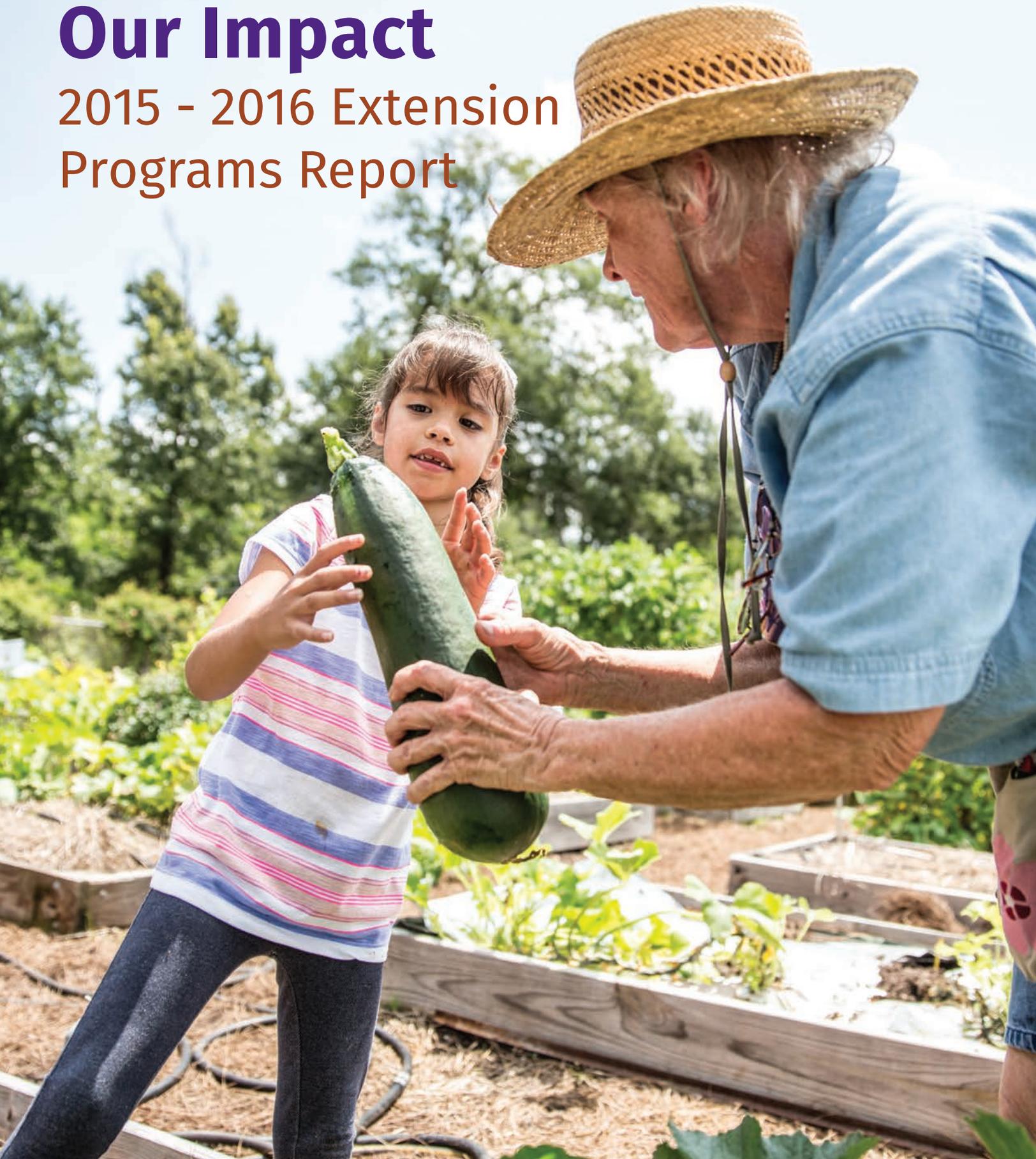


# Our Impact

## 2015 - 2016 Extension Programs Report



## From the Associate Director

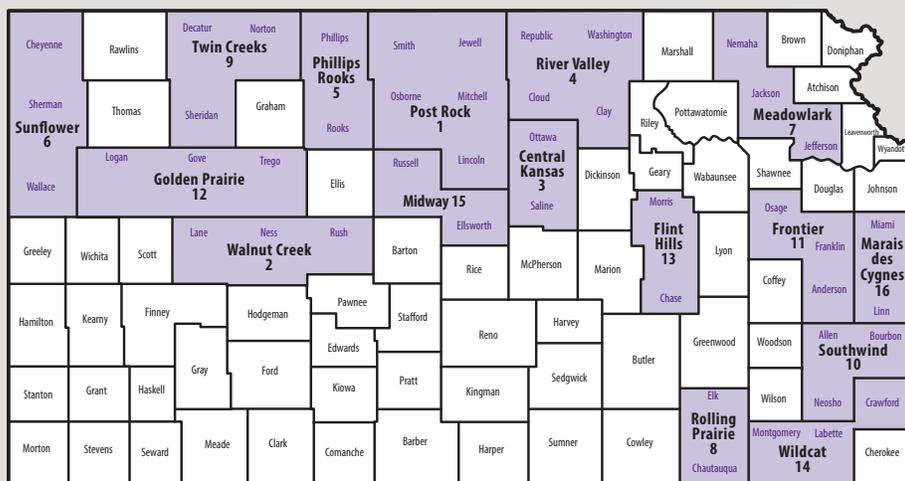
Program Focus Teams are a critical component of our K-State Research and Extension programming endeavors. These teams of agents and specialists discuss the Grand Challenge issues our Program Development Committees have identified as needing to be addressed in our local communities, counties, and districts. The Program Focus Teams then develop educational programs to address these Grand Challenge issues.

I invite you to examine the following impact summaries of our Program Focus teams. I believe you will be as impressed by their impact as I am.

- Daryl Buchholz

## Grand challenges

During a strategic planning process with our stakeholders, K-State Research and Extension identified five grand challenges facing every Kansan: global food systems, health, community vitality, developing tomorrow's leaders, and water. Our efforts in research and extension focus on addressing these challenges to help better our state, country, and world.



7/20/16



## Global Food Systems

### Food Safety

The economic and societal impact of foodborne illness can be extreme. Norovirus is the leading cause of foodborne illness in the U.S., costing the country about \$2 billion for healthcare and lost productivity. A key way K-State Research and Extension works to prevent these illnesses is by teaching safe food handling practices to food service outlets and community organizations. Extension Family and Consumer Sciences partners with the Kansas Restaurant and Hospitality Association to provide food safety training using the ServSafe Food Safety Program. In 2016, manager classes reached more than 579 food service workers statewide. This resulted in 420 food service employees receiving certification. In addition, 614 participants completed the ServSafe Food Handler class.

### Veterinary Feed Directive

Preventing the development of antimicrobial resistance is vitally important to both animals and humans. New regulations, effective January 1, aim to address this issue and are called the Veterinary Feed Directive (VFD). Extension specialists and agents — in cooperation with the Kansas Livestock Association, Kansas Department of Agriculture and the KSU College of Veterinary Medicine — provided producers and veterinarians with opportunities to learn about the changes.

### Wheat Variety Selection

Wheat is arguably the most economically important crop in Kansas, with nearly 8.5 million acres planted annually. Deciding which variety of wheat to plant is a challenging decision for farmers. There are many wheat varieties and the best variety often varies by area. K-State Research and Extension, in collaboration with local farmers, establish wheat variety demonstration plots throughout Kansas. The results help producers make important wheat variety decisions.

After two pre-plant wheat meetings in Wichita and Oxford, 98 percent of the attending wheat growers reported using the wheat demonstration plot information to make wheat variety selection decisions.

### The Agriculture Economy

Agricultural prices have declined to 10-year lows causing financial and emotional stress among farmers and ranchers. The Farm Management Program Focus Team provided training for K-State Research and Extension professionals and agricultural finance professionals that enabled the participants to more effectively provide the necessary assistance and guidance during this financial downturn.

One participant who attended such training at the Risk and Profit Conference said,

*“I’ll be able to apply much of this year’s information to my lending customers and to my farm. I and they will have more information to help find reasonable and helpful cost reductions.”*

# 420

*Food service employees received certification in ServSafe Food Safety*

# 88%

*Veterinary Feed Directive meeting participants indicated that they had a better understanding of the new regulations*



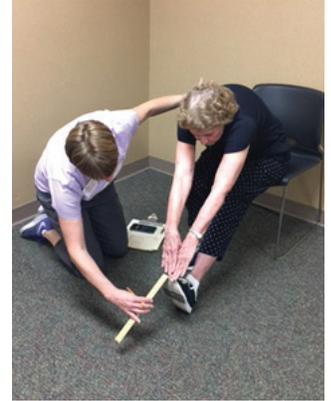
## Health

# 400

participants in the  
*Stay Strong, Stay Healthy*  
program

### Stay Strong, Stay Healthy

This eight-week exercise program for older adults is designed to improve health and quality of life through strength training. Stay Strong, Stay Healthy is ultimately a fall prevention program. Since March 2016, local agents have provided 40 Stay Strong, Stay Healthy sessions resulting in over 640 classes involving more than 400 participants. Program benefits include: increased muscle mass and strength, restoration of balance and flexibility, and improved bone density and decreased arthritis pain. Participants shared:



*“All of my medical test numbers improved! My doctor told me whatever you’re doing – keep doing it! I have better balance and move more freely on stairs.”*

### Walk Kansas

This is an eight-week team-based walking program to help people lead a healthier lifestyle by being more active, making better nutrition choices and handling stress. In 2016, Walk Kansas reached more than 14,000 participants. Evaluation surveys revealed the following outcomes:



- » 83% were motivated to do at least 30 minutes of physical activity five or more days per week and 82% met activity goals.
- » 90% were confident they would continue this amount of activity during the next six months.
- » 73% are more aware of healthy eating recommendations and 78 percent increased fruit and vegetable consumption.

### Know the 10 Signs of Alzheimer’s

The U.S. Census Bureau estimates that nearly 25 percent of Kansans will be older than 60 by the year 2030, a 32 percent increase since 2012. As the population ages, they are more likely to experience disability and chronic diseases. According to the Alzheimer’s Association and the Department of Health and Human Services, one of the biggest barriers Americans face is low public awareness of the early signs of Alzheimer’s disease and misperceptions about Alzheimer’s and other dementias. Such barriers can lead to stigma and delay in seeking care from a health care professional.

Nearly 600 individuals participated in Know the 10 Signs program. Through evaluation 97 percent reported they increased their understanding of the 10 signs of Alzheimer’s.

# 14,000

Walk Kansas  
participants in 2016

# 600

individuals participated  
in *Know the 10 Signs of*  
*Alzheimer’s*

### Nutrition Education for Limited Resource Families

Kansas delivers the Expanded Food and Nutrition Program (EFNEP) to low-income families with young children. Over 2,000 individuals participated in 2016, and 632 of them graduated from a 3-to 6-month in-depth series of lessons with the following results:

- » Nearly 95% made positive changes in their diet
- » Participants learned to save money on food purchases, with an average savings of \$50 over the course of their participation
- » More than 50% of participants planned meals, compared food prices, shopped with a list, thawed food safely, and used nutrition fact labels to make food choices.

K-State Research and Extension also delivers the SNAP-Ed program to those eligible to receive Supplemental Nutrition Assistance (formerly known as Food Stamps). More than 37,000 individuals of all ages received this education, with surveyed adults making these changes:

- » Nearly 80% eating at least 2 servings of fruit most days, up from 12%
- » Nearly 80% eating at least 3 servings of vegetables most days, up from 16%
- » Nearly 70% eating at least 3 servings of whole grains every day, up from 2%
- » Nearly 85% were physically active for at least 30 minutes per day, up from 12%



### Developing Tomorrow's Leaders

#### 4-H Youth Development

More than 77,620 youth participate in the Kansas 4-H Youth Development program annually. In 2016, Kansas 4-H conducted a study to determine the program's effectiveness in fostering positive connections, encouraging responsible decisions, and developing communication and citizenship skills.

- » 96% reported working successfully with adults and having caring friends, and 93% are connected to adults who are not their parents.
- » 95% reported being comfortable with making their own decisions, and 91% have a plan for reaching their goals.
- » 94% reported they gained important skills by serving their communities, and 97% reported a strong desire to help others.

#### Master Volunteer Programs

In 2016, K-State Research and Extension Master Gardener and Master Food Volunteers provided in-kind support totaling more than \$2.2 million in value through shared time, talents, and energy to extend the reach of Extension educational programs by investing a total of 105,617 hours. The benefit to the public comes through the training and leadership development of these volunteers.

# 39,000

*people were reached  
by nutrition education  
programs*

# \$4 million

*future health care  
savings per year from  
Expanded Food and  
Nutrition Program*

# \$27 million

*future health savings  
from SNAP-ED per year*

# 77,620

*youths participate in  
Kansas 4-H*

# 105,617

*total hours invested into  
extension programs by  
Master Volunteers*

# 600

community members participated in a Community Board Leadership series

# 7,160

Kansans educated through Senior Health Insurance Counseling for Kansas (SHICK)

# 227

collaborative partnerships created in over 500 PRIDE projects

## Building Better Boards

Kansas communities are challenged with a limited supply of local leaders, due to an aging population base. Research indicates that building leadership capacity is critical to community viability and sustainability. Since 2011, more than 600 members from 120 communities participated in a Community Board Leadership Series to build skills, increase participation in public processes, and address critical issues within communities.



## Community Vitality

### Senior Health Insurance Counseling for Kansas (SHICK)

During the past year, extension professionals educated 7,160 Kansans through the process of Medicare-plan comparisons and the explanation of benefits that are covered. Nearly half of participants who completed the plan comparisons (44.5%) changed prescription drug or Medicare advantage plans to a plan that better met their needs. This resulted in total savings of \$3,747,393, or an average savings of \$1,137 per person changing plans.



Kansans reached through these educational efforts reported that they increased their understanding of terms associated with insurance; factors to consider when choosing a health plan; how levels of coverage and the size of deductibles affect the premium paid; and where to look for other resources in their communities.

### Extension's Life Skills Education Work to Reduce Poverty

K-State Research and Extension is leading a number of relationship-based life skills education efforts in Kansas communities to create awareness of inter-generational poverty and its alleviation. Most of this work follows a common model of 12- to 18-week classes in poverty awareness, culture, goal-setting, and healthy relationships. Across the state, many graduates of these weekly classes improve their job prospects, increase their social capital, and access needed resources for their children and families. Volunteers also complete similar training to address circumstances commonly associated with poverty and to offer support and encouragement.

In one extension site, all of the class graduates reported working, with some having better paying jobs, others securing second jobs, and/or receiving raises. All participants reported increases in social capital and access to needed resources for their children and families such as child care and preschools, home maintenance repair, utilities reconnected, and mental health therapy.

### Building Community PRIDE

Increasing community vitality is a commonly shared concern across Kansas. The Kansas PRIDE program (PRIDE) empowers the volunteers of participating communities to engage in important community improvement projects. Last year, the 64 PRIDE communities were involved in 500 projects, created 227 collaborative partnerships, generated 49,274 hours of volunteer service, and raised more than \$437,100 to reinvest in the Kansas PRIDE communities.

## 48 Hours of 4-H

Research has proven that participation in 4-H has a significant positive impact on young people. Recent findings from the Tufts University 4-H Study of Positive Youth Development indicate that, when compared to their peers, young people in 4-H are nearly four times more likely to contribute to their communities. 48 Hours of 4-H — a statewide community weekend of service involving 4-H members, leaders, alumni and friends — helps to further strengthen this 4-H and community vitality connection. In 2016, 2,959 participants were involved in 78 community vitality projects. Types of projects included community beautification, charitable donation, and community appreciation, among others. Ninety-six percent of responding indicated having a better appreciation for their community as a result of participating in 48 hours of 4-H.



**2,959**  
participants were  
involved in 78 community  
vitality projects



## Water

### Horticulture

K-State Research and Extension is the catalyst for community education focusing on water conservation and quality. Agents and specialists promote proper plant selection, smart irrigation strategies, soil testing to manage nutrient applications, and management practices to reduce organic debris reaching water sources. As a result of this education, Kansans saved money, reduced water usage, and improved water quality while keeping their communities beautiful.

### Watershed Enhancement

Having an abundant supply of high-quality water is important to Kansans. K-State Research and Extension watershed specialists, working in conjunction with their agent colleagues on and outside of their Natural Resource Program Focus Team, help producers determine ways to improve watersheds and enhance water quality. In Northeast Kansas alone, 900 people received water quality education at 30 events, and over 40 producers received consultative assistance to address specific water quality enhancement projects.



**900**  
people received water  
quality education at 30  
events.

# **K·STATE**

**Research and Extension**

[ksre.ksu.edu](http://ksre.ksu.edu)

Kansas State University Agricultural Experiment Station and Cooperative Extension Service  
K-State Research and Extension is an equal opportunity provider and employer.