



Learning for Life

Winter 2008



Extension Impact: Education Makes a Difference

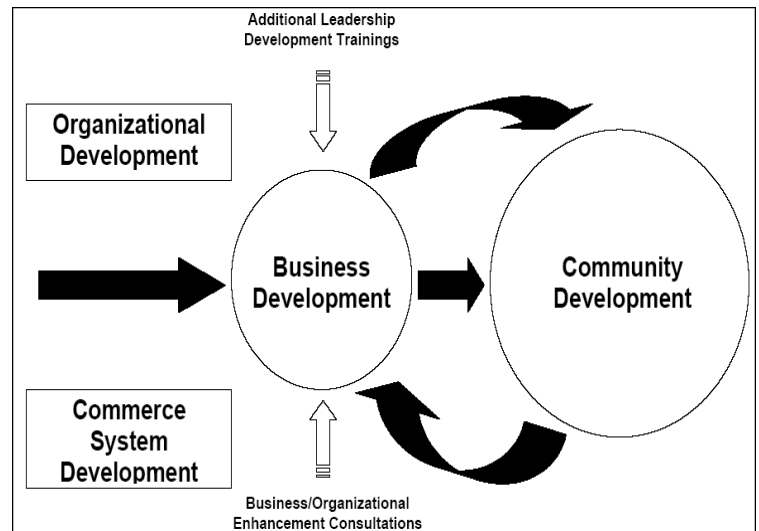
Community Retail Revitalization

UW-Extension is partnering with the Waupaca County Economic Development Corporation to provide economic development education throughout Waupaca County. Specifically, Marion, Clintonville, Manawa, New London, Waupaca, Weyauwega, Iola, and Fremont have partnered with Extension and the Corporation to revitalize the community retail sector through what has been officially dubbed the “*Hometown*” program. The revitalization process involves four phases (see below). The **first** phase is organizational development. Many communities have attempted downtown focused revitalization and most have failed. Although there are many factors that have caused failure, one common thread between communities is the inability to make consensus based decisions about economic development strategies. The *Hometown* program attempts to build a cohesive group of business people to lead the effort from the beginning. Once this group of business leaders has coalesced, they define the desired future of their retail sector and both the issues that prevent success and the opportunities that might help them achieve success.

The **second** phase involves developing a local environment in which retail business can succeed (i.e., a commerce development system). Ed Wendland, an economic development consultant, works with the business leaders to create a system that takes advantage of major attractions that create people traffic and then moves these people from business to business through cross marketing between stores. Mr. Wendland is funded through a Wisconsin Department of Commerce grant that was leveraged by both community investment and in-kind services provided by Extension and the Corporation. During the **third** phase, Mr. Wendland provides one-on-one business counseling to tune up each store’s business model.

The **fourth** phase uses the energy created by the success of the first three phases to build a community leadership group. In the past, many communities had these “can do” groups, which jump started community development projects that created the kind of community that people, and thus businesses, wanted to be in. Extension and the Corporation will be the synthesizing players to get these groups started and provide periodic training to keep them going.

~Mike Koles



Connie Abert 4-H Youth Development Greg Blonde Agriculture Marilyn Herman Family Living Alyson Luchini WNEP Coordinator Mike Koles Community Development Penny Tank 4-H Youth Development	
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- ### Upcoming Events
- February 12—Waupaca County Forage Council Annual Meeting
 - February 17— 6:30 PM “The Choking Game: A Prevention Workshop for Parents” Manawa Middle School
 - February 28—8:30 AM 4-H Super Saturday Project Discovery Day Manawa HS
 - February 26—1:30—3:30 PM Farm to School “Meet and Greet” Manawa City Hall
 - March 5— 9 AM Pesticide Applicator Training, Courthouse
 - April 2—Conservation Easement Workshops

Waupaca County Welcomes WNEP Program Coordinator



In September 2008, Waupaca County UW-Extension welcomed Alyson Luchini as the new Wisconsin Nutrition Education Program (WNEP) Coordinator. Alyson has a bachelor's degree in Biology and is finishing her master's degree in Public Health. She is looking forward to meeting and working with the people of Waupaca County in an effort to make a positive change in family and community health.

WNEP is a UW-Extension nutrition education program that helps limited resource families and individuals choose healthful diets, purchase and prepare healthful food and handle it safely, and become more food secure by spending food dollars wisely. WNEP is federally funded. EFNEP (Expanded Food and Nutrition Education Program) funds programs in 6 counties. SNAP (Supplemental Nutrition Assistance Program) funds education outreach in 67 counties.

WNEP is a unique program to UW-Extension in that it works with a specific audience, individuals that are on Food Share or income-eligible for Food Share. Given the current economic status, this program is vitally important to the residents of Waupaca County. According to Chris Machamer, Economic and Employment Support Coordinator for the Waupaca County Department of Health and Human Services, the number of Waupaca

County households receiving Food Share increased by more than 30% in 2008 (1,053 households in Nov. 2007 to 1,365 households in Nov. 2008 representing 2,386 people in late 2007 to 3,244 in late 2008). This trend is not unique to Waupaca County; statewide the number of people enrolled in the federally funded Food Share program rose 19% over the last year and is now up to 470,000 residents, the highest number on record.

WNEP is a very beneficial program for Waupaca County for multiple reasons. It provides valuable and necessary nutrition education to low-income residents at no cost to them or the agency partner WNEP is working with. In addition, WNEP is 100% federally funded thus bringing valuable federal dollars to the county. WNEP reaches audiences that other program areas within Extension may not be able to reach as often, thus benefitting even more in our communities.

Please feel free to contact Alyson with any questions you may have or to simply learn more about WNEP. Alyson Luchini, Courthouse, 811 Harding Street, Waupaca, WI 54981.

(715) 258-6479 or e-mail: alyson.luchini@ces.uwex.edu



“Working on Wellness” is WORKING

In Waupaca County, businesses with help from a 2006-2009 Healthier Wisconsin Partnership Grant are placing a greater emphasis on health promotion. Through the Medical College of Wisconsin and UW-Madison Medical School six counties including Waupaca have supported their local businesses to proactively address the health of their employees. Over the past decade the total medical expenditure per employee in the U.S. has been increasing at an average annual rate of 10-16%.

“Working on Wellness” (WOW) in Waupaca County has several components.

- 1) *Assessment Activities*: employee interest surveys, health risk and worksite assessments
- 2) *Awareness/Educational Materials*: booklets, brochures, payroll stuffers, posters, and newsletters
- 3) *Self-Help Materials*: materials to modify specific behaviors such as cigarette smoking, weight loss, stress management, nutrition, fitness, ergonomics, etc.
- 4) *Lifestyle Change Programs*: instructor-led classes and coaching-providing a supportive group environment and the expertise of a health professional.

The most popular worksite wellness programs have included: Health Risk Appraisals(HRA), Smoking Cessation,

Exercise, Nutrition Education, Weight Control, Stress Management, Depression, Hypertension Education and Accident Prevention.

Waupaca County is leading the way among other grant recipients in our ability to successfully support healthy behavioral changes in business and with over 75 high risk self-employed participants. All participants except one of the self-employed have made significant changes in their lipid panels and health choices. Also smoking cessation programs conducted with local businesses like Walker Forge and Waupaca Foundry have had unprecedented results with over 85% of tobacco cessation graduates remaining smoke free. This is compared to a national statistic of 20% cessation.

~Connie Abert

Small Steps

Take a Small Step Today!
Eat Better, Get Active, Learn More



Volunteers Key to 4-H Youth Success

Volunteers play a key role in the success of youth in the 4-H program. Training and helping the volunteers in their leadership positions is an important part of the 4-H Program Assistant's position. New in 2009 is a strengthening club leader training that is to be taught in each county. At least one adult leader from each club is required to attend the hands on workshop yearly; other adults and youth are also encouraged to attend. A lesson plan was created by 4-H Youth Development colleagues and Tank worked with others as reviewers of the lesson. Each county is then asked to adapt the information to best fit their county program.

The first Waupaca County training held on a Saturday in January went really well. Tank co-taught with one youth and one adult volunteer who were very excited to help after they went through a similar training this past fall. Topics included risk and financial management, essential elements of 4-H Youth Development, understanding the 4-H emblem and club/committee charter information. Nineteen youth and adults from ten clubs attended the session. Training will be repeated in March for other clubs to participate. The workshop was an excellent opportunity for Tank to facilitate discussion between leaders.

The evaluations showed an increase in knowledge in all topics covered and the information was very useable in their club. Participants strongly agreed that as presenters we generated a desire to learn about the topic; knew the subject; provided information

that can be used in their volunteer positions; answered questions completely; and presented the information in an interesting manner.

Elements that generated the most learning included:

"I can tell you the four essential elements that contribute to effective club meetings."

"I can explain risk management."

"I understand why risk management is important."

"I can name three financial best practices."

~Penny Tank



Continued training is a vital part of the 4-H program.

ATC Grant To Help Explore Conservation Easement Program



Last Fall, Blonde received a \$75,000 grant through proceeds the county received from the American Transmission Company (ATC) high voltage transmission line project in northeast Waupaca county. The purpose of Blonde's grant project is to learn about using voluntary conservation easement donations as a tool for preserving crop and forest land in Waupaca County. The county will benefit by learning if conservation easements can be used to help implement the recently adopted comprehensive plan, and landowners can benefit by learning if the available federal income tax deduction is enough incentive to encourage their voluntary donation of a perpetual easement of their working land. Up to seventeen farms will be eligible for 85% cost-share on out of pocket fees up to a maximum of \$4,250 each.

At the same time, Blonde is working with supervisors Sperrl, Ellis and Jonely to help establish a Conservation Easement subcommittee. Other departments represented in this effort include: Land & Water Conservation; Register of Deeds, and Corporate Council. In addition, several citizens who were active in their Town planning process are also on the committee. The goal of this committee is to develop a framework for a conservation easement program with review and approval by the Waupaca County Board this Spring.

~Greg Blonde

How Important is Agriculture to the Economy of Northeast Wisconsin?

The following information was developed in conjunction with WI Farm Technology Days, 2008 held near Green Bay. Blonde organized and lead an effort to study regional agriculture economic impact. Data analysis by Steve Deller, Extension Agriculture Economist at UW-Madison.

The counties of Brown, Calumet, Door, Fond du Lac, Kewaunee, Manitowoc, Marinette, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, and Winnebago include thousands of family owned farms, related businesses and industries that provide equipment, services and other products needed to produce, process, market and deliver food, fiber and fuel. Agriculture alone in northeast WI provides **86,000 jobs** (12% of the regions workforce); **over \$15 billion in economic activity** (16% of the regions total economy), **including nearly \$5 billion** of the area's **total income**. Every dollar of agricultural production generates an additional \$0.46 of economic activity in other parts of the Northeast Wisconsin's economy.

~Greg Blonde

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Learning for Life

Our Mission: To extend the knowledge and resources of the University System to the people of Waupaca County and Wisconsin.

Our Vision: To serve as Wisconsin's educational network, engaging the people of Waupaca County and our communities in positive change.

Waupaca County Board Supervisors

UW-Extension offers equal opportunity programs and employment.

Family and Community Critical to Elder Well-Being

There are many healthy, active people in our community, but there are others who are not so fortunate. The *Community Gatekeeper Program* assists elderly citizens who are sometimes unable to help themselves. Risks increase if elders live alone and have little communication with others. If an elder becomes sick or unable to care for themselves, they can easily go unnoticed and unattended.

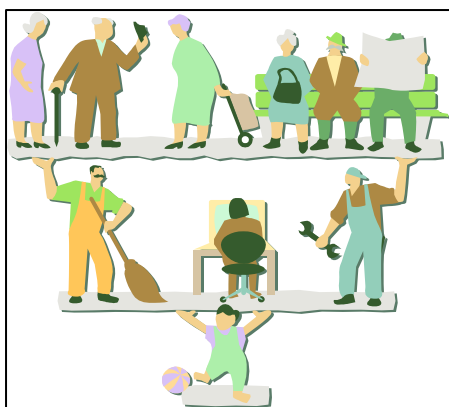
loss, becoming withdrawn, hostile or angry.

- Personal appearance, such as poor hygiene, strong odors, poor grooming or wearing dirty or inappropriate clothes.
- The condition of the home, such as extreme neglect, excessive clutter or neglected pets.
- Physical losses, difficulty seeing, speaking or hearing, mobility, balance, significant weight loss, injuries or untreated wounds.
- Difficulty paying bills or unusual transactions.
- Inability to cope with recent loss of a spouse, family member or pet.
- Neglect, abuse, isolation or wandering.

Referrals are reported to the Aging and Disability Resource Center at 1-866-739-2372 or, in emergencies, the local police department. When a referral is received, the situation is checked out. Forcing assistance is not the goal but county residents deserve to be informed about alternatives and options that will preserve their independence and enhance their day-to-day quality of life. For a 30-minute presentation on the need for "Family and Community Gatekeepers" contact Marilyn Herman, Waupaca County UW-Extension at: (715) 258-6225 to schedule a presentation at your business or service organization.

~Marilyn Herman

For More Information or Questions about these articles, please contact the Extension Educator listed at: (715) 258-6230



Community Gatekeepers is an education program that raises awareness among employees who, in the course of their daily work activities, come into contact with many of the citizens in the community. Gatekeepers are made aware of the signs and symptoms that may indicate an elder or

special needs person could use some help. Gatekeepers are not expected to take on the role of social workers or counselors. Just keep a watchful eye while conducting daily work activities and make a simple referral for persons in need.

Gatekeepers look for changes in a person's overall ability to manage activities of daily living. Gatekeepers could directly observe any one or a combination of the following:

- Inability to communicate, including confusion, memory