



Extension

UNIVERSITY OF WISCONSIN-MADISON
FOND DU LAC COUNTY



2021 ANNUAL REPORT

The Purpose To Which We Commit:

Extension's mission is to connect people with the University of Wisconsin. Thanks to joining forces with UW-Madison, we'll strengthen each other through exchanging of experience and research statewide. No matter what you're trying to accomplish in Fond du Lac County, you'll find the support you need as we continue to bring our home county together, community by community.

We provide individuals and families with the tools and guidance they need to adopt positive health behaviors. **Health & Well-Being and FoodWise** programming focuses on nutrition, food security, food safety, chronic disease prevention, mental health, substance abuse and health insurance literacy.

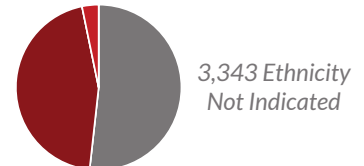
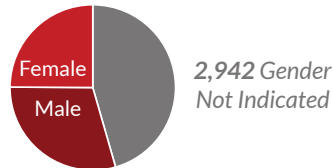
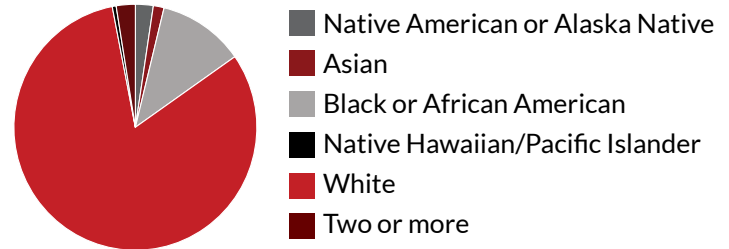
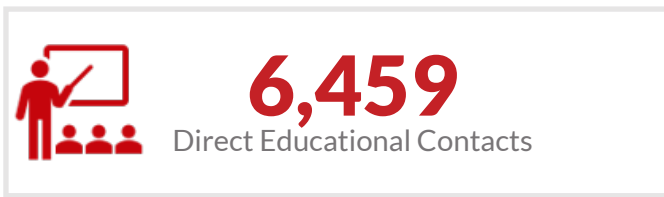
We know that strong family relationships and finances are the building blocks of our communities. **Human Development & Relationships** supports families and communities through programming that encourages growth and understanding on topics related to parenting, family relationships, child development, aging, housing and financial security. We provide positive and powerful training and tools that strengthen family bonds and enhance financial competence.

Whether on the farm or in the field, we're on the front lines of modern agriculture, building stronger, more productive food systems and agricultural products. From animal management to crops and soils to financial planning, our **Agriculture** educators and researchers help solve challenges that Fond du Lac County producers face.

Community Development fosters building leadership capacity, strategic planning, economic development and entrepreneurs in training. Community development promotes civic engagement and social responsibility and empowers citizens to become leaders of transformation.

Our research-based youth enrichment programs give young people the hands-on experiences they need to grow into the global leaders of tomorrow. From **Positive Youth Development** to local **4-H** clubs, we provide diverse educational opportunities to prepare youth for success in Fond du Lac County and beyond.

Who We Serve



County HIGHLIGHTS

- **85** community partners received monthly virtual newsletters that included timely information in the areas of personal finances, relationships, caregiving, and older care.
- **272** families with newborns received a monthly newsletter with information specific to their child's age. The *Just in Time Parenting* newsletter includes information on how their child is developing, tips on raising a healthy happy child, and strategies for solving common parenting problems.
- **Over 10** agriculture related webinars have been collaborated, developed, and/or implemented reaching over **2,500** individuals on topics related to animal health and well-being related topics to help improve vitality, sustainability, and profitability of the farm.
- **5** formerly incarcerated individuals incorporated business start ups.
- **43** business expert volunteers gave **170+** hours to coach formerly incarcerated individuals about their business ideas.
- **160** adult volunteers indicated they gave a total of **4,251** hours to the 4-H program in 2021.
- A total of **2,279** hours were contributed by youth leaders to the 4-H program in 2021.
- FoodWise brings approximately **\$230,000** in staff, programs, and services into Fond du Lac and Sheboygan Counties.
- The local FoodWise team were leaders in the state for developing new and innovative digital and virtual content for learners during the pandemic, including videos, websites, Bitmoji Classrooms, and virtual classes. Resources created have been used widely across the state FoodWise program.
- The Health and Well-Being Educator provided technical assistance to the Fond du Lac Public Health Department to conduct the local Community Health Assessment and to develop the progressive Community Health Improvement Plan, which led to numerous health and wellness initiatives and projects throughout the county.



Combating the COVID-19 Pandemic

The Fond du Lac County community joined together to address the COVID-19 pandemic by using its best strengths - strong partnerships, communication, shared goals, and expertise and knowledge. Led by the Fond du Lac Area United Way, Fond du Lac County has been a state leader in COVID-19 education, awareness, and vaccine equity efforts.

Early in the pandemic, the Fond du Lac Area United Way invited Amanda Miller, Health and Well-Being Educator, Fond du Lac County Public Health, Agnesian HealthCare, and a few other public health experts to work on planning a community-wide COVID-19 pandemic response. What formed was a group dedicated to advising the COVID-19 vaccination equity grant, which was awarded to the Fond du Lac Area United Way by Wisconsin's Department of Health Services.

"Congratulations to Fond du Lac County for their commitment to expanding information and access to COVID-19 vaccines!"
- State partner

The goal of the grant was to: 1) establish a coalition group to align similar efforts happening among different local organizations; 2) to directly involve community champions that represent specific populations that tend to have higher rates of disease and death; and 3) to provide a multi-faceted approach to addressing COVID-19. The grant focused on rural communities and farmers, LatinX, Native American, Black/African American, Hmong, and Native Americans. The team included numerous partners, such as schools, hospitals, public health, libraries, and community groups, like Ebony Vision and Latinos Unidos.

Miller also worked with the state UW-Madison Extension COVID-19 workgroup, which helped bring state resources into the Fond du Lac community. This included Spanish print resources, webinars offered by UW-Madison doctors and medical research experts, and digital ads.

The City of Fond du Lac recognized the local group's work with a proclamation in October 2021.



The local vaccine equity team receives recognition from the City of Fond du Lac.

Discovering Wisconsin's Farmers Markets

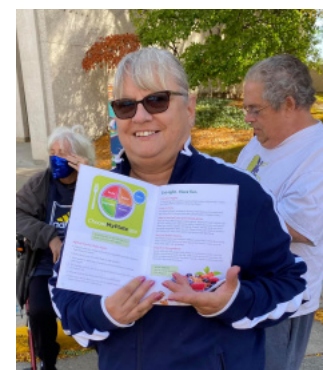
In summer 2021, Melanie Phillips, FoodWise Nutrition Educator, offered a farmer's market tour for Riverview Apartment senior residents. Extension and Riverview Apartments worked together to encourage older adults to learn and enjoy the nearby farmers market.

Using the Discover WI Farmers Market Seniors curriculum, Phillips focused on a few points - how to use SNAP (Supplemental Nutrition Assistance Program)/ FoodShare benefits. The tour began at the main booth to meet the Market Manager. At the booth, participants learned how to use SNAP benefits by EBT (electronic benefits transfer.) They also learned about the EBT \$10 Match benefit program. In addition, participants received \$5 vouchers to spend on produce through the United Healthcare's Small Steps fruit and vegetable prescription program. Amanda Miller (FoodWise Coordinator) was instrumental in partnering with the local farmers market to establish each of the programs mentioned above many years ago.

The tour moved on to talking with market vendors. They asked a lot of questions about fresh produce - how much to buy, how to store, and how to create healthy meals. When the hour-long tour ended and the group walked back to the apartments, the older adult residents were excited to share what they had purchased with their Small Steps vouchers.

Surveys completed after the tour showed an increase in confidence in using EBT, engaging with vendors, and buying fresh produce. As a result of the tour, FoodWise is planning to return to the market with new participants Spring 2022.

"I learned something new, so I wanted to come back (to the market.)" - Farmers Market Tour Participant



A Riverview Apartments resident learns about MyPlate during the farmers market tour.



Riverview Apartment Seniors tour the local farmers market.



Fostering Youth-Adult Partnerships

Youth-Adult partnerships play an important role in 4-H Youth Development. Youth and adults worked together in a positive, mutually respectful environment with the recognition that each group contributes unique strengths to the relationship. In Fall of 2021, Fond du Lac County 4-H youth participated in Thrive survey to measure program quality. Youth-Adult Partnerships was measured and scored 6.3, on a scale of 1 to 7, with 7 being the highest rating.

Tracy Keifenheim, 4-H Program Educator, worked with several youth leaders and adults to offer Cloverbud Day Camp and Cardboard Camp in the summer of 2021. With camp opportunities not being offered for several years, Keifenheim focused on building new youth-adult committees. Keifenheim and two volunteers met with three youth to plan activities, create a camp schedule, and create supply lists. The youth made the decisions on activities to offer and the educator purchased the supplies and printed off the materials. The youth met to prepare all the supplies for the day. The youth and adults helped promote the event in their clubs and throughout the community. On the day of the event, the youth taught and led activities with adult volunteers' help and supervision. The number of people reached in this effort was 3 adults, 14 youth, 3 youth leaders, and 1 adult guest speaker.

Other examples of successful youth-adult partnerships in the 4-H program include Club Officer training, Family Learning Day, 4-H Day Camps, project meetings, and more. As the 4-H program continues to grow, Youth-Adult Partnerships will improve and new opportunities will emerge.



Youth participating in Cloverbud Day Camp with adult.

"Zeke still talks about his fun experience and tells me about fun facts about insects specifically bees. I like how it is just a cloverbuds camp with kids his age. I asked him if he would return next year and he smiled and said "yes" really loud. Zeke struggled with rating the activities as he enjoyed it all! Thank you very much!"
- A youth participant's parent



Collaboration Leads to Youth Initiatives

During early 2021, COVID-19 policies challenged agencies and schools with virtual learning and hybrid learning as surges in COVID-19 ebbed and flowed. Positive Youth Development (PYD) had to adapt, sometimes from week to week. Virtual educational sessions with the high school club STAAND (Students Taking Action Against Negative Decisions) moved to in-person in the late Spring of 2021. Ron Jakubisin's, Positive Youth Development Educator, virtual sessions laid the ground work for the groups' focus on underage alcohol use and mental health student activities for the Fall semester 2021.

Jakubisin was part of the community-wide Fond du Lac Lemonade Day programming, as a Community Planning Committee member, which also offered educational sessions to youth teams. The host agency, Envision Greater Fond du Lac, approached Extension to take over the implementation of Lemonade Day 2022; the goals and learning objectives fit PYD goals and Jakubisin's experience with Lemonade Day make for a good transition of programming. In the Fall of 2021, Jakubisin secured a \$4900 grant from UW-Madison Expanding Access grant for the Spring of 2022's Lemonade Day program.

Jakubisin's community outreach includes: Fond du Lac's National Night Out; Fond du Lac School District's Equity Academy, Fond du Lac Library Get Out the Vote event; Fond du Lac Drug-Free Coalition, and Sophia Transformative Leadership Partners' Youth Leadership countywide program. Jakubisin works collaboratively with 4-H, assisting in educational sessions such as: 4-H Virtual Exchange; Officer's Training, 4-H Re-imagined, and Cardboard Camp.

"Funding cuts have impacted the trained staff that was working with the students, leaving less trained staff to run the group. Ron has been a huge help in bridging the gap with his knowledge, skills and enthusiasm, moving the group forward from inertia to action." - Fond du Lac HS School Nurse/ Club Advisor



This Educator position is shared between Fond du Lac and Washington Counties.

Positive Youth Development provided lessons for youth enrolled as entrepreneurs in Lemonade Day. In 2022, Extension will be the lead office for Fond du Lac County Lemonade Day.



Animal Well-Being Heart of Dairying

Animal welfare has become an increasingly important concern for conscientious consumers. Expectations of animal care has affected the dairy industry through consumer questions influencing the marketing and purchasing of corporate buyers, milk marketers, and ultimately dairy producers.

In response to this need, Tina Kohlman, Extension Dairy & Livestock Agent, focused 2021 outreach programming on increasing individuals' knowledge to improve animal health and well-being which has a direct impact on dairy productivity, profitability, and efficiency.

Over 10 webinars have been developed and/or implemented in 2021 in collaboration with Extension Dairy Program colleagues focusing on newborn calf care and health, pair- or group-housed calf management, hoof health lameness, market (cull) cow management, and antinutritional feed factors. Five presentations were developed and delivered by Kohlman regarding hoof health and newborn calf management as it relates to calf vigor, umbilical cord health, and disbudding. Based on post-meeting evaluations of one of the webinars, 83 percent of respondents indicated they strongly agreed they increased awareness and knowledge of practices that can positively affect the viability, sustainability, and or the profitability of their farm or the farm(s) they advise.

"My first webinar in this series. Thanks for sharing the research. Very practical for our farm accounts."

Over 2,500 total learners were reached through webinars, with an additional unknown number reached via approximately 120 live and pre-recorded local radio interviews and 950 social media followers. A weekly e-newsletter continued with timely university-based research to over 300 subscribers.



Kohlman teaching anti-nutritional factors.

Entrepreneur in Training (EIT) Partnership

What would it be like to be known by friends, family, coworkers, and neighbors only for the worst thing you've ever done? That is often the case when someone commits a crime. Their worst moment defines the rest of their life. While in prison, Wisconsinites earn less than \$1.50/hour while working, and their families lose the income of a primary breadwinner for the duration of the sentence. This deficit is not easily remedied when the person returns home.

In today's COVID-damaged economy, jobs that feed families are hard to find, especially for people with criminal records. Starting a new business is a necessary pathway for formerly incarcerated individuals who seek to earn a living legally and contribute positively to their communities.



In 2021, Extension launched the Entrepreneur in Training (EIT) Partnership, a collaboration with Defy Ventures and the Wisconsin Department of Corrections to teach entrepreneurship to currently and formerly incarcerated state residents. In three 14-week Entrepreneurship Bootcamps, 15 EIT participants from 9 counties learned how to take their business idea from concept to pitch. Forty three business experts and 22 UW-Madison/Extension staff provided over 170 hours of in-kind coaching to the EITs in milestone events and individual class sessions. Five businesses incorporated, and four EITs continued into the more advanced Accelerator class to grow their scalable businesses.

Also in 2021, groundwork was laid to begin teaching in prisons in 2022. Follow on Facebook to join in as an EIT or business coach. <https://www.facebook.com/EITPartnership/>

"I see something bigger now...Now I see how I can bring some financial stability to my life and my community. Joining this class has unlocked this in me. I've been working on this for so long, and now I know. This is entrepreneurship! I've found my niche. This is where I'm meant to be." - Justice Johnnie

"Before I just wanted to make money. Now I see it [entrepreneurship] as a way of life." - Amazing Al

HUMAN DEVELOPMENT & RELATIONSHIPS



Financial Capability and Housing

Amy Mangan-Fischer, Human Development and Relationships Educator, began her role in Fond du Lac County in August 2021. Mangan-Fischer's position's primary focus is to support county residents in improving their financial capability. Mangan-Fischer has been gathering information and building relationships with different community stakeholders to identify the current resources available to residents.

Housing is a key aspect of financial capability as it is the highest expense in most household budgets.

The U.S. Department of Housing and Urban Development defines cost-burdened families as those "who pay more than 30 percent of their income for housing" and "may have difficulty affording necessities such as food, clothing, transportation, and medical care." Fond du



Lac County has a poverty rate of approximately 7.6 percent and this population of people is especially impacted by the increases in housing.

To support individuals in finding and maintaining affordable housing, Mangan-Fischer is teaching Rent Smart. Rent Smart is a research-based program designed to help those individuals who have little to no rental experience and those who have had difficulty obtaining rental housing due to poor rental or credit history. Rent Smart focuses on the knowledge and skills essential for a successful renting experience. The goal of the program is to help participants gain confidence in their ability to find and maintain affordable housing, understand the application and screening processes used by landlords, and learn the responsibilities and rights of tenants and landlords.

"I think teaching about credit scores is great because now I know how to check and fix my credit. Thanks!" – 2021 Rent Smart participant



Amy Mangan-Fischer prepares for Rent Smart class



Cindy Sarkady
Area 15 Director



Tina Kohlman
Dairy & Livestock Agent



Diana Hammer
Community Development Educator



Tracy Keifenheim
4-H Program Educator



Ron Jakubisin
Positive Youth Development Educator



Amy Mangan-Fischer
Human Development & Relationships Educator



Amanda Miller
Health & Well Being Educator/ FoodWise Coordinator



Pamela Nelson
FoodWise Nutrition Educator



Melanie Phillips
FoodWise Nutrition Educator

Support Staff
Tina Engelhardt
Katie Gindt
Sherry Auchue

Area Marketing Specialist
Cassi Worster

Contact Us
400 University Dr.
Fond du Lac, WI
920-929-3170
fonddulac.extension.wisc.edu
Facebook: @uwexFond du Lac



Extension
UNIVERSITY OF WISCONSIN-MADISON
FOND DU LAC COUNTY

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act requirements.