



**Extension**

UNIVERSITY OF WISCONSIN-MADISON  
FOND DU LAC COUNTY

## 2020 ANNUAL REPORT

### THE PURPOSE TO WHICH WE COMMIT:

Extension's mission to embody the Wisconsin Idea and connect university knowledge to all points of the state frequently requires direct contact with the people we serve. The COVID-19 outbreak, and the resulting physical distancing response, created and intensified challenges for our stakeholders. In 2020-21 we have been engaging with parents, youth, farmers, business owners, non-profits, community groups, government officials, and other stakeholders by providing actionable guidance and resources during this stressful and confusing time. It is key to our mission to provide relevant and responsive information – this includes providing information in culturally and linguistically appropriate formats that serve the people of Wisconsin in the best possible fashion.

The core strength of the Extension model is to quickly and meaningfully connect needs with actionable resources. This operational model is specifically effective during volatile emergency situations. Our educators rapidly detect disruptions and issues – and they develop, deliver, and update vetted support by collaborating statewide, across organizational boundaries, and in real time. This additionally allows Extension to broadly share newly developed resources across the state and nationally and to strengthen cross-sector networks involved in the emergency response.



### WHO WE SERVE



**681**

Total Learners

**932**

Hispanic



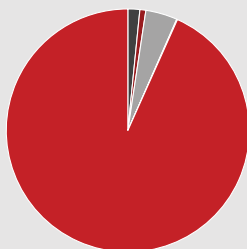
**1,530**

Total Learners

**1,279**

Not Hispanic/Latino

2,437 Not Indicated



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



**4,648**

Direct Educational Contacts

## County HIGHLIGHTS

- 14 business owners attended the Milwaukee research kick off. To date, 21 have participated in interviews.
- 14 members of Leadership Fond du Lac participated in Extension's workshop "Homegrown: Entrepreneurship in Your Community," learning how to support entrepreneurs in their personal and professional networks.
- 208 Volunteers indicated they gave a total of 9,356 hours to the 4-H program in 2020.
- A total of 5,111 hours were contributed by youth leaders to the 4-H program in 2020.
- FoodWise reached a total of 4,467 contacts between October 1, 2019 - September 30, 2020.
- FoodWise brings approximately \$220,000 in staff, programs and services into Fond du Lac and Sheboygan Counties.
- Over 30 agriculture related webinars have been collaborated, developed, and/or implemented reaching 3,887 individuals on topics related to the impact of COVID-19 on dairy markets, surplus milk, land spreading of milk, and government programs; reproduction; newborn calf management, dairy replacement management, and socially housed calves; managing the dry cow; farm safety; and manure handling.



## Supporting Food Pantries during COVID-19

The Food Providers Group is a networking group for food pantries and hot meal programs. Facilitated by Amanda Miller, the group of 40+ members meets quarterly and communicates regularly by email to share current resources. In addition, this group maintains the Area Food Resource Guide.

COVID-19 resulted in significant changes to the local food system. For example, walk-in food pantries changed operations to offer only boxed foods. The information in the Area Food Resource Guide no longer applied. Information was spread across multiple websites and often updated daily. This led to a great deal of confusion regarding the status of food resources in the community.

Miller and Phillips consolidated the information from multiple sources into a single 'food resource hub' located at: <https://fonddulac.extension.wisc.edu/fond-du-lac-county-food-resources-during-covid-19/>. The website helps local agencies direct community members to local and state food resources. For example, information on food pantries, school meals, and senior meals. It also provides educational resources for food pantry staff. For example, tips to develop a healthy food box or safe food handling during COVID-19. There is also a hard copy postcard with a QR code for quick and easy access to the website that is located at high traffic spots in the community, such as the public library.

The website is shared regularly through the Food Providers Group email listserv, press releases, and social media. It has also been shared by state and local representatives, local government agencies, and is included in the Fond du Lac Area United Way's 211 directory.

The development of the COVID-19 food resource guide displays a coordinated and timely effort to bring local agencies together to meet the needs of those impacted by this emergency situation. Numerous partners have expressed appreciation for consolidating this information into a "one stop shop" for food pantry clients.

## Cooking Matters Pilot Program

Fond du Lac/Sheboygan FoodWise was selected to pilot test Cooking Matters, a national curriculum developed to increase access to nutrition and food skills education for low-income families and contains shorter, more flexible, and family friendly lessons. Each lesson provides the opportunity to participate in hands-on cooking activities with parents and children.

FoodWise partnered with multiple partners, including ADVOCAP Head Start and Youth for Christ Campus Life in Fond du Lac and Family Connections in Sheboygan) to deliver cooking classes. Additional classes were planned with the Fondy Food Pantry in Fond du Lac and Head Start and WIC in Sheboygan, but were cancelled due to COVID.

During the lessons, parents learned about meal planning, how to make healthy, homemade snacks, and how to save time preparing in the kitchen. Parents and children cooked a healthy snack and one meal or side dish. At the end of each lesson families were able to take home the needed groceries to prepare the recipes at home. Parents and children were able to cook a healthy snack and one meal or side dish.

The response from parents was very positive. 69% of participants stated that they will use a skill they learned in class. Parents were excited to participate in hands-on cooking activities with their children. They were surprised to learn how much young children can help while preparing meals. They expressed that they appreciated the information from the classes. They plan to pay more attention to what they eat. They said that it makes them happier to know they are serving healthier food to their children.

This grant was not only an opportunity for local Nutrition Educators to provide feedback on a national curriculum, but it created new partnerships in Fond du Lac and Sheboygan Counties.



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"Thank you for the food to feed my family. I can now make this at home. I never thought about making healthy versions of this recipe."  
- Youth for Christ Campus Life participant



## Reimagining 4-H

While the 2020 4-H year might look different to most, some things remained the same. Youth and adults were trying new things, learning by doing and serving the 4-H mission: to provide meaningful opportunities for all youth and adults to work together to create sustainable community change. However, 2020 also provided the opportunity for youth and adults to reimagine the 4-H program.

Young people had the opportunity to reimagine how they learn from each other, connect, and how they could positively impact their communities. Youth leaders facilitate many community service projects that could be safely done during Covid. Youth leaders also had many virtual opportunities to participate statewide. Skills youth gained from these opportunities were facilitating activities, sharing knowledge, planning agendas, and growing in self-confidence.

Youth and adult partnerships were essential as youth and adults worked together to learn new forms of technology, try new things, and grow together. Keifenheim and other area educators facilitated: Officer Training, Conversation Corner workshops, and a Reimagining 4-H Meetings training where youth leaders and adults taught youth leaders and adult volunteers different ways to use technology in 4-H settings. Adults learned how to use Zoom effectively, how to make virtual meetings interactive, and how to incorporate other forms of technology into 4-H.

Learning by doing, experiential learning, is key to 4-H. This year Keifenheim partnered with other 4-H educators, the WI 4-H foundation, and community organizations to provide positive learning experiences to youth through "Taste of 4-H" kits. The kits were created for youth to explore interests and try new things. After completing the kits the youth could reflect on their "learn by doing" at home experience. The kits were distributed through the Big Brother Big Sister of Fond du Lac County.



*Youth leaders, adult volunteers and educators facilitating one of the 4-H meetings Reimagined trainings. Youth leaders are leading a get to know you activity during this portion of the training.*



## Quick Adjustments to COVID-19

The year quickly was overtaken by new COVID policies and as community partners initially focused inward to their own priorities, Extension also, adapted to new policies, increased skill in remote learning, and maintained virtual contact with community partners to understand and address the needs of schools and youth-serving agencies in Fond du Lac County. Some annual programming such as Lemonade Day lessons (in Spanish) provided by Extension were canceled after a few face-to-face lessons while other educational events were able to make a successful transition to Zoom-based lessons.

New skill sets in technology and virtual learning helped Ron Jakubisin, PYD Educator, maintain relationships with established partners and to develop communication with new partnerships seeking PYD educational programming. In 2020, Jakubisin began working with FDL HS students involved in the STAAND club (Students Taking Action Against Negative Decisions). These students, along with the adult sponsor will continue to meet with Jakubisin on an ongoing basis in 2021 utilizing the UW-Madison Extension's 'Youth Advocates for Community Health' curriculum. He has also joined the FDL Drug-Free Communities Coalition bringing his past experience in drug prevention education into the community group.

Jakubisin has engaged a diverse population of youth in his 2020 educational sessions including youth from: Men of Vision, Boys and Girls Club, 4-H, and Fond du Lac High School. One success story for PYD during 2020 includes workshops adapted during covid for remote learning and presented virtually for the Boys & Girls Club. This series of workshops focused on problem-solving, managing emotions, teamwork, consensus-building and positive communication. The workshops, connected in theme were: Think Outside The Box: Strategies for Problem Solving; T.E.A.M. (together everyone achieves more!) and Team Challenge Day (a friendly competition between all of the classrooms at B/G Club that put the lessons of the first two workshops into practice). These workshops were positively received and the B/G Club look for more social-, emotional-based-lesson workshops in the 2021 spring and summer sessions.

Jakubisin's position lends support to 4-H by working with Tracy Keifenheim, 4-H educator and providing educational sessions that enhance 4-H programming. This included Officer trainings, award interviewing, Virtual Summer Learning Calendar and Fall Forum. The PYD position is a shared between Washington and Fond du Lac Counties.



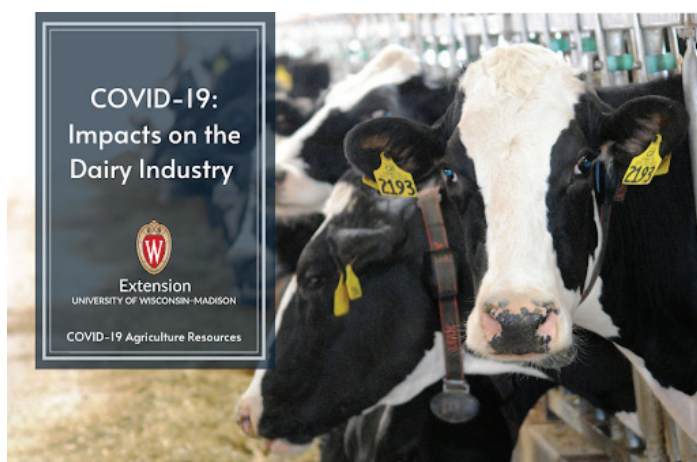


## COVID-19 Effect on Dairy

The COVID-19 pandemic has affected Fond du Lac County's agriculture sectors in many ways. After years of low milk prices, dairy farmers had just started to see recovery, but the hit to local and national markets has resulted in milk prices that will not be sustainable for many dairy farms. Farm operations have had to keep essential production and operations running while adjusting to the new challenges that COVID-19 has created.

In response to the challenges farmers faced created by COVID-19 Tina Kohlman has focused her programming efforts in "Supporting Farmers During Challenging Times". Over 30 webinars have been collaborated, developed, and/or implemented reaching 3,887 individuals where they learned about the impact of COVID-19 on dairy markets, surplus milk, land spreading of milk, and government programs; reproduction; newborn calf management, dairy replacement management, and socially housed calves; managing the dry cow; farm safety; and manure handling. In addition to responding to COVID-19 related programming, Kohlman has developed and presented 5 presentations focusing on dairy replacements and nearly 225 radio spots and interviews have been given. Numerous factsheets have been developed on Managing the Surplus of Milk in response to dairy markets closing or reducing output. A weekly e-newsletter was developed for over 300 individuals to provide time sensitive resources.

**"I am simply impressed at how fast this event was developed. Seeing the need for this material, advertising, registering, and holding the event within a few days of the first reports of dumping [milk] is impressive. JOB WELL DONE!"**



## Black Owned Businesses and COVID-19

In 2020, Black owned businesses were disproportionately affected by COVID nationally and in Wisconsin, because they are concentrated in the sectors that were most vulnerable to the pandemic: arts, accommodation, and food services, and retail, among others. Extension colleagues in the Entrepreneurs of Color Support Team worked together to provide increased access to information, financing, and networks that could help buffer the impact.

Extension colleagues in the Entrepreneurs of Color Support Team made 1-1 calls to business owners to ask about their business, personal, and family health and to connect them with resources specific to their situation. They launched a research initiative in Milwaukee County with entrepreneurs of color which will include interviews and a network survey to learn who these business owners work with and trust most. Lastly, they hosted a meeting for stakeholders to learn and comment on the results of the 2019 interviews with Black business owners in Brown, Fond du Lac, Outagamie, and Winnebago Counties (photo). This program was recorded and the video is available online (65 minutes).

In a post-program evaluation survey, most participants agreed that their understanding about the context of African American business owners in WI had "very much" increased. Most also "strongly agree" that as a result of this meeting, they have increased trust in Extension, increased interest in collaborating with Extension, and increased motivation to participate in events with other Black business owners. One person commented, "Very well organized session. Folks were super engaged and interested. I very much enjoyed this session and learned a ton." Additionally, after the program one participant emailed us to say, "Thanks for Saturday. It was really nice to connect with you all and everyone on the call. Reminds me of just how much ambition and thriving black entrepreneurs we have across our state."



Participants discuss the results of the 2019 Black Business Owner interviews and next steps they want to take to build the strength of the local network with Extension colleagues Dr. Angie Allen, Rajon Hall, Diana Hammer, & Mia Ljung



**Cindy Sarkady**  
Area 15 Director



**Tina Kohlman**  
Dairy & Livestock  
Agent



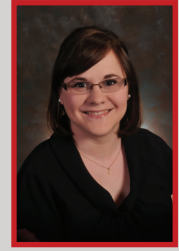
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Development  
Educator



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Positive Youth  
Development  
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