



**Extension**

UNIVERSITY OF WISCONSIN-MADISON  
FOND DU LAC COUNTY



## 2019 ANNUAL REPORT

### THE PURPOSE TO WHICH WE COMMIT:

We teach, learn, lead, and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.

### WHO WE SERVE



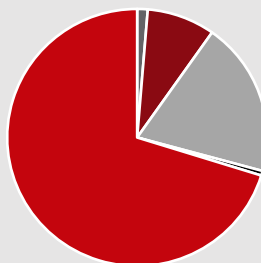
**5,008**  
Total Learners

**1,811**  
Hispanic



**6,526**  
Total Learners

**9,425**  
Not Hispanic/Latino  
*298 Not Indicated*



■ Native American or Alaska Native  
■ Asian  
■ Black or African American  
■ Native Hawaiian/Pacific Islander  
■ White



**11,534**  
Direct Educational Contacts

## County HIGHLIGHTS

- The Fond du Lac/Sheboygan County FoodWise program taught a total of 590 classes.
- The FoodWise program brought \$190,000 in staff and services to Fond du Lac and Sheboygan Counties.
- 202 volunteers indicated they gave a total of 8,821 hours to the 4-H program in 2019.
- Positive Youth Development Educator engages African American males in life skills workshops through collaboration with Men of Vision mentoring program.
- 35 local, regional, and state extension programs developed through Extension Fond du Lac County Dairy Programming's focus on "Supporting Farmers During Challenging Times."
- 365 parents used the Human and Development's 'Just in Time' parenting newsletter and described it as "a great newsletter every parent and grandparent and caregiver should subscribe to!"
- 48 African American business owners participated in entrepreneurship interviews.
- Joe Zimbric joined the team in September, 2019 as the Crops and Soils Educator (50% Dodge County.)

## AGRICULTURE



### Supporting Farmers During Challenging Times

Agriculture is an industry known for hard work, resilience, strength, and supportive community. However, farm families often experience many challenges such as low commodity prices, unpredictable weather, untimely equipment breakdowns, and a narrow window of opportunity to complete daily and seasonal work which often causes stress in the lives of farm families. The effects of Mother Nature from 2019 certainly have had, and will continue to have, an impact on feed inventories and quality throughout Eastern Wisconsin.

Because of the financial stress from low commodity prices, and the impact of feed quality and quantity on the milking herd, Tina Kohlman has focused Extension Fond du Lac County Dairy Programming on “Supporting Farmers During Challenging Times”. Over 35 local, regional, and state extension programs reaching over 1,300 individuals have been developed or developed in collaboration to support the agriculture community in the topics of communication and listening strategies, dairy marketing, genetics, cost of raising dairy heifers, farm finances, manure management, finances, feeding and nutrition, managing feed inventory, and recognizing and supporting mental health. Kohlman has developed and presented 19 presentations focusing on increasing production, profitability, and efficiency in the areas of marketing, dairy replacements, reproduction, and animal husbandry. Agribusiness professionals have learned more about communication strategies they can use while working with distressed farmers.

**“Topics were on point, speakers very knowledgeable considering the past four years of bad economy”.**

**125 radio interviews**

**1,300 individuals reached with direct programming**

**35 local, regional, state extension programs developed**

**19 presentations developed and delivered**

**600 plus Fond du Lac County farmers and agribusinesses reached through monthly ag newsletter**

**250 plus Fond du Lac County farmers and agribusinesses reached through email**



## COMMUNITY DEVELOPMENT

As the population of African Americans in Wisconsin increases, economic development professionals need to understand how to adapt current services to fit the context and gifts of this entrepreneurial group.

Leveraging a close relationship with the co-founder and Executive Director of Fit Oshkosh, Tracey Robertson, and an internal funding opportunity from the Dean of Extension, Diana Hammer and Extension coworker Joseph Malual, PhD (Chippewa, Dunn, Eau Claire Counties) worked with Robertson to hire Research Assistant Rajon Hall.

Hall interviewed African American business owners in Brown, Fond du Lac, Outagamie, and Winnebago Counties, asking about their startup motivations, financing, successes, barriers, strengths, goals, and demographics. After four months, 48 entrepreneurs had participated.



*Rajon Hall*

Among the most important initial insights was learning that the participating business owners mostly did not know each other. Extension and Fit Oshkosh then organized a celebratory networking event in August to review preliminary findings. Robertson and Extension colleague Mia Ljung (Outagamie & Winnebago Counties) then obtained two grants to create a Co-working Space at Fit Oshkosh so Entrepreneurs of Color have a place to gather and learn together while building their businesses.

Initial findings were presented at Start Up Week Wisconsin, UW-Oshkosh Black History Month, and WHBY radio. Extension colleague Angie Allen, PhD (Milwaukee County) joined Hammer and Malual in the analysis of the full interview transcripts which will result in more detailed findings and recommendations shared in 2020.

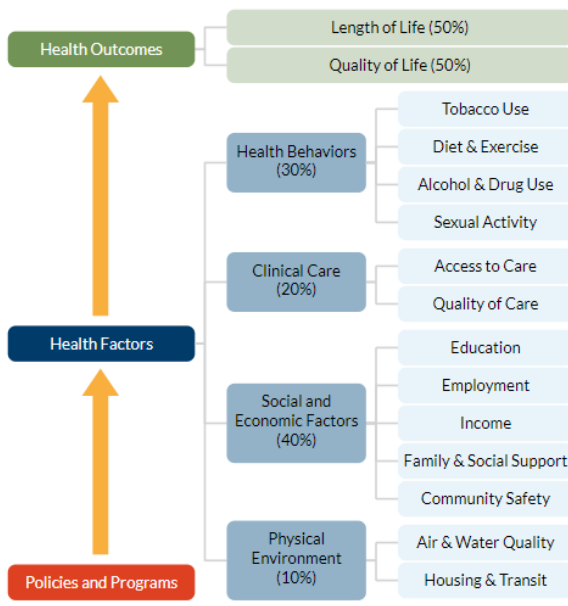
**“I appreciate the opportunity to talk about my challenges, my triumphs and give a tad of advice to someone else who may be about to pursue or even is dealing with the same adversities or celebrating similar triumphs. Thank you.”**



## Population Health Group

Social determinants of health are the conditions in which people are born, grow, live, work, and age. They include factors like socioeconomic status, education, physical environment, and social networks. The Fond du Lac County Community Health Improvement Plan has identified an overarching focus to address SDOH. Amanda Miller was asked to become a member of the local Population Health Group, which includes members from organizations and agencies that serve to address population health in the local community. The goal is to better coordinate programs and services for low-income and diverse audiences, while also better understanding their health needs and gaps.

Although the most recent Fond du Lac County Community Health Assessment (CHA) determined health priorities based on survey results of Fond du Lac County residents, this group will take a deeper look into the health needs of low-income and under-served residents through focus groups. Miller has provided resources to help inform the group process. This has included better understanding race/ethnicity and poverty data in Fond du Lac County, best practices on conducting authentic and engaging focus groups with diverse and under-served audiences, and considerations for next steps on how to use the data collected from the focus groups. Miller has also partnered with the UW-Madison Population Health Institute to provide quality, evidence based resources to the conversation. The goal is that the focus groups glean powerful data on the health inequities that exist in the community and to address them through more inclusive programs and services.



## Grocery Store Tours

The FoodWise and WIC (Women, Infants, and Children) programs began a new partnership with Fond du Lac Festival Foods to offer grocery store tours for WIC FitFamilies participants. This hands-on experience offered a unique learning experience that was outside of the traditional classroom setting. During the 1.5 hour tour, participants learned four key shopping skills: reading food labels, comparing unit prices, finding whole grains, and identifying ways to purchase produce. Following the tour, participants received a \$10 Festival Foods gift card to spend on healthy foods for the family.

The grocery store tours are based on the national curriculum from Cooking Matters. Cooking Matters empowers families to stretch their food budgets so that children can get healthy meals at home. Melanie Phillips, Nutrition Educator, completed both the Cooking Matters at the Grocery Store Tour for Adults and Cooking Matters at the Grocery Store Tour for WIC Parents facilitation trainings.

**100% of participants reported that they either “liked” or “really liked” the grocery store tours.**

A total of 7 families participated in two grocery store tours. Following the tours, evaluations found that 86% of participants felt either “very confident” or “completely confident” to make the most of their WIC benefits. 100% of participants felt either “very confident” or “completely confident” to identify WIC foods at the grocery store. Overall, 29% reported that they “liked” the tours and 71% reported that they “really liked” the tours. As a result, additional tours are planned for the future.







Tracy Keifenheim started at Extension in May of 2019.

#### 4-H Grows Here

Hispanic youth encompass one of the fastest increasing demographics in Fond du Lac County, spurring Extension to create culturally appropriate educational programs. This dramatic growth trend drove Extension to better extend its educational programs to this expanding demographic.

In September, Keifenheim met with potential leaders to start an after school 4-H program at Friendship Elementary School in North Fond du Lac. Extension staff led a Volunteers in Preparation training for the individuals who expressed interest in facilitating the club. Together the two club leaders and Extension staff organized an informational meeting and planned out some future club gatherings. After the first meeting, the club established a name, Los aviones internacionales (The International Airplanes), and created goals. The club wants to increase participant's knowledge of the culture of worldwide Spanish speakers and improve participant's ability to read and write Spanish through the 4-H program. Club meetings were scheduled for once a month for the remainder of the school year.

At the end of October the group had an educational meeting focused on el día de los muertos (Day of the Dead), in which families remember loved ones who have died with gifts, photos, and favorite foods. Families brought in favorite foods, beverages, marigolds, and other gifts to include on the private altar called an ofrenda. The group worked together to build the ofrenda and teach the youth about this tradition. There was over 30 youth and families in attendance!

The group continues to offer educational programming for Latino families. These families are getting a better understanding of 4-H in a way that honors their heritage.



Members of Los aviones internacionales learn about la Dia de los muertos (the day of the dead).



Ron Jakubisin started at Extension in February of 2019. His position as the Positive Youth Development Educator is shared with Washington County.

In getting to know the County Jakubisin conducted over 30 key stakeholder interviews with youth-serving agencies such as schools, nonprofits, and coalitions. Some of those interviews include City Council members, Ebony Vision, FDL Library Teen Coordinator, Big Bros/Big Sisters, and YScreen, just to name a few. From these meetings, Jakubisin grew his understanding of both the needs and existing programming, which informed the development of his work plan.

One priority is the Youth in Governance program Jakubisin is developing with the City of Fond du Lac Council is a year-long program that will engage high school youth in City Council Committee meetings with adult mentors. He has engaged a diverse population of youth in his educational sessions: Men of Vision mentoring program (African American); Lemonade Day lessons with Hmong; Writing & Interviewing Skills (middle school youth) and Resume Writing & Interviewing Skills (high school youth) traditionally a 4-H event, now open to all youth in FDL. He also supported the 4-H Coordinator with Leader's Training; Camp Volunteer training, and Awards/Scholarship Interviews.

**"Extension and Ron have been a great asset to the Men of Vision program. His T.E.A.M. workshop taught the kids, and mentors how to work better together." - Antonio Godfrey, -Vice President of Ebony Vision, Dir. of Men of Vision**



Jakubisin also engaged in community outreach to support other agencies by disseminating life skill information and promoting Extension. Efforts include: Waupun Area School ELL Family Night; Juneteenth Celebration; Alto Fair; National Night Out; FDL School District Teacher Resource Fair, and Boys/Girls Club Health Fair.

# HUMAN DEVELOPMENT & RELATIONSHIPS



## Just in Time Newsletter

In 2019, 365 families received the Just in Time (age paced 0-age 5 child development newsletter written by Extension specialists in 11 states, including Shelley Tidemann ). Sign up is through SSM/Agnesian birth centers-Fond du Lac and Waupun. Eighty percent of families choose digital delivery and 20% choose surface delivery of the newsletter. Newsletter is available in English and Spanish. Fond du Lac parents were surveyed and reported on the newsletter the following-

77% subscribers read most or all of the publication, 100% of the readers viewed the information as just as useful as or more useful than information from other parenting sources.

**"Our favorite source of parenting information."**

Other specifics noted were increases in parenting confidence and better ability to handle parenting stress and identifying child's needs. A few comments

gleaned- "...helped me make decisions about feeding and discipline." "Kept me in tune with how my baby was progressing", "It has helped us teach our children different ways of learning" and "has helped with different ways to redirect behavior." Additional newsletter registrations are received through Family Resource Center, DHS Foster Care division, FDL Public Health Nurses and social media educational efforts. Fond du Lac is nationally recognized for successful use of this early parenthood educational tool. The JIT effort is a 27-year partnership with Extension, SSM/Agnesian Health and FDL Co. Kiwanis.

**Increased my parenting confidence: 95%**

**Better identify my child's needs: 95%**

**Better handle parenting stress: 90%**

**77% of parents shared the newsletter with someone else.**



**Cindy Sarkady**  
Area 15 Director



**Tina Kohlman**  
Dairy & Livestock Agent



**Joe Zimbric**  
Crops & Soils Agent



**Diana Hammer**  
Community Development Educator



**Amanda Miller**  
Health & Well Being Educator/ FoodWise Coordinator



**Pamela Nelson**  
FoodWise Nutrition Educator



**Melanie Phillips**  
FoodWise Nutrition Educator



**Shelley Tidemann**  
Human Development & Relationships Educator



**Tracy Keifenheim**  
4-H Program Educator



**Ron Jakubisin**  
Positive Youth Development Educator

## Contact Us

400 University Dr.  
Fond du Lac, WI  
920-929-3170  
[fonddulac.extension.wisc.edu](http://fonddulac.extension.wisc.edu)



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON  
FOND DU LAC COUNTY