

“We’re always trying to invent new programming. Don’t reinvent the wheel — 4-H already has it in place.” — Andrea Mahone, community youth director, City of Youngstown

4-H IN THE CITY

OSU Extension youth development program makes an impact in Youngstown



Lydia Mostella used to think “animals and farming” when she heard “4-H.” Since then, she has witnessed daughter Ariana “become her own person” as a result of her membership in the 4-H youth development club. “She’s more outgoing, and winning the county ribbon in clothing construction really built her confidence.”

Young people like Ariana are whom Janice Hanna, Ohio State University Extension educator, had in mind when she worked with Youngstown community leaders to start urban 4-H clubs — now six clubs strong with 100 members total.

Lydia is glad to see it. Her relationship with Ariana grew stronger as mother helped daughter with club projects, and she appreciates the caring adults involved in 4-H.

“It’s so good to see adults and children working together to make a better community.”

◀ Ariana proudly wears the shirt she made to earn the top sewing prize in Mahoning County: “I like 4-H better than any other group. You can do anything!”



4-H Impacts

- 332,260 Ohio young people participated in 4-H clubs, groups, and programs in 2008.
- 17 percent of Ohio 4-H members live in cities and suburbs with populations greater than 50,000.
- One of every six Ohioans has been or is currently involved with 4-H youth development programs.
- Projects focus on hands-on learning, organized activities and field trips, and lifelong leadership/citizenship skills.

HOW 4-H CLUBS WORK



- Through 4-H meetings, projects, fair booths, camps, and field trips, 4-H members learn follow-through, leadership, presentation skills, cooperation, and teamwork.
- Club members use parliamentary procedure during meetings, fostering a sense of respect for differing opinions.
- During judging, volunteer experts ask about members’ projects and listen to their experiences.

More information: <http://www.ohio4h.org/>

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<http://extension.osu.edu>



Ohio State University Extension

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“Because of BR&E, we understand our economy better. We know our strengths and weaknesses, where we can diversify, and what businesses we want to attract to not compete with existing businesses, but add value to our community.” — Nancy Bowen, OSU Extension educator



Signature Program

KEEPING OHIO COMMUNITIES ECONOMICALLY HEALTHY

OSU Extension initiative is a business model worth following

A business is the heartbeat that injects life into a network of community support, growth, and development. Ohio State University Extension’s Business Retention and Expansion Initiative measures the pulse of business health; and for areas like Van Wert County, the prognosis is excellent.

“What you see in Van Wert is the result of a happy, close-knit community,” said Kim Elick, president of Braun Industries.

“Through BR&E, that support and sharing of information and resources has made a big difference.”

Braun, a company that manufactures ambulances, was able to get back on its feet after a 2001 tornado. Since then the company has been expanding, growing by 8 percent last year alone.

The value community leaders place on area businesses is a cornerstone of the BR&E program.

◀ Kim Elick, BR&E participant



Nancy Bowen, OSU Extension educator, Van Wert County ▶

BR&E Impacts in Van Wert County

- In 2009, BR&E participants provided assistance to 20 companies, retaining nearly 1,000 jobs. For every direct job saved, 300 indirect jobs were saved.
- A \$5 million Job Ready Sites grant was awarded by the Ohio Department of Development to develop a 1,600-acre manufacturing super site.
- Through BR&E, alternative energy projects are being established in Van Wert County, including wind farms and a biodiesel plant.
- To date, companies assisted by BR&E have invested nearly \$20 million in Van Wert County.

HOW BR&E WORKS



- **BR&E educates.** Specialists work closely with community leaders to help identify and address issues and opportunities.
- **BR&E trains.** Organizers get the tools and resources to shape a business climate that spells success for their community.
- **BR&E assists.** Teamwork is the key as specialists sit down with community leaders to evaluate research results, and provide hands-on economic development action and planning. BR&E has been assisting in community development initiatives since 1986. More than 140 programs in 77 Ohio counties have been launched.

More information: <http://localecon.osu.edu/BRnE/>

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Advancing Employment and Income Opportunities

Innovation and entrepreneurship will drive Ohio's move to the new knowledge economy — and Ohio State University Extension is uniquely positioned to help. OSU Extension's economic, small business, and job development programs are tailored to local community needs in every county, whether metropolitan, rural, or a combination.

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“OSU Extension provides data and information critical to day-to-day decision making in our farming business.” — Tom Culp, Culp Farms



Signature Program

FARMERS TURN TO OSU EXTENSION TO INCREASE YIELDS, PROFITS

Research, outreach, education are a lifeline for many

Agriculture is in a constant state of change. Turning to Ohio State University Extension and its myriad of ag production resources helps Ohio farmer Tom Culp keep his farming operation in Richland County profitable.

Through a multidisciplinary program, OSU Extension is assisting agribusinesses and producers to increase profitable crop yields in a socially and environmentally responsible way.

Farmers, like Culp, look to the support of Extension educators and use multiple resources, including educational programs, field days, the C.O.R.N. newsletter, the Ohio Ag Manager newsletter, and yield trials to stay current with pests, diseases, and production developments.

“We continue to find OSU Extension personnel to be sincerely interested in helping growers succeed in this business,” said Culp.

◀ Farmer Tom Culp values OSU Extension



Impacts

- Ohio farmers and agribusinesses use the C.O.R.N. newsletter to help boost their profits — by nearly \$10 million according to a 2009 survey.
- More than 70 percent of those surveyed reported an increase in yield or reduction in costs by using information from C.O.R.N. to make management decisions.
- Ohio farmers have saved an average of \$2,400 through tax savings, cost-cutting measures, and improved marketing using the Ohio Ag Manager newsletter, according to a 2008 survey. That’s an estimated \$1.4 million savings for all subscribers.
- Nearly 70 percent of respondents indicated that their business saved money or their profits increased through information from Ohio Ag Manager.

HOW IT WORKS

- The C.O.R.N. newsletter has been providing timely and practical information on insect and disease management, crop production, pesticide/herbicide recommendations, research results, and program/workshop information to farmers and businesses throughout Ohio and the Midwest since 1996. Managed by OSU Extension’s Agronomic Crops Team, the newsletter is available via a free e-mail subscription, by fax, or online at <http://agcrops.osu.edu>.
- The monthly Ohio Ag Manager newsletter helps farmers make more informed business decisions. It’s been recognized for excellence by the National Association of County Agricultural Agents and selected as a North Central Region winner in the NACAA Communications Contest. To access the newsletter, log on to <http://ohioagmanager.osu.edu>.
- OSU Extension specialists are educating farmers on how to boost profits through technology adoption. One example is modified relay intercropping. Based on OSU Extension field research conducted in Crawford County in 2008, the gross return of MRI was 6 percent greater than monocrop corn, 29 percent greater than monocrop soybeans, and 45 percent greater than monocrop wheat based on bushels produced and market prices at the time of July wheat harvest.

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Enhancing Agriculture and the Environment

Ohio's diverse agricultural, horticultural, and forestry industries contribute more than \$94 billion to the state's economy every year. Ohio State University Extension assists with technology, marketing, and educational support, protecting Ohio's position in the global marketplace. OSU Extension also works to enhance and sustain the environment and natural areas in the state, balancing economic advancement with environmental sustainability.

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“Diabetes doesn’t have to be a debilitating disease. Our clients get the tools they need to lead healthy, active lives.” — Cindy Oliveri, leader, Dining With Diabetes



Signature Program

DINING WITH DIABETES KEEPS YOU ON THE GO

This OSU Extension program helped a busy mom get healthy, stay active

In 1998, Teresa Abernathy was hospitalized with “sky-high” blood sugar — over 700. She immediately made changes, thanks in part to an early version of Ohio State University Extension’s Dining with Diabetes Signature Program. “Then I got busy and let things slide,” said the 38-year-old mother of three.

Recently hospitalized for dehydration and a blood sugar level of 300, she looked once more to OSU Extension and found the diabetes education program new and improved. “I learned things about diabetes I never heard before,” she said.

Now, even as president of the Central Residence Council for the Lucas Metropolitan Housing Authority, she does things right: small meals, regular blood sugar testing, and regular walks. “I’ve lost 25 pounds, and I’m still going.” Teresa’s doctor has even reduced her insulin level and may take her off insulin altogether.

◀ *Teresa Abernathy, Dining with Diabetes participant*



Dining with Diabetes Impacts

- Has reached more than 5,000 people with diabetes in the past five years.
- 1.4 million Ohioans are estimated to have diabetes; 9.5 percent of the population.
- Diabetes costs Ohio an estimated \$5.9 billion annually; \$3.9 billion are direct medical expenditures.

HOW DINING WITH DIABETES WORKS WITH PARTICIPANTS



- Meet three times with an OSU Extension educator and certified diabetes educator or registered dietitian.



- Connect with other people battling diabetes to gain support and share ideas.



- Participate in cooking demonstrations, taste tests, or full meals.



- Follow-up gathering and celebration six months later reinforces what participants learned and encourages them to continue.



- Offered in more than half of Ohio counties.

More information: <http://diabetes.osu.edu>

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Strengthening Families and Communities

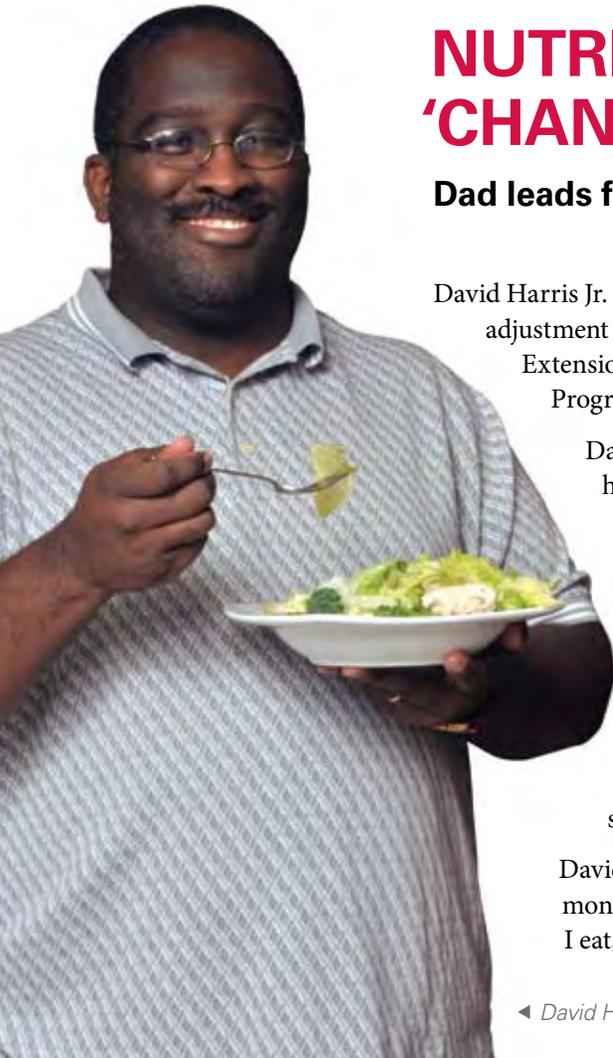
Ohio State University Extension teaches people how to apply science in their daily lives in order to make informed choices about everything from finances to healthy living to food safety.

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"This family has made so many huge changes, it is awesome." — Kim Gress, program assistant
for EFNEP, Coshocton County



NUTRITION EDUCATION PROGRAM 'CHANGED MY LIFE, PERIOD'

Dad leads family in improving eating, food shopping, activity

David Harris Jr. knew he needed to make a serious lifestyle adjustment to improve his health. Ohio State University Extension's Expanded Food and Nutrition Education Program (EFNEP) was just the ticket.

David, a Coshocton County father of four, and his wife Hillary have made profound changes since taking the class. It's water, not pop for David: "I used to drink two cans a day." Never a vegetable lover, he now enjoys green beans, broccoli, and cauliflower. Whenever possible, he walks instead of drives.

The whole family watches portions and examines labels. "At the store, my son saw one cereal with 12 grams of sugar (per serving). He put it back."

David is losing weight — and is saving grocery money. "The class changed everything — the way I eat, the way I shop. It changed my life, period."

◀ *David Harris Jr.*



▲ *The entire Harris family is benefiting from what Hillary and David learned in OSU Extension's EFNEP classes.*

HOW EFNEP WORKS



- Targeted to low-income families with children at home.



- Classes meet 6 to 12 times addressing nutrition, food safety, food budgeting, and physical activity.



- Taught by paraprofessionals, many of whom are members of the target population.

EFNEP Impacts

- Federal money has traditionally funded EFNEP in nine counties; a 2008–2010 pilot project has opened the program to nine additional counties, eight of which are in Appalachian Ohio.
- Reaches nearly 6,000 adults each year, including more than 1,100 in Appalachian Ohio.
- Special youth program reaches nearly 11,000 a year.
- 84 percent of participants improve one or more nutrition practices; 90 percent in Appalachian Ohio.

More information: <http://fcs.osu.edu/hn/efnep.php>

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"I had never planted a garden before, but this opportunity helped me realize how much of an impact one can have on the lives of other people." — Gabriel DeFreitas, Port Clinton



GARDENING FOR A CAUSE

OSU Extension helps city gardeners, food banks weather tough economy

Deborah Vas, executive director of the Toledo Seagate Food Bank, knows first-hand the current recession's impact on the people of northwest Ohio. "Since early 2008, demand has grown by 54 percent, with 46,000 people now requiring nutrition assistance every month," Vas said. "A lot of help is needed."

Help came from Ohio State University Extension, which joined the Victory Garden Challenge — an initiative spearheaded by U.S. Representative Marcy Kaptur that encouraged gardeners to donate produce to local food banks and soup kitchens.

OSU Extension educators and Master Gardener Volunteers worked with more than 200 gardeners, providing technical and logistical assistance. More than 3,000 pounds of nutritious fruits and vegetables were harvested, most of which went to the 3,300 senior households the Toledo Seagate Food Bank helps feed.



◀ *Twelve-year-old Gabriel DeFreitas, of Port Clinton, answered the Victory Garden Challenge by planting and taking daily care of his first-ever plot of vegetables — despite being deathly afraid of bees. "It's made me realize how fortunate I am," said DeFreitas, who donated his produce to a soup kitchen in Sandusky.*

Fresh Food Stimulus

In the Springfield area, OSU Extension personnel and volunteers provided a much-appreciated stimulus to local families by helping them stretch their food budgets and improve the nutritional quality of their meals — all through the power of gardens. Among the accomplishments:

- Support for 19 community gardens.
- A "garden kit" program that helped 15 families grow their own fresh vegetables.
- Development of a garden plot that yielded more than 2 tons of produce, all donated to the Second Harvest Food Bank.

RESEARCH FOR BETTER URBAN GARDENS

Community gardens are springing up everywhere in Ohio urban centers, but little is known about the ecological, economic, and social effects of converting empty lots to food production. OSU Extension specialists Mary Gardiner and Parwinder Grewal are working with the Akron Grows and Cleveland City Fresh programs — which promote community gardening and local food networks — to study both the ecological properties of urban farms and their socioeconomic impacts. The initiative will also help city gardeners implement sustainable practices, such as reduced tillage or including plants that attract beneficial insects.



More information: <http://victoryinthegarden.osu.edu>

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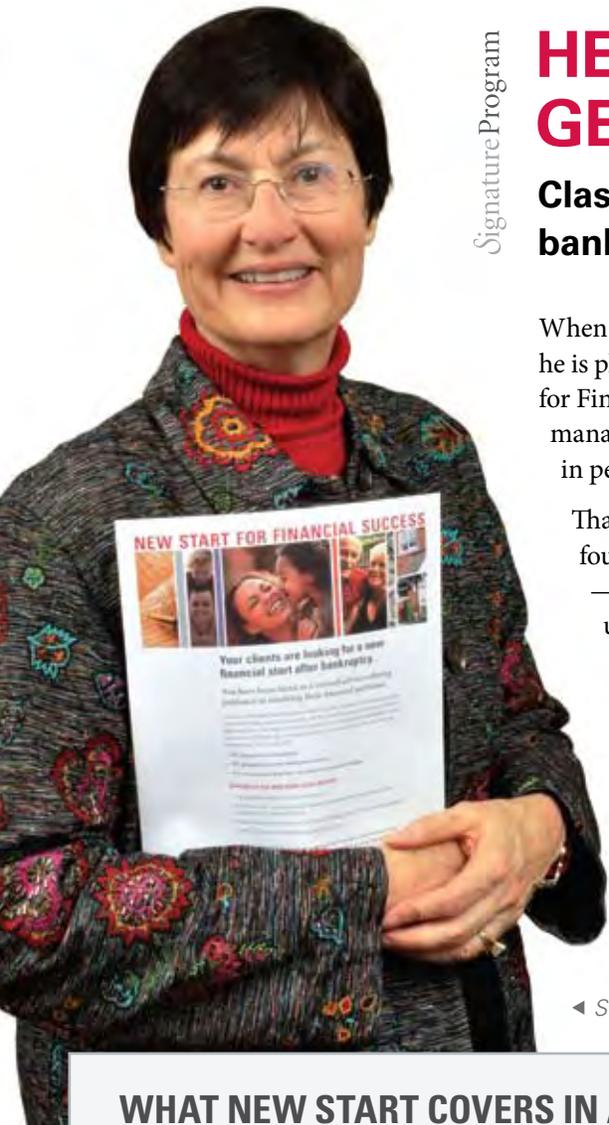
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“People who file bankruptcy have a lot of options to fulfill the debtor education class requirement. What we offer is a personal touch, with instructors trained in adult education and personal finance, and numerous money management resources available through OSU Extension.”

— Sharon Seiling, co-leader, New Start for Financial Success



Signature Program

HELPING OHIOANS GET A NEW START

Class is a good option to fulfill bankruptcy requirement

When lawyer Steven Geise works with clients going through bankruptcy, he is pleased when they choose Ohio State University Extension’s New Start for Financial Success program to fulfill the requirement for a financial management class. “They get more of a benefit if they get this information in person,” rather than by phone or online, he said.

That’s what Lisa and Kenneth, a western Ohio couple, found. When both were laid off and monthly payments — particularly medical and credit card bills — piled up, they were forced into bankruptcy.

“To me, it was a big shock,” Lisa said. They joined 47,260 other Ohioans filing for bankruptcy in the first eight months of 2009. New Start helped them make big changes.

“Writing everything down on paper and seeing what you spend your money on is eye-opening,” said Lisa.

◀ Sharon Seiling, New Start co-leader



New Start Impacts

- Offered in 48 counties; 384 participants in 10 counties in past year.
- 95 percent learn new information.
- 99 percent plan to use information learned.
- 97 percent are confident they can make recommended changes.

WHAT NEW START COVERS IN A TWO-HOUR CLASS

- Spending plans, managing money, using credit wisely, and getting reliable consumer information.
- Setting long- and short-term goals, balancing income and spending.
- Need for record keeping and how to do it.
- Best options for paying down debt.



More information: <http://newstart.osu.edu>

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Our 4-H program is part of a community of young people across America who learn about leadership, citizenship, and life skills. More than 330,000 young people, aged 5 to 19, experience hands-on learning through participation in clubs, camps, and after-school programs in urban, suburban, and rural communities statewide.

LAWN AND GARDEN

Using Extension as a resource, homeowners enhance the value of their homes and communities. We also train Master Gardener Volunteers to apply and share research-based yard and garden information.

NATURAL RESOURCES AND ENVIRONMENT

We protect Ohio's natural environment by working with landowners in managing woodlands and preserving streams and other water resources, such as Lake Erie.

COMMERCIAL HORTICULTURE

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Strengthening Families and Communities

Ohio State University Extension teaches people how to apply science in their daily lives in order to make informed choices about everything from finances to healthy living to food safety.

EMPOWERMENT THROUGH EDUCATION

<http://extension.osu.edu>



"It pays off. Students have a different attitude after participating in Real Money, Real World."

— Nancy Hudson, co-leader, Real Money, Real World

Signature Program

"REAL MONEY, REAL WORLD." REAL IMPACT

Program brings family finances to life for students

Andrea Zickafoose had an eye-opening experience as a senior at Bath High School. Along with her classmates, she participated in Ohio State University Extension's Real Money, Real World program.

"It was a total reality shock," she said.

With alarming levels of debt, bankruptcies, and foreclosures throughout the state, the program aims to help young people become aware of the money-management skills they will need for the rest of their lives. Now a freshman at The Ohio State University at Lima, Andrea knows the value of a dollar. She saved most of the gift money she received at graduation, and is preparing for expenses she will incur when she transfers to the Columbus campus.

The upshot, Andrea says: "You really have to think about what you need before what you want, because if you don't have what you need, everything falls apart."

◀ Andrea Zickafoose, "Real Money, Real World" participant

Real Money, Real World Impacts

- 98 percent made at least some changes in their spending habits.
- 96 percent improved their savings habits.
- 94 percent changed educational behaviors (worked harder in school, discussed career interests with friends and family).
- Offered in 73 Ohio counties.



HOW REAL MONEY, REAL WORLD WORKS



- Six lessons are geared to middle and high school students.



- Students assume the role of a 25-year-old adult with a specific job and salary and up to three children.



- During a one- to two-hour simulation, students take a monthly paycheck and pay for housing, transportation, insurance, groceries, and other day-to-day expenses.



- Students learn how occupation affects income, and how education affects occupational opportunities.

More information: <http://realmoneyrealworld.osu.edu>

EMPOWERMENT THROUGH EDUCATION
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Ohio State University Extension

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AGBIOSCIENCES

We work with farmers to strengthen their businesses, adopt new technology, and improve efficiency while protecting the environment.

HEALTH AND NUTRITION

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Preparing Youth for Success

As Ohio's economy shifts from an industrial to a knowledge base, its young people need advanced skills in innovation and application of new technologies. Ohio State University Extension's 4-H Youth Development programs are perfectly positioned to deliver skills in communications, math, science, and research. 4-H already touches 330,000+ young lives in Ohio and is extending that reach through special in-school, after-school, and summer programs.

EMPOWERMENT THROUGH EDUCATION

<http://extension.osu.edu>



“We believe that trees are a great solution to many of the issues that we deal with — stormwater management, cooling of urban hot spots, bringing quality of life to neighborhoods, and many others.”

— Steve Foltz, horticulture director, Cincinnati Zoo & Botanical Garden

Signature Program

URBAN TREES DO A WORLD OF GOOD AND SAVE US MONEY

One of OSU Extension’s Signature Programs, Why Trees Matter shows us just that, and our homes and communities are getting better for it

Steve Foltz calls trees equal-opportunity helpers. “Trees don’t care what your level of income is,” the Cincinnati Zoo & Botanical Garden horticulture director says. “They provide the same services for everyone.”

Ohio State University Extension’s Why Trees Matter Signature Program helps more people get those services. Extension specialists study and teach how trees improve communities, from retaining stormwater to sequestering carbon to making a street nicer to live on. Why Trees Matter co-leader Jim Chatfield says the program aims to show Ohioans “how simple decisions can translate into significant environmental impacts right in their own front yards.”

Trees “can transform a community,” says Foltz, whose zoo has hosted two workshops by the program already. “This is one of the most important programs that OSU Extension is running,” he says, “and we’re fully behind the effort.”

◀ *Steve Foltz, horticulture director, Cincinnati Zoo & Botanical Garden*



Why Trees Matter

- Builds on the horticultural findings of Ohio State’s Street Tree Evaluation Project (STEP); adds cultural and socioeconomic components.
- Generates long-term data on which trees provide the biggest benefits.
- Demonstrates the environmental benefits of trees and evaluates new tree types for Ohio.

WHY TREES MATTER TO PEOPLE AND COMMUNITIES



- A single maple tree provides \$130 a year in benefits, including cooling, carbon sequestration, reduced stormwater runoff, and increased property values, according to a Why Trees Matter study of nearly 700 maple trees in Xenia using i-Tree software.
- Stormwater remediation by community forests is worth nearly \$60,000 a year to the city of Xenia, \$216,000 a year to Dublin, and more than \$5 million a year to Toledo, according to another Why Trees Matter study using i-Tree.
- Community forests provide energy savings of about \$55,000 a year in Xenia, nearly \$300,000 a year in Dublin, and nearly \$4 million a year in Toledo, the same study found.
- Community forests generate total benefits of nearly \$20,000 a year in Monclova, \$354,000 a year in Bucyrus, nearly \$1 million a year in Dublin, and more than \$15 million a year in Toledo, according to the study.

More information: <http://treesmatter.osu.edu/>

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Enhancing Agriculture and the Environment

Ohio's diverse agricultural, horticultural, and forestry industries contribute more than \$94 billion to the state's economy every year. Ohio State University Extension assists with technology, marketing, and educational support, protecting Ohio's position in the global marketplace. OSU Extension also works to enhance and sustain the environment and natural areas in the state, balancing economic advancement with environmental sustainability.

EMPOWERMENT THROUGH EDUCATION

<http://extension.osu.edu>

