

2005 Southern District Resource Management Team Proposal

Proposal Title: “Tips to Go” Family Living Outreach Education

Proposal Collaborators: Team includes Kathy Metzenbauer – Juneau County Family Living Agent, April Lackas-Schmidt – Juneau County Nutrition Coordinator, Melissa Burke -- Richland/Sauk Counties Nutrition Coordinator, Peggy Olive – Richland County Family Living Agent, Janay Ziebell – Marquette County Family Living Educator, and Jane Schaaf – Crawford County Family Living Educator. Additional collaborators include UW-Extension colleagues (county-based and specialists), community partners, and clientele.

Person Applying for Funds: Peggy Olive, Richland County Family Living Agent

Proposal Description: UW-Extension colleagues, community agencies, and clientele will assist team collaborators in recording 45-minute audiotape messages on five family living topics, including money and stress management, feeding young children, parenting middle schoolers, and renter responsibilities. Both audiotapes and compact disks will be used in addition to written materials. In the pilot phase, clientele will also be asked to review the recorded messages and materials before they are released to the general public.

In the public dissemination phase of this project, these materials will be placed at public venues, including libraries, laundromats, and schools, throughout a five county area in southern and central Wisconsin. These materials will also be provided to local instructional sites, such as Job Centers and county jails that serve limited-income and underserved populations. Most importantly, all learning materials will be free of charge. Clientele will be encouraged to return the learning materials to the public venue or to pass the materials along to a friend. To evaluate this project, pre-paid evaluation postcards will be included with each learning packet and listeners will be encouraged to contribute feedback. Supplemental worksheets, Extension contact information, and on-line learning materials will be created for clientele interested in additional information.

Proposal Costs: This proposal received \$5000 in start-up funds from a 2004 Central District Innovative Grant. The current funding has allowed for purchase of a digital recorder, Adobe Audition computer program licenses, tapes/CD's for pilot, supplies for instructional handout packets, postage for evaluation, mileage for partner meetings, and additional miscellaneous expenses. In addition, team collaborators are providing in-kind dollars in the form of computer equipment, printed curriculum materials, and personnel time.

We are now requesting **\$3920 from the Southern District Resource Management Team** for the following expenses:

- 875 CD's printed at UW-Extension ICS = \$2257.50
- 875 audiocassette tapes printed at UW-Extension ICS = \$1662.50

This funding will be used to expand this outreach project in the collaboration team's five-county area following our current pilot.

Proposal Impact: With the increase in two-parent working families and single parent families, households today are more stretched for time than ever before. Reaching these time-strapped individuals continues to be a growing challenge for Extension educators. While some individuals turn to the Internet for quick and timely educational information, other individuals, such as those with incomes under \$25,000, those with less than a high school education, and certain minority groups, are less likely to use the Internet. *This outreach project seeks to reach clientele of varying income, literacy, and education levels with research-based educational messages surrounding money management, stress management, healthy eating, and parenting by making learning materials more accessible in their daily life.*

In the current pilot phase of this program, 25 learning packets have been or are being prepared for each of the five family-living topics. This team has just started to receive feedback on the pilot learning packets. When the pilot has been conducted, identified changes will be made to each of the topics. The final dissemination of the learning packets will take place in summer/fall 2005. Based on funding received, it is estimated that 35 copies of each of the five family living topics will be disseminated in the five different partner counties. Client feedback evaluations will then be collected following dissemination of these learning packets. Learning materials may also be accessed and downloaded through UW-Extension county websites in order to reach more traditional learners.

If evaluation feedback (as outlined below) is positive for behavior change and in reaching underserved audiences, it is hoped that additional funding could be secured to expand this program statewide. In addition to reaching underserved audiences, these educational messages could be used for professional development for Extension colleagues and community collaborators. The tapes could also be translated into Spanish or other languages as the need fits.

Outcomes Expected:

- Increase in knowledge reported by participants.
- New behaviors practiced as reported by participants.
- Increase in number of new Extension clientele reached in five-county area.
- Increase in number of traditionally underserved clientele reached in five-county area.
- New resources available for low-literacy and underserved populations.
- Increased presence of UW-Extension resources in community.

Measuring Impact: As stated previously, all pilot materials will contain evaluation feedback questionnaires and self-addressed envelopes. In the final distribution phase, learning packets will contain a self-addressed, stamped evaluation postcard to be returned by the self-study program participant.

Evaluation questions include data on the participants' gender, age, ethnicity, education level, previous experience with UW-Extension, new knowledge gained, new knowledge used, if information was shared with others, and additional comments.