



Extension

UNIVERSITY OF WISCONSIN-MADISON
FOND DU LAC COUNTY



2022 ANNUAL REPORT

The Purpose To Which We Commit:

The University of Wisconsin- Division of Extension embodies the Wisconsin Idea to extend the university's knowledge and resources to every corner of the state. UW-Madison Extension's outreach creates key connection points for families, communities, businesses, non-profit organizations, government, and more. We support local volunteers and leaders to take action and serve as role models in their communities, and we make sure Wisconsinites have the latest research, best practices, and educational opportunities.

Promoting healthy relationships: We embrace the philosophy that each stage of life is unique, exciting and filled with potential. Our programs promote aging-friendly communities, coach parents and help families put technology, mindfulness and financial awareness into everyday use.

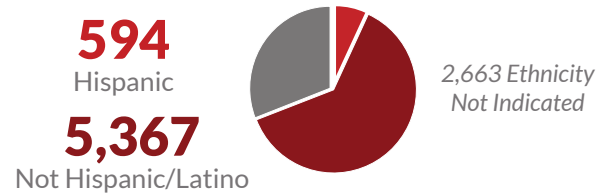
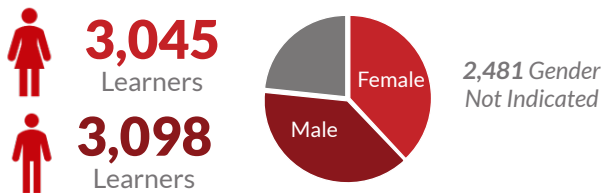
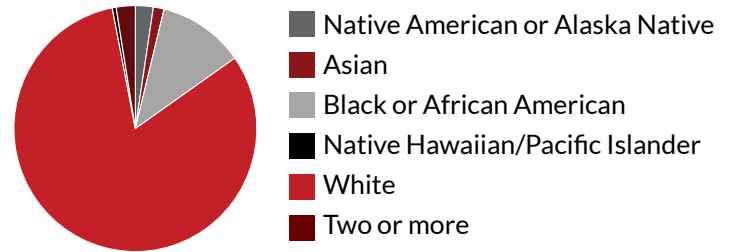
Empowering health & well-being: We provide individuals, families, and communities the tools and guidance they need to reduce stress, improve nutrition, and support physical activity. We work with community partners to increase access to healthy affordable food, create environments that promote well-being, and address access to quality health care.

Community Development: From educating the next generation of local leaders to nonprofits organizations, we're committed to empowering citizens to make positive, transformative change in their communities.

Supporting positive youth development: Our research-based youth enrichment programs give young people the hands-on experiences they need to grow into the global leaders of tomorrow. From youth governance to Wisconsin 4-H clubs, we provide diverse educational opportunities to prepare youth for success in Wisconsin and beyond.

Supporting Wisconsin's agriculture industry: Whether on the farm or in the field, we're on the front lines of modern agriculture, helping producers build stronger and more productive food systems. From managing dairy herds to crops to strategic financial planning for farms, our educators and researchers help solve challenges that Wisconsin producers face.

Who We Serve



County HIGHLIGHTS

- **160** Volunteers indicated they gave a total of **4,231** hours to the 4-H program in 2022.
- A total of **2,323** hours were contributed by youth leaders to the 4-H program in 2022. (Community service hours by all youth)
- **Over 24** agriculture related programs have been collaborated, developed, and/or implemented reaching over **3,700** individuals on topics to help improve farm business, vitality, environmental sustainability, and food safety.
- FoodWise brings approximately **\$230,000** in staff, programs, and services into Fond du Lac and Sheboygan Counties.
- The FoodWise team celebrated Pamela Nelson's retirement (Nutrition Educator of 33 years) and welcomed a new Nutrition Educator, Grace Gallagher.
- The Health and Well-Being Educator provided technical assistance to the Fond du Lac Public Health Department in implementing the newest Community Health Improvement Plan, which has led to numerous health and wellness initiatives and projects throughout the county.
- **64** volunteers gave feedback on new business concepts.
- **13** formerly incarcerated people finished the intensive Entrepreneurship Bootcamp.



Finding Youth's Sparks

Youth sparks play an important role in 4-H Youth Development. Everybody has a skill, a talent, an interest, or a special quality that they are passionate about; these are SPARKS. Sparks are self-discovered and self-identified. In Fall of 2022, Fond du Lac County 4-H youth participated in a national "Thrive" survey to measure program quality. Youth sparks were measured and scored at 5.4 on a scale of 7 being the highest rating.

4-H Program Educator, Tracy Keifenheim supported youth in Sparks by offering different opportunities throughout the year for youth to focus on special interests. The top projects in the 4-H program include: Swine (97 youth), Art (95 youth), Photography (94 youth), Cloverbuds (81 youth), Dairy (75 youth), and Foods and Nutrition (72 youth). Keifenheim worked with youth and adult volunteers to lead several day camps where youth learned about animals, art, photography, science, and more. Youth also had the chance to practice skills related to their Sparks during the annual project learning day. Adult volunteers teach different topics for youth throughout the day. Example tracks included: Cake Decorating, Market Livestock Judging, Various Art projects, and woodworking to name a few. "Finding your Sparks" was the visual arts contest theme in 2022, many youth shared entries of their "Sparks" through art, or shared their actual Spark of art.

Keifenheim also helped establish a new club focused around interest in LEGO building. A youth leader and Keifenheim started the club in 2021. It is the fastest growing project club, doubling with nearly 30 members now who all share the SPARK of LEGO building.



"New art techniques such as ways to blend chalk pastels. Dotscape was a new art I hadn't done before."- youth art camp participant's answer to what did I learn at camp

Lemonade Day

The objective of Lemonade Day is to teach children the entrepreneurial skills necessary to be successful in the future and become contributing members of their communities. Youth learn, with the help of a mentor/teacher and an 8 lesson book, how to set a goal, create a business plan, create a budget, find an investor, choose a site location, create an advertising plan, build a stand, and then open their stand on May 7, 2022. Youth also learn valuable life skills...leadership, teamwork, social skills, social responsibility, and a huge new sense of confidence in their abilities. Youth also learn about their community as they identify a non-profit to donate to; interview for a loan at a local bank; and interact with business owners to ask permission to set their stand for the day. They are encouraged to spend some, save some, and share some with their favorite charity. The program is free for all youth thanks to a grant from UW/Madison – Division of Extension grant, and Society Insurance.

Registration opened January of 2022 with 129 youth from Fond du Lac County registering representing the following schools and youth-serving agencies: Boys/Girls Club, Big Bro/Sis, Campbellsport Middle School, Chegwin School, Ebony Vision, Faith Lutheran, Lomira School, Sabish, Shepard of the Hills, St. Peters School, St. Mary Springs Academy, Theresa Learning Center, Waters Elementary, The ARC.

In March, Extension provided a Fun Financial Night which taught the Financial Literacy lesson. Another educational experience were the Lemon Loan Days in April in which teams applied for a Lemon Loan with the bank staff of Horicon Bank and National Exchange Bank. Extension coordinated volunteers to serve on a community planning committee and recruited judges on Lemonade Day. Seventeen judges representing local businesses and non-profits participated on May 7, 2022 and visited the 31 stands in Fond du Lac, Brownville, Eden, Theresa, Waupun and Lomira. After 5 months of planning and opening their stands on May 7th a celebration night was held on May 17th with awards given for different categories such as theme, customer service and best tasting lemonade.

Entrepreneur in Training (EIT) Partnership

Think for a minute about the worst thing you've ever done. How many people know what that is? What if it was the ONLY thing people knew about you, even if it happened a long time ago, or in a specific circumstance, or doesn't represent who you are now?

This is what it is like to have a criminal record. A person's worst moment shapes their life. The Entrepreneur in Training Partnership teaches currently and formerly incarcerated Wisconsinites entrepreneurship, career readiness, and personal development to overcome reentry challenges. While working on a business plan, Entrepreneurs in Training or EITs, learn leadership, self-confidence, and professional skills to transform their lives.

In 2022, 13 EITs from Manitowoc (3), Milwaukee (5), Oconto, Sheboygan, Sauk, Racine and Winnebago Counties completed the community based, 14 week, Entrepreneurship Bootcamp. Two EITs went on to finish the next class, Pre-Accelerator, and were accepted into Accelerator, the last class of the series.

In the fall, EIT launched two prison programs: CEO of Your New Life with 24 EITs at Ellsworth Correctional Center and Business Lab with 11 EITs at the Racine Youthful Offender Correctional Facility.

Throughout the year, 64 people provided 234 volunteer hours giving encouragement and feedback to EITs. Additionally, 12 UW-Madison and Extension colleagues gave 32 hours of their expertise in-kind.

To learn more about becoming an EIT or volunteer, follow on Facebook. <https://www.facebook.com/EITPartnership/>

Noah Reif (she/her/hers), Community Development Educator, began her role with Extension in February 2023. Noah will focus on supporting local decision-making groups in Fond du Lac County through group facilitation, organizational development, and training on building decision-making processes. She is currently conducting a county-wide assessment of county non-profits by meeting with community stakeholders to identify how our local extension office can best meet our collective needs.



Rockin' Rossie of Journey 2 Alignment Coaching Services presents to volunteers at Deep Dive Coaching Night with fellow EIT Jolly John listening. September, 2022.

"Without this program I may have lost hope in myself, from not having the positive thinking necessary to grow. That's why I love how the books go through the different levels of teaching. They teach you to encourage yourself so that you are continuously growing, not just your business, but within. I do plan to go into Pre-Accelerator because I know that I am going to push myself and that I will have all of these great people to support me through the process."

-Verbose Valinda, July 2022



Addressing Chronic Disease in Fond du Lac County

Chronic diseases are illnesses that last a long time, do not go away on their own, are rarely cured, and can result in disability later in life. According to the most recent community health assessment (CHA), chronic diseases are some of the top health conditions impacting adults in Fond du Lac County. Responses include: 29% high blood pressure, 22% mental health condition, 22% high cholesterol, 10% heart disease/condition, 9% diabetes, and 7% asthma. Many chronic conditions are caused by key risk behaviors, genetics, and family history. The good news is chronic diseases are largely preventable.

Following the CHA, local health departments completed a multi-year community health improvement plan (CHIP) process. In Fond du Lac County, those health priorities included: mental health, substance use/abuse, and chronic disease prevention. Fond du Lac County Public Health organized three community events in October 2022. At these events, participants were invited to learn more about the CHA results and to provide input on how to address these issues. Health and Well-being Educator, Amanda Miller was asked to be the featured guest speaker to present about chronic disease in Fond du Lac County. This presentation laid the foundation to why this health area is a top priority over the next few years. The biggest areas identified during the event include: access to healthy foods/food security, physical activity, and access and education of chronic disease prevention tools. Following the events, 82% of respondents indicated they had a better understanding of the health goals and ways to get involved.

Miller provided regular technical support to organize the CHA and CHIP and is also a member of the Healthy Fond du Lac County Steering Committee and Living Well FDL coalition. She is active in working on nutrition, food security, and other health-related goals. For more information, visit: <https://www.fdlco.wi.gov/departments/departments-f-m/health-department/healthy-fond-du-lac-county-2020>.



Highlighting Fruits and Vegetables in Local Schools

Wisconsin's FoodWise-developed social marketing campaign, Harvest of the Month (HOM), used materials and messages to encourage school-aged children and families to eat more fruits and vegetables that are seasonally and locally available.

FoodWise engages in regular programming at schools within the Fond du Lac School District, including Riverside Elementary. FoodWise Nutrition Educator Melanie Phillips reached out to their school wellness committee to become involved in health initiatives. This committee helped develop relationships with Riverside Elementary's physical education staff and the Fond du Lac School District Food Service Director. Phillips suggested the HOM program and helped develop strategies for implementing campaigns at Riverside Elementary. With the help of Aramark, who develops the school lunch menus, sweet potatoes were selected as the first featured local harvest. This campaign did not just reach Riverside, but all schools. Every elementary school in the district featured sweet potato fries on their menus as one special day in January 2022.

In addition, Phillips used bi-lingual marketing materials to send to families, activity guides for teachers, and posters throughout the cafeteria the weeks leading up to each month's featured produce item. Riverside's 4th and 5th grade Student Food and Health Ambassadors assisted each month by encouraging younger students to try new foods and participate in trivia about the foods.

This program was so successful at Riverside Elementary other schools want HOM. Phillips met with all of the school district physical education teachers together to provide examples in which the school district can support the HOM program. For more information, visit: <https://healthyliving.extension.wisc.edu/programs/harvest-of-the-month/>



"Melanie Phillips has brought a unique approach to implementing HOM built on teamwork and connections, from students supporting one another to taste new foods, to school educators and administrators collaborating as they explored seasonal, local Wisconsin produce."

- State FoodWise Staff



Animal Well-Being Heart of Dairying

The dairy industry in partnership with dairy farmers has recognized collaborative responsibility to ensure the best care is provided to dairy cattle, not only because it is good for business but because it is the right thing to do. Animal care is all of the inputs we as humans provide to our cattle: housing, management, handling, husbandry practices, and other direct ways we are handling them. Animal welfare is what the animal experiences, which is her quality of life, or how well the animal is faring.

Animal care and welfare start on day one with the newborn calf. Healthy calves are the cornerstone of every dairy operation, not only providing the future genetics for the herd but healthy calves are also important to the business vitality of the dairy farm. Management is one of the main factors influencing calf health and survival and management success is measured in healthy, growing calves.

Regional Extension Dairy Educator Tina Kohlman's programming in 2022 focused on helping farmers, employees, and agribusiness professionals learn best management practices to improve animal welfare and productivity in the pre-weaned dairy calf. Kohlman helped to organize the bi-annual Extension Dairy & Beef Cattle Well-being in newborn calves Conference, which focused on disbudding and pain mitigation, fitness for transport of pre-weaned calves, calving pen management, and heat stress impact on the in-utero calf. Webinars were hosted focusing on paired, or socially, housed calves and the impact on their welfare as well as various types of animal stressors. Factsheets, popular press articles, and radio interviews were developed to share resources related to heifer lameness, calf vitality and vigor, newborn calf processing, calf fitness for transport, and heifer growth and maturity. Each of these resources is available for our farm families, employees, and agribusiness community through our UW Madison Extension Dairy Program Topic Hub at <http://dairy.extension.wisc.edu>.



Tina Kohlman discusses to a large group of farmers and agribusiness professionals the impact and best management practices to transport newborn calves.

Financial Capability

Kimberly Clark, Human Development and Relationships Educator, recently began her role in Fond du Lac County in March 2023. Clark's position's primary focus is to support county residents in improving their financial capability. Clark is currently scanning the county to identify the current resources available to residents, and developing relationships with community stakeholders.

In 2022, the U.S. Department of Housing and Urban Development reported housing fair market rent (FMR) in Fond du Lac county rose 4% from \$801 to \$833 for a two bedroom apartment. Compared to the rest of Wisconsin, the FMR for Fond du Lac County is more expensive than 59% of the state, and overall considered an average increase for the entire United States. Fond du Lac County has a poverty rate of approximately 8.1%, an increase from 7.6 % and this population of people is especially impacted by the increases in housing.

To support individuals in finding and maintaining affordable housing, Rent Smart was taught to 721 participants online as well as in person, now that Covid-19 restrictions have been relaxed. Rent Smart focuses on the knowledge and skills essential for a successful renting experience. It challenges participants to know and understand their rights and responsibilities as a tenant, as well as the rights and responsibilities of their landlord. The goal of the program is to help participants gain confidence in their ability to find and maintain affordable housing, learn about the application and screening processes, and understand responsibilities and rights.

A participant remarked "Everything was easy to grasp, and the instructor did an excellent job on presenting the information, I learned and pleasantly enjoyed the experience."



COMMUNITY GARDENS

Extension was able to work out a more precise calendar for the Gardens this year with a timeline for each month. This will be a big help to the staff in keeping the garden running smoothly.

Early tilling again in the spring helped allow gardens to open in mid-May. The volunteer crew of gardeners help mark the plots off, and the gardens were off to a good start.

Later in May and throughout June and July, the heat started to soar. I sent out gardening information on the best watering and mulching practices in our newsletter to help gardeners protect their production. The gardeners who persisted had good success with their crops.

2022 Garden Statistics:

- 83 gardening families planted in
- 157 plots ranging from 20x20 feet to 20x40 feet.
- 20 of these families were 1st-time gardeners!

Gardener race and ethnicity:

- 49% White
- 16% Asian
- 16% Hispanic and 2 or more races
- 19% preferred not to respond

The diversity of gardeners has varied slightly over the past few years with a new demographic of people entering the community. Many dedicated families return to the garden every year and have done so since the early 2000s. Some of the new families choose to try gardening and move on, but a few remain involved.

Gardeners had to struggle with a few hot and dry spells, but most of the plots had a significant harvest. We added a third newsletter this year with the help of the Extension Office. Gardeners learn how to handle issues of each garden season through pertinent information sent to them. Gardeners also can call the Extension Office to ask specifically about the problems that may arise.

We welcomed a new group from ADVOCAP to the gardens this year who made use of a 20 x 40 plot. Not sure how many ADVOCAP participants were at the gardens, but they did a nice job.

Our local Master Gardeners supported the Broken Bread Food Pantry with a garden plot dedicated solely for harvest and donations. They also came out to the gardens the week after closing to participate in a 'Second Harvest' day to glean all the garden plots for a final pantry donation.



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Area 15 Director



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Regional Dairy
Educator



Diana Hammer
Community
Development
Educator



Noah Reif
Community
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Tracy Keifenheim
4-H Program
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Kimberly Clark
Human Development &
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Amanda Miller
Health & Well Being
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