested in reaching older  
audiences and are concerned about the need for  
financial management skills in this age group.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Are We Teaching Values or Valuing?

AUTHOR'S NAME: Shirley L. Barber, Extension Educator, Minnesota  
Extension Service, Ramsey County (St. Paul)  
Diane H. Corrin, Extension Educator, Minnesota  
Extension Service, Hennepin County (Minneapolis)

ADDRESS: Minnesota Extension Service, Ramsey County  
2020 White Bear Avenue  
St. Paul, MN 55109-3795

Minnesota Extension Service, Hennepin County  
1525 Glenwood Avenue  
Minneapolis, MN 55405-1264

PHONE: 612-777-8156//612-374-8400  
FAX: 612-777-0959//612-374-8417  
E-MAIL: sbarber@mes.umn.edu//dcorrin@mes.umn.edu

OBJECTIVES: To assist today's Extension learners in developing  
and teaching critical thinking life skills for  
effective decision-making and issues education

DESCRIPTION: The values one holds shapes one's practice as an  
Extension educator. This is particularly relevant  
to Extension educators whether relating to  
individuals and families, youth and adults, as  
they come to the teaching/learning setting from a  
position of values, known or unknown. No educator  
or learner is value free. Recognizing one's  
abilities regarding values and valuing is critical  
to maximize one's effectiveness. How is this  
taught? How is this learned? Tools and  
activities will be shared to facilitate  
experiential learning in peer teaching settings.  
Materials provided do not teach values as such,  
but rather, examine how one processes, dialogues,  
and does critical reflection in decision-making  
with the ultimate goal of being an ethical,  
responsible educator and citizen.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Children's Garden in the Chicago's Farm-in-the-Zoo

AUTHOR'S NAME: Barbara Dennis, Chris Eller, and Greg Stack

ADDRESS: UICES St. 707  
25 E. Washington  
Chicago, IL 60602

UICES  
1000 N. Milwaukee - 4th Floor  
Chicago, IL 60622

UICES  
6438 Joliet Road  
Countryside, IL 60525-4642

PHONE: 312-201-0909//312-292-4444//708-352-0909

FAX: 312-201-1077//312-292-4448//708-352-0451

E-MAIL: Dennisb@idea.ag.uiuc.edu//Ellerc@idea.ag.uiuc.edu  
//Stackg@idea.ag.uiuc.edu

OBJECTIVES: To take an otherwise static garden and turn it into an interactive learning display with potential for year-round involvement in a setting that is ever changing and ever growing

To interpret gardening in a way that captures the interest and imaginations of urban youth

to expand Master Gardening volunteer opportunities by including adults in support of youth projects in a premier location in Chicago's beautiful lakefront zoo

To steer a collaborative effort along a course that involves multiple participating agencies - the Albert Pick, Jr. Fund, the Lincoln Park Zoological Society, the University of Illinois Cook County Cooperative Extension Service staff and the Chicago/Cook County 4-H Foundation

To recognize and support the desire of the funder to support a successful 4-H program in a highly visible and prestigious urban setting that embodies her "remembered vision" of 4-H in Nebraska

DESCRIPTION: This proposal describes the authors' experience in the development of a successful children's garden in a highly visible urban setting that featured 4-H/CES. A CES crop demonstration garden had been located in the Lincoln Park Farm-in-the-Zoo for years when the zoo staff submitted a grant application to the Albert Pick, Jr. Fund for a "Children's Garden." Youth were introduced to pizza and circus gardens, a "French fry construction zone," a sunflower and morning-glory playhouse, and a lettuce "rainbow." The garden was opened to walk-in and wheelchair access. With the help of volunteer Master Gardeners interested in working with youth, seeds were planted in early Spring and the garden was in full bloom in late August.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Conflict Resolution: Practical Applications for Programming

AUTHOR'S NAME: Miranda Duncan, Director, Dispute Resolution Program, UM-St. Louis and Rosilee Trotta, Urban Youth Specialist, University Extension

ADDRESS: UM-St. Louis  
8001 Natural Bridge Road  
St. Louis, MO 63121  
  
121 S. Meramec - Suite 501  
St. Louis, MO 3105

PHONE: 314-516-6040//314-889-2911  
FAX: //314-854-6147  
E-MAIL: //trottar@ext.missouri.edu

OBJECTIVES: To offer participants a model for resolving conflict usefully in a broad range of applications  
  
To explore Extension programming possibilities in conflict resolution

DESCRIPTION: The word "conflict" usually brings negative images to our minds. In reality, conflict is often the catalyst we need to make a change. Conflict is a normal and essential part of life and, if we manage it well, it can become a positive influence in our relationships with others. Yet, the growing violence in our society increasingly point to the need for strategies which help all of us manage conflict more effectively. This workshop will explore conflict resolution and its potential for implementation in Urban Extension programming. It will look at successful St. Louis programs in the areas of family, school, organization, and community and will include interpersonal relations, mediation, home-school relationships, and public and organizational consensus building. It will offer practical and concrete ways to use conflict resolution in everyday programming.



# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Cycle of Choice Wheel: Positively Dealing with Advertising Messages

AUTHOR'S NAME: Nancy Schreiber, Extension Educator, Prevention University of Illinois CES

ADDRESS: Armour Square Education Center  
10 W. 35th Street - Suite 1600  
Chicago, IL 60616

PHONE: 312-808-9510

FAX:

E-MAIL:

OBJECTIVES: To enable youth to discern messages, to defuse verbal and nonverbal attacks, and to make choices

DESCRIPTION: Youth are influenced by advertising messages. Subtle persuasion glorifies sex, alcohol, and drugs, undermining family values and personal integrity. The Cycle of Choice Wheel is the successful new concept of positive decision making. It assists all youth, including those of cultural differences and youth with disabilities, to recognize and process making healthy choices. The audience will experience the advertising method of hidden persuasion through activities and discussion culminating with processing the Cycle of Choice Wheel activity. The wheel teaches how messages influence our thought which in turn generates feelings which cause choices, both healthy and unhealthy. The action which results from the choice has either positive or negative consequences. As we learn from these, we are constantly role-modeling our behaviors to others.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Empowering Advisory Committees/Councils in Urban Programs

**AUTHOR'S NAME:** Michael F. McKinney

**ADDRESS:** Hillsborough County Cooperative Extension Service  
5339 South DR 579  
Seffner, FL 33584-3334

**PHONE:** 813-744-5519

**FAX:** 813-733-5776

**E-MAIL:**

**OBJECTIVES:** To reinforce the importance of Advisory Committees in developing and expanding Extension programming in urban America

**DESCRIPTION:** The presentation reviews the types of committees, the selection process, the importance of new member orientation, and provides step-by-step suggestions for maintaining committee vitality and setting the stage for effective meetings. Handouts include various examples of effective communication tools that can be adapted and used by Extension educators/agents.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Extending a Helping Hand to the Homeless

AUTHOR'S NAME: Donna L. Downen, C.H.E., U.T.A.E.S.

ADDRESS: 5565 Shelby Oaks Drive  
Memphis, TN 38134-7397

PHONE: 901-766-2946

FAX: 901-766-2958

E-MAIL:

OBJECTIVES: To provide research-based information in the areas of food, nutrition, and health, family financial management, self-esteem, job interview skills, and parenting to shelter-based families in order to enable them to take control of their lives on the road to self-sufficiency

DESCRIPTION: The presentation will describe a series of workshops consisting of hands-on activities, role-play, lecture, question and answer sessions, and field trips designed to provide life skills to homeless families.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: The Florida House Learning Center

AUTHOR'S NAME: Michael Holsinger

ADDRESS: Sarasota County CES  
2900 Ringling Blvd.  
Sarasota, FL 34237

PHONE: 813-951-4240

FAX: 813-955-0413

E-MAIL: MJHR (Gainesville VAX Node)

OBJECTIVES: To share a unique new education demonstration project to teach citizens the best available technology to conserve water, energy, use of least toxic methods and materials, recycle products and local products

DESCRIPTION: Unusual public/private partnership between the CES and the non-profit Florida House Foundation to build and operate resource-conserving home and grounds. This is a working urban sustainability project that has attracted 20,000 visitors since opening in April of 1994. Specially trained Master Conservationist and Master Gardener citizen volunteers help Extension operate the facility. The Florida House Learning Center is, we believe, a model urban educational delivery system which will stimulate significant practice changes and market demand for conserving products and services.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** 4-H Violence Prevention Program

**AUTHOR'S NAME:** Sandy Anderson  
University of Georgia

**ADDRESS:** 120 West Trinity Place #308  
Decatur, GA 30030

**PHONE:** 404-371-2821

**FAX:** 404-371-2887

**E-MAIL:**

**OBJECTIVES:** To reduce violence by teaching youth presocial skills

**DESCRIPTION:** Violence is growing in epidemic proportions in our society. Youth are not only the most frequent perpetrators of violent crime, but also its chief victim. This research-based program includes a leader training module on the causes of violence and how to teach prevention as well as six "hands-on" lesson plans for out-of-school 4-H club programs. The program ends with a video contest so the young people can apply all of the concepts they have learned.

The six lessons are: Violence - A Growing Problem, We All Have Feelings, Communication Challenges, Anger - Are 4-H'ers Like Volcanoes?, Problem Solving and the Consequences, an Applying Skills. The lessons apply 4-H leadership skills in a cooperative learning setting and offer increased "people skills," practical ways to deal with anger and difficult people and critical thinking skills for the nonviolent 4-H'er living in an increasingly violent world.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: How to Develop Successful Master Tree Care Volunteer Programs

AUTHOR'S NAME: Robert Argent, Extension Educator, Urban Forestry, University of Illinois CES, Rogers Park Extension Center  
Patrick Weicherding, Extension Specialist, Urban and Community Forestry, University of Illinois, Department of Forestry

ADDRESS: 2320 W. Peterson Avenue - Suite 200  
Chicago, IL 60659

N509 Turner Hall  
1102 S. Goodwin Avenue  
Urbana, IL 61801

PHONE: 312-761-5099//217-333-2777

FAX: 312-761-6955//217-244-3219

E-MAIL: argentr@idea.ag.uiuc.edu//pweicher@ux1.cs.uiuc.edu

OBJECTIVES: To teach conference participants how to develop successful Master Tree Care Volunteer programs in their own urban communities

To provide guidelines for empowering local tree care volunteers through knowledge acquisition, networks establishment, and resource access

DESCRIPTION: Successful "Master Volunteer" programs have been developed in many subject matter areas. In urban areas, they are used to extend the limited resources of the CES by empowering local volunteers with the knowledge and skills necessary to become "experts" in a given subject matter area. Master Tree Care Volunteer programs are relatively new to the concept. This session is designed to teach others how to empower local volunteers in order to develop successful Master Tree Care programs. It will discuss the three steps to empowerment: obtaining knowledge, establishing networks, and acquiring access to resources as they relate to community forestry programs.

The session will be presented in a lecture/discussion format. Model Master Tree Care programs will be examined and participants will be provided with guidelines and resource materials that they can use to establish successful programs in their own urban communities.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: In Partnership with Volunteers

AUTHOR'S NAME: Christine Eller, Extension Unit  
Assistant/Community Leadership and Volunteerism

ADDRESS: University of Illinois CES, Cook/Chicago Unit  
1000 N. Milwaukee - 4th Floor  
Chicago, IL 60622-4005

PHONE: 312-292-4444

FAX: 312-292-4448

E-MAIL: Ellercc@idea.ag.uiuc.edu

OBJECTIVES: To expand participants' perception of volunteer talents and skills and to utilize these talents to maximize goals/results

To help create a volunteer team and keep it

To stress points for success and avoidance of pitfalls in volunteer management

DESCRIPTION: The Master Gardening Program has been part of the CES in Illinois for twenty years. The program was originally developed to help horticulturists answer the many gardening questions received by phone or from walk-ins. The Extension Service in Chicago saw a broader need for volunteers in the urban setting. A Design Team was created f Extension staff, horticulture educators, and volunteers to develop meaningful training in both horticulture and process skill building. Eleven weeks of training was established, including horticultural sessions, hands-on workshops, and project planning. Workshops for advanced training, skill-building (e.g., presentation and phone skills, community development, and learning styles), field trips, conferences, and recertification requirements were also developed.

A mid-management team made up of volunteers was also organized to coordinate volunteers and serve as mentors. Twelve projects (the Dirty Dozen) were identified - Community Gardens/Food Banks, Youth Programs, Hort Therapy, Recordkeeping,



Beautification, Newsletter, Resource Development, Plant & Insect Identification, Media, Speaker's Bureau, Exhibits, Fairs & Displays, and Fund-Raising.

Volunteers are recruited twice a year through news releases, community orientations, and word of mouth. An overview of the program is presented in two locations of the city. Successful applicants begin training; others sign up for gardening workshops. In 1994, 143 Master Gardeners returned over 7,000 hours of volunteer time.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** The LaSalle County Leadership Team: A Youth in Action Urban Initiative

**AUTHOR'S NAME:** Barbara E. Burton, Unit Leader, LaSalle County Extension Unit  
Joe Schwamberger, Youth Development Educator, Peru Extension Center  
Sandra Davis, Educator, Community Leadership & Volunteerism, Peru Center

**ADDRESS:** 3101 N. Illinois HWY 23 [Burton]  
Ottawa, IL 61350

809 21st Street [Schwamberger & Davis]  
Peru, IL 61354

**PHONE:** 815-433-0707//815-223-2540

**FAX:** 815-433-5454//815-223-1077

**E-MAIL:**

**OBJECTIVES:** Participants will have an understanding of the value of teamwork with the LaSalle County Housing Authority staff in the implementation of this program, understand the nature of the program, and gain ideas for implementing programs for youth at risk

**DESCRIPTION:** Under funding through the Youth in Action program of the Illinois Lt. Governor's office, a grant allowed the LaSalle County Extension Unit to train 26 teen in a two-part intensive leadership education program. The first program was a train the trainer event and the second a teen issues identification conference.

Working with the LaSalle County Housing Authority and the local 4-H Federation, 17 youth were selected to participate in an intensive train the trainer program, enabling them to become trainers in various aspects of leadership. On August 17, 1994, the grant funded a program effort in which other 4th, 5th, and 6th graders from the housing developments throughout the county were bused to a leadership day camp and were trained by the teens on communication, team building, and stress

management, along with games and swimming.

In the final thrust of the grant, the teens were asked to invite a friend (same gender from their school) to join them for an overnight teen issues conference. The youth learned how to facilitate input from a diverse group using the nominal group technique and then used the technique to gather information on issues of concern to teens and youth at risk. Additional follow-up activities are also being planned.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: The Making of a Youth Leader

AUTHOR'S NAME: LaVerna Fountain

ADDRESS: 1617 Forster Street  
Harrisburg, PA 17103

PHONE: 717-234-9838

FAX: 717-921-0135

E-MAIL:

OBJECTIVES: To prepare urban teenagers to assume leadership roles within their own community

To train teenager in the use of nonviolent techniques to confront the social problems facing their world

To expose teenagers to the numerous opportunities currently available to them

DESCRIPTION: Using The Making of a Youth Leader Course designed by the author and the "Discover the Leaders Within You" 4-H Youth Group, several basic components of leadership are explored and an honest look at true versus false leadership occurs.

Good character, faith, hope, and hard work are emphasized. Community service is an integral part of leadership. Additionally, an examination of the pitfalls - low self-esteem, substance abuse, internalized hatred, lack of hope, lack of vision, violence - and the solutions results in a 10-point action plan for young people to assume the reins of leadership.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Religious Organizations Impacting Community Prevention

**AUTHOR'S NAME:** Nancy Schreiber, Extension Educator, Prevention Education, University of Illinois CES

**ADDRESS:** 10 W. 35th - Suite 1600  
Chicago, IL 60616

**PHONE:** 312-808-9510

**FAX:**

**E-MAIL:**

**OBJECTIVES:** Participants will understand the concerns of the religious organizations in community representation, collaborating with religious organizations, and the potential role of religious organizations in community prevention efforts

**DESCRIPTION:** Everyone is talking about how to bridge the gap of bringing religious organizations and community prevention agencies together to promote a partnership for directional change in community concerns. What is that missing ingredient, that barrier to bringing these groups together to promote an impact for change? Community collaboration is the process which can reach goals that cannot be achieved singly. A comprehensive prevention program will see religious organizations, community agencies, schools and parent groups focusing on a clearer vision of need, developing interest from key players, and devising a better sense of what works and what does not, especially when dealing with critical youth issues. That missing ingredient is the common denominator of coming and working together through joint efforts to bring about the sense of community strength and pride as they take a united front. This workshop will focus on the key in facilitating these groups to make significant change together where before only one agency or religious organization would try, often unsuccessfully, to impact a solution.

Religious organizations are taking more leadership roles in community prevention programs, but there is still more that can be done. Discover with other participants the reason why religious organizations have the potential to be a catalyst for social change and how to collaborate for a positive outcome.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Partnership and Collaboration

AUTHOR'S NAME: Cyndi E. Regan, Youth Development Educator, Marion Extension Center

Diane Baker, Youth Development Educator, Quad Cities Extension Center

ADDRESS: 108 Airway Drive  
Marion, IL 62959

1414 10th Street - Suite 2  
Silvis, IL 61282

PHONE: 618-997-3919//309-792-2500

FAX: 618-997-6213//309-792-2602

E-MAIL: ReganC@idea.ag.uiuc.edu//BakerD@idea.ag.uiuc.edu

OBJECTIVES: To introduce forms of partnerships

To develop types of partners

To learn how to make a collaboration effort successful

DESCRIPTION: The workshop defines the seven types of partnerships and discusses private and public types of partners. The audience is guided through ways to make collaborative efforts successful by going through fifteen key thoughts.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

**TITLE:** Practical Parenting Partnership: Children Are the Winners in this New Approach to Working with Teachers, Parents, and Communities

**AUTHOR'S NAME:** Rosilee Trotta, Urban Youth Specialist, University Extension

**ADDRESS:** 121 S. Meramec - Suite 501  
St. Louis, MO 63105

**PHONE:** 314-889-2911

**FAX:** 314-854-6147

**E-MAIL:** trottar@ext.missouri.edu

**OBJECTIVES:** To explain Missouri's latest innovative educational program to people from other states

To promote a strengths perspective in programming for all those who educate and nurture children as they develop into responsible, confident individuals

To encourage Extension's involvement in the critical area of home-school relationships

**DESCRIPTION:** According to national polls, a majority of Americans believe children and families are worse off now than they were a decade ago. Schools are dealing with issues of escalating violence, increased drop-out rates, and growing drug and alcohol abuse by students. Neither parents nor teachers have the necessary resources to deal with these problems alone. It takes a community approach to deal with them in an effective manner.

Practical Parenting Partnerships is a program developed by the Department of Elementary & Secondary Education and utilizing educators from University Extension to try to address these issues. It explores the relationship of two of the largest influences in a child's life - home and school - and creates a positive link between the two for the benefit of the child. Its curriculum builds on personal and family strengths and provides an avenue for the sharing of



information and the building of networks. Practical Parenting Partnerships envisions families, schools, and the community-at-large working together to provide opportunities for all children to become responsible and confident individuals who can function to the best of their abilities in their personal lives, in their educational experiences, and within a complex society. It's a program that could benefit all states.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Project 4-H Links Youth in Inclusion Education

AUTHOR'S NAME: Nancy Schreiber, Extension Educator, Prevention  
University of Illinois CES

Frances Johnson, Community Worker, Chicago North  
Unit, University of Illinois CES

ADDRESS: Armour Square Center  
10 W. 35th Street - Suite 1600  
Chicago, IL 60616

4141 Belmont Avenue  
Chicago, IL 60609

PHONE: 312-808-9510//312-737-1178

FAX:

E-MAIL:

OBJECTIVES: To identify techniques for adaptation of materials

To identify basic premises of 4-H  
curricular/structure delivery and its use in  
classroom situations

To identify premises of inclusion, including  
opportunities and fears

DESCRIPTION: Effective inclusion is characterized by its  
virtual invisibility. Schools readily adopting  
the concept of inclusion embrace the challenge of  
learning creative instructional practices. Learn  
about a program where the goals is to capture  
ideas of working with 4-H "learning-by-doing"  
alternative activities and adapting them for a  
cooperative learning environment. Experience the  
procedure of identifying and adapting curricula  
most easily used for youth with disabilities and  
communicating the concept with those working with  
them.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Promoting Service-Learning Through Urban Extension Programs

AUTHOR'S NAME: Donald Johnson

ADDRESS: CES  
1269 N. 89th Street - Suite 5  
East St. Louis, IL 62203

PHONE: 618-397-9831

FAX: 618-397-8137

E-MAIL:

OBJECTIVES: To describe how undergraduate and graduate students can become aware of urban problems through service-learning experiences with CES projects

To explain how students can use their professional training to support community-based development initiatives

To discuss how "principles of good practice" in experiential education can be used to maximize the learning outcomes from such projects

DESCRIPTION: More than 600 University of Illinois students have participated in service-learning projects in East St. Louis during the past five years. These students have worked on community planning and research projects for neighborhood organizations and municipal agencies on such topics as crime prevention, housing improvement, energy conservation, job creation, open space planning, and educational reform. These projects were part of the university's East St. Louis Action Research Project, a collaborative venture of CES, the Department of Landscape Architecture, the Department of Urban and Regional Planning, and the School of Architecture.

This session will include student experiences and comments from the Winstanley/Industry Park Neighborhood Organization, the university's primary community partner. The session is

particularly important because of the recent funding of the AmeriCorps Program, the new service-learning initiative of the Clinton administration.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Small Farmers in an Urban Environment: An Opportunity for Extension

AUTHOR'S NAME: Wayne Odegaard

ADDRESS: Hernando County CES  
19490 Oliver Street  
Brooksville, FL 34601

PHONE: 904-754-4433  
FAX: 904-754-4489  
E-MAIL: WMO@GNV.IFAS.UFL.edu

OBJECTIVES: This program will identify the needs and characteristics of small farmers and assist them in identifying and developing alternative income opportunities

DESCRIPTION: Small farmers in urban settings have unique educational needs. Because of the loss of agricultural land due to development and marginal profit, Extension began a major effort to assist small farmers who were experiencing difficulties. A small survey of Hernando County's small farmers was developed to identify the needs and characteristics of small farmers. The survey revealed farmer aspirations often had more to do with a love of nature and raising children in the country than with developing a profitable farm business. The agent used a variety of teaching methods to reach farmers. Several meetings were held to deliver goat and rabbit-related production and marketing information and a small farmers' association was organized as a means of delivering information and exchanging ideas. The agent networked with several agencies and individuals in an effort to develop the program. Local veterinarians and USDA agencies were part of the educational team. Also, the local Extension staff (4-H, home economics, and urban horticulture agents) developed relevant programs. Small farmers represent an "untapped audience" in many urban counties. Information gathered from them can be used to help develop relevant small farmers' programs.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Southeast Asian Hmong Refugee Family Concerns Project

AUTHOR'S NAME: Cathy Nelson, Family Living Agent

ADDRESS: Milwaukee County University Extension  
1304 S. 70th Street  
West Allis, WI 53214

PHONE: 414-475-2339

FAX: 414-475-3777

E-MAIL: NELSON\_C@wisplan.uwexl.edu

OBJECTIVES: To assist Extension agents in understanding how to work within a pre-literate refugee community and to assist that community to increase leadership capacity to provide family supporting services, to assist a women's organization to achieve nonprofit status, to conduct a community-wide assessment of parenting issues, and to develop a strategic action plan by collaborating with existing and emerging Hmong agencies

DESCRIPTION: Milwaukee County has experienced a significant influx of Southeast Asian refugees since the early 80's. Today, 8,000 Hmong live here. There is evidence that traditional family support systems are breaking down as there are more reports of child abuse, youth gang activity, and juvenile crime. Milwaukee County University Extension was approached by Hmong leaders in the late 80's for assistance with parenting issues. A broad-based Hmong/Lao Family Concerns Steering Committee was given leadership by Extension. The committee sponsors an annual parents' conference and three annual conferences for Hmong and non-Hmong providers and professionals. From this initial committee, Extension has collaborated in many ways to increase the leadership potential of the Hmong leaders. Extension has developed a Hmong Youth Futures committee, small business counseling and training, and has worked collaboratively with a newly formed Hmong American Women's Association (HAWA), assisting them in applying for nonprofit status. An \$18,000 grant was received to conduct

a comprehensive Hmong parent and community needs assessment. Hmong speaking staff have been trained to conduct focus groups and interviews within the community. The assessment was designed to identify those traditional family strengths that can be built upon to support Hmong families in America.

To date, four focus groups and interviews have been completed. A visual report will be presented to the community in the Spring at the annual parents' conference. A community forum will be conducted to elicit further input. Funding is currently being sought to support and train Hmong staff to develop a strategic plan focusing on child abuse prevention, cultural needs, education and resource development that will support extended families and reduce family stress.

Working within the Hmong community has afforded several Extension agents the opportunity to share their expertise with Hmong leaders. It has been an interesting process, sometimes slow and cumbersome, developing relationships and trust with traditional clan leaders. It is rewarding because the Hmong leaders are eager to learn American leadership styles. In addition, mainstream businesses and agencies and campus-based departments turn to Extension for assistance in working within the Hmong community.

# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Valuing and Managing Diversity: "Walking the Talk"

AUTHOR'S NAME: Carla E. Hague, Extension Agent, 4-H

ADDRESS: Ohio State University Extension (Lucas County)  
One Government Center - Suite 550  
Toledo, OH 43604

PHONE: 419-245-4254

FAX: 419-245-441

E-MAIL: hague.3@osu.edu

OBJECTIVES: To comprehend how and why valuing and managing diversity already impact the success/effectiveness of existing professional relationships and programming efforts

To learn how important personal awareness/assessment is to be able to realistically empathize, interact, and work with a diverse cross-section of people

To gain an appreciation for theories relative to valuing and managing diversity and cultural & ethnic diversity

To identify essential programming considerations for working with diverse audiences, including various racial/ethnic groups

DESCRIPTION: The introduction to this session will include the background rationale, why valuing and managing diversity is important, and census data, population trends, and demographics. Important terms and definitions will be given to establish a "common language." Finally, in "Walking the Talk," theoretical implications for human service professionals and the Extension system will be given, including first impressions, stereotypes, and the role of the media, as well as proven techniques that produce impact for positive change.



# Urban Extension: Building the Agenda - Moving to Action

May 2 - 4, 1995 • St. Louis, Missouri

TITLE: Working With the Media

AUTHOR'S NAME: Jacqueline LaMuth, Extension Agent and Chair,  
Community Development, Ohio State University  
Extension, Franklin County

ADDRESS: 1945 Frebis Avenue  
Columbus, OH 43206

PHONE: 614-462-6700

FAX: 614-461-6745

E-MAIL: lamuth.1@osu.edu

OBJECTIVES: To examine the factors that motivate the media to  
cover an event

To provide ways Extension can use this information  
to get its information and stories told

To provide suggestions for Extension agents to  
avoid being misquoted or drawn into controversy by  
association

DESCRIPTION: You have a story or information and the media  
won't cover it. The media wants to cover a story  
and you don't want to be involved. What can you  
do? This presentation examine the factors that  
motivate the media to cover an event, to dig into  
a story. What do they want? How can Extension  
use this information to get its information and  
stories told? How can Extension agents avoid  
being misquoted or drawn into controversy by  
association? This presentation will offer  
suggestions for getting the coverage you want and  
for staying out of media trouble.