



Extension

UNIVERSITY OF WISCONSIN-MADISON
MARATHON COUNTY

2018 Annual Report

EDUCATION AND ENGAGEMENT FOR POSITIVE CHANGE

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



Supporting UW-Madison's larger mission, the Division of Extension works alongside the people of Wisconsin to improve lives and communities. Our coordinators and educators don't lecture or give grades in a typical classroom. Instead, we deliver education where people live and work – on the farm, in schools and at community centers. Extension staff also speak to civic groups and county boards, write newspaper columns, do radio and TV programs, facilitate meetings and build coalitions to solve community problems.

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FOODWISE COORDINATOR

TAMMY HANSEN



FOODWISE EDUCATORS

PAULA HILL, GAONOU THAO AND MELISSA YATES

FoodWise is a nutrition education program that is federally funded through the supplemental nutrition assistance program (snap-ed). FoodWise strives to “make the healthy choice, the easy choice.” for Marathon County residents with limited-incomes.

2018 Highlights

- Staff planned and conducted a monthly “Healthy Eating Series” with low-income participants in Marathon County. Twenty-seven (47%) stated that they would eat more than one color of vegetable every day, 11 (19%) will eat vegetables every day, 7 (12%) will eat vegetables for snacks and another 13 (22%) will eat vegetables with meals.
- Nutrition educators taught three, four-lesson nutrition series for people in opioid use recovery. Educators were informed by the clients that sugar cravings were a huge part of their lives, seemingly a consequence of their addictions. By the end of the program 100% of participants reported through evaluation that they either would “limit sugar-sweetened beverages to one per day” or that they would “not keep sugary beverages in the house.”
- Educators worked with the Marathon County Hunger Coalition (MCHC) to help shape purchasing policies and provided nutrition and food safety information to food pantries as part of the Safe and Healthy Food Pantry Project.
- Consulted with the United Way of Marathon County Emerging Leaders group to plan their annual “Smack Hunger” event.



2018 Impact

- 4,518 teaching contacts with 1,875 participants in Marathon County. Nearly 49% of participants were from civil rights protected audiences.
- Collaborated with 3 community coalitions to achieve policy, systems and environmental (PSE) change.
- Worked with 33 community partners.
- 92% of participants in food resource management lessons intend to use at least one strategy taught in the lesson.
- 89% of participants in nutrition lessons plan to improve their dietary habits by making half their plate fruits and vegetables, increasing their whole grains intake, or decreasing their consumption of sugary beverages.



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4-H PROGRAM COORDINATOR

KAITLYN BERNARDE

Kaitlyn started her position on April 1, 2018. The 4-H Program Coordinator builds relationships and strengthens programming for all youth in Marathon County. This includes partnerships with the Marathon County 4-H Leaders Federation, area school districts, Marathon County departments, and local businesses.

2018 Highlights

- Marathon County 4-H held one camp in 2018 at Camp Susan in Antigo. The three-day, two-night camp had 41 campers and 12 camp counselors. The 1st-5th grade campers learned about the science of color via water activities, science experiments, crafts, and exploring.
- In 2018, there were over 800 participants who exhibited over 17,000 projects at the Wisconsin Valley Fair. Kaitlyn's role was orientating club leaders and superintendents on processes and changes for 2019, organizing roles and supplies, and providing customer service before during and after the fair to the youth, parents and leaders.
- Locally, youth engage in county-wide committees, and L.E.A.D.S., a leadership program. Wisconsin 4-H also provides opportunities for youth to join educational experiences on the UW-Madison campus, Washington D.C., Atlanta, Georgia and in national parks. Marathon County had 21 youth attend at least one of these experiences.
- Kaitlyn started Monday Minute, a 1-3 minute Facebook live video with programming updates each week. She also started Bi-weekly email updates with links to programs and resources in place of the Family Focus newsletter, as part of a broader strategic digital presence.

2018 Impact

- Marathon County had 396 confirmed adult volunteer leaders in 2018. These leaders participated in one of the 30 community clubs. They lead programs, organized activities, and supervised youth. Kaitlyn facilitated spring and fall district meetings, as well as, listening sessions and surveys with leaders to evaluate programs and improve youth and adult experiences.
- 4-H had 4 weekly programming sessions at 5 elementary schools in the Wausau School District summer school program. It had 321 participants during the 7 week series. Marathon County 4-H also had a presence at the Athens Fair in August and 30 youth and adults plan, create and participate in the Wausau Holiday Parade in November.





COMMUNITY DEVELOPMENT EDUCATOR MELINDA OSTERBERG

Melinda started her position on February 18, 2019. The Community Development Educator position was reestablished in Marathon County in collaboration with Lincoln County-Extension. The Educator's time is evenly divided between the two adjoining counties. In Marathon County, this position has a focus on Broadband. Since beginning with UW-Madison Extension, Melinda's primary focus has been working with County Administration on broadband planning, as well as developing relationships with County and Community stakeholders.

2018 Highlights

- This position is new for 2019.

2019 Impact

- In 2019, Melinda will continue to facilitate implementation of Goal 8.7 of the Marathon County Strategic Plan 2018-2022: *Strive to provide affordable, reliable, high-speed internet access throughout the County.*
- In April 2019, Melinda assisted Administration with issuing a Request for Proposals for preparation of a Broadband Feasibility Plan. The Infrastructure and Extension, Education and Economic Development Committees found that a Feasibility Plan is a necessary first step in facilitating expansion of Broadband service in Marathon County.
- To help assist communication regarding this project, working with CCIT, Melinda has created a website for the project:
<http://www.co.marathon.wi.us/Departments/InformationTechnology/PlanningforHighSpeedInternet.aspx>
- In addition to Broadband activities, Melinda looks forward to assisting with implementing the goals set forth in the Wausau Region Chamber of Commerce's *2019 Economic Development Strategic Plan* and continuing to build relationships with community stakeholders.





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AGRICULTURE EDUCATOR

HEATHER SCHLESSER

The Agriculture Educator aims to provide support and education to dairy farmers and families in Marathon County. She educates the public on a variety of agriculture topics and strives to continue building connections and support for all those who live and work in our farming communities.

2018 Highlights

- Two artificial insemination classes were held in 2018. This interactive two-day workshop for beef and dairy farmers teaches them about bovine female reproductive physiology, estrous detection, artificial insemination and pregnancy diagnostics. Through this program, participants increased their understanding of:
 - reproductive anatomy and physiology
 - AI techniques and equipment
 - reproductive tract and semen handling
 - heat detection
 - estrus synchronization
 - bull selection
 - pregnancy detection
 - blood draw technique
- To expand access to the AI program, materials were translated into Spanish this year. We had 1 Spanish speaking individual at the October session who found the translated materials to be helpful.
- Financial programming for farmers was provided in 2018. 19 farm Women (9 dairy, 1 beef, 1 swine, 3 grain, and 5 other farmers) attend this year's heart of the farm conference.



2018 Impact

- Education was provided to 134 Pesticide Applicator Trainees. Training comes through UW-Madison Extension, and the certification comes through DATCP.
- We held 4 agriculture professional breakfasts with a total of 50 agriculture professionals trained.
- 53 Emergency Support personnel were trained in Farm Safety principles.
- 2 farm financial programs were held reaching 33 people.
- 2 artificial insemination courses were held reaching 29 people.



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REGIONAL NATURAL RESOURCE EDUCATOR

KRIS TILES



The Regional Natural Resource Educator network includes expertise in water resources, forestry, citizen engagement, process facilitation, evaluation, and design and delivery of natural resources outreach materials. The educators provide local and statewide education, training, and technical support for natural resource issues.

2018 Highlights

- Snapshot Wisconsin trainings, which is a citizen monitoring program coordinated by WI DNR with UW-Madison Extension Educators acting as trainers for volunteers, was provided. The program has a network of citizens across the state that host a trail camera for wildlife observations.
- Learn About Your Land classes were provided to residents. These classes are designed, implemented and evaluated by Natural Resources Educators, in cooperation with WI DNR. Classes are for woodland owners who have not previously engaged with resource professionals in the management of their forests.
- The second year of Healthy Soil, Healthy Water workshops was provided. This program engages a diverse audience of farmers, lake and rivers interests, and conservation professionals to learn about the principles of soil health and their connection to improved water quality. One of our secondary workshop goals is to inspire and be a catalyst for new farmer-led or multi-stakeholder soil & water health initiatives.
- Worked with Conservation, Planning, and Zoning to support the formation of a watershed group (EPPIC: Eau Pleine Partnership for Integrated Conservation) targeting farmers lake/river interests with the intention of finding solutions to water health and soil quality issues in the Big Eau Pleine Watershed of Wisconsin.



2018 Impact

- Led a Snapshot Wisconsin training session in Marathon County in May with 9 volunteer monitors.
- Coordinated a series of Learn About Your Land classes in Wausau with 29 individuals attending, owning 2127 acres of woodland.
- We had over 51 attendees at this 2018 Healthy Soil, Healthy Water event that was coordinated with Wood, Portage, and Marathon Counties.
- Aided with facilitation to help the group determine a vision and some direction. The group engages over 24 partners, and recently received a DATCP grant that supports farmer-led councils.



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HORTICULTURE EDUCATOR

BRIANNA WRIGHT



Brianna started her position on May 8, 2018. The Horticulture Educator spends much of her effort on establishing and garnering support for a therapeutic horticulture initiative for Marathon County. She views plants as a tool that can help improve the wellbeing of individuals across our communities. Brianna also serves as the advisor to Marathon County Master Gardener Volunteers.

2018 Highlights

- A main focus in 2018 was to raise awareness of therapeutic horticulture as a viable tool to help improve social, emotional, intellectual, physical and spiritual wellbeing of individuals in Marathon County communities. Work was done to connect with stakeholders across the county as we determined needs and started new programs.
- In collaboration with the City of Wausau, we identified space where current and former inmates of the Marathon County Jail can garden during our summer months. Garden construction on Gaining Ground Gardens begins in spring 2019.
- Weekly therapeutic horticulture youth programming was designed and initiated in 2018 at: 1) a Wausau alternative high school, 2) the county juvenile detention center, and 3) the school at the county youth shelter home.
- Through the Community Foundation of Central Wisconsin, funding was provided to develop Pop-Up-Produce (PUP) kits, which will be assembled and distributed to low income families in Marathon County in 2019. Kits allow families or individuals to garden easily at their own homes.
- Provided general education for individuals, groups and at events. Topics ranged from lawn care, to invasive species identification, to gardening for pollinators.



2018 Impact

- Marathon County Master Gardener Volunteers (MGVs) reported 4498 hours of community service, worth a value of over \$107,952.
- Brianna and MGVs responded to questions from 335 residents, which is the greatest number of calls answered since 2007.



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OFFICE SUPPORT PROFESSIONAL

NANCY ANDERSON



The Office Support Professional has a wide range of duties that contribute to the work of the UW-Madison Extension Area Director, coordinators and educators. Nancy shares press releases, coordinates safety in the office, and works to ensure clear communication is always offered.

2018 Highlights

- Coordinated UW-Madison Extension's basket for the Marathon County United Way Raffle. Our theme, "Made in Wisconsin" contained items, made in our state, from ginseng infused maple syrup to wooden desk clip holders.
- Nancy helped orchestrate a day of learning, teamwork and camaraderie for the UW-Madison Extension staff in Marathon County. Learning about each other and working as a team was put to the test at Cracked Escape Room. Our escape was a success. The afternoon included a discussion on our contribution to the Marathon County Strategic Plan and promotion and publicity strategies for our programming. We ended the day with a hike up the Turkey Vulture Trail System at Rib Mountain State Park.
- The UW-Madison Division of Extension Marathon County was asked to coordinate the 212 River Drive Building Holiday Luncheon for 2018. We were happy to take on the task and brought some "newness" to the event. Stations were set up throughout the room for all staff to share in making natural pine cone feeder ornaments for our "Giving Tree" for the birds, Writing Messages on Holiday Cards for the King Home Vets, Donating clothing and food items for the Wausau and Everest School Districts and making a holiday floral planter.



AREA EXTENSION DIRECTOR

JASON HAUSLER



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