



Extension

UNIVERSITY OF WISCONSIN-MADISON
MARATHON COUNTY



ANNUAL **REPORT** 2019



EXTENSION: **CHANGING LIVES & COMMUNITIES**

For a century, Extension has come to represent the Wisconsin Idea – expanding university knowledge to every person in the state. As a Division of the University of Wisconsin-Madison, Extension expands the University’s outreach. Extension epitomizes the Wisconsin Idea, delivering programming across the state to create solutions. Extension also partners with business and government leaders, community groups, and agriculture, natural resources, and youth and family development professionals to collaborate on research opportunities.

Extension works alongside the people of Wisconsin to deliver practical educational programs—on the farm, in schools and throughout urban and rural communities. Extension has a measurable impact – changing lives and communities through:

Supporting Wisconsin’s Agriculture Industry »

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 educators and researchers help solve challenges that Wisconsin producers face.

Fostering Leadership and Civic Engagement »

From educating elected officials to training the next generation of local leaders, we’re committed to empowering citizens to make positive, transformative change in their communities.

Empowering Families and Communities »

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

Supporting Community Horticulture »

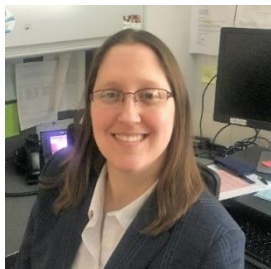
We are researchers, teachers, community minded individuals who have a common goal of improving the environment and enriching quality of life. As Educators, we bring the research results of the University to the residents of Wisconsin to use in their own yards, gardens and communities.

Enhancing Resilient Natural Resource Systems »

We work with partners across the state to ensure that our diverse natural resources remain resilient and productive. From water and forestry programming to conservation training and youth environmental education, our educators and researchers navigate complex issues, facilitate challenging conversations, and help develop innovative solutions.

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.



Heather Schlessner
Dairy Agent



Kris Tiles
Natural Resources
Educator



Melinda Osterberg
Community Development
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Marathon/Lincoln County



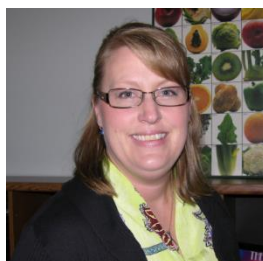
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Extension
UNIVERSITY OF WISCONSIN-MADISON
MARATHON COUNTY



Agriculture

In 2019 Extension Marathon County Agriculture Agent worked to increase farm productivity and efficiency by offering programs in dairy and beef production management and financial management.

Dairy and beef production management classes included program in artificial insemination, beef quality assurance, and animal handling for emergency management personnel. Financial management programming included programming for dairy and beef producers.

In 2019 there were two interactive two-day workshop for beef and dairy farmers held. This program teaches bovine female reproductive physiology, estrous detection, artificial insemination and pregnancy diagnostics.

Sixteen beef and dairy farmers who desired to learn how to artificially inseminate their cattle attended the workshop. Evaluations indicated increases in self-reported changes in their understanding before and after participating in the topics (using a 5-point Likert Scale) as:

- 1.29 pt. increase in understanding about reproductive anatomy and physiology
- 1.64 pt. increase in understanding about AI technique
- 1.69 pt. increase in understanding about reproductive tract and semen handling
- 1.54 pt. increase in understanding about AI equipment
- 0.7 pt. increase in understanding about Heat detection
- 1.24 pt. increase in understanding about Estrus synchronization
- 0.74 pt. increase in understanding about Bull selection
- 1.12 pt. increase in understanding about Pregnancy detection
- 1.06 pt. increase in understanding about Blood draw technique

\$262.2M

Milk Production

\$57.2M

Grain Production

97%

Family Owned Farms

11,201

Ag Jobs

**No. 2 in
Wisconsin**

Dairy Industry

**No. 19 in
the U.S.**

Dairy Industry



Agriculture

A Beef Quality Assurance training program, for beef and dairy producers, where producers learn proper management techniques to improve farm level practices, uphold consumer confidence in valuable beef products, and maintain access to current beef markets was held in 2019. Eighteen farmers participated in a beef quality assurance (BQA) training. Topics included consumer awareness, cattle behavior and handling, biosecurity, herd health, transportation, record keeping, nutrition, environmental quality and worker safety. All individuals were tested on the material. Participating in the training and passing the test earns BQA certification, which expands participant's access to potential markets.

After the training, participants reported they intended to evaluate their animal handling facilities to improve cattle flow and worker safety and use health condition, mobility and body condition scores to determine fitness for transport. Management practices they expect to add or change because of what they learned including “proper maintenance of chemicals and proper handling of drugs and antibiotics” and “training employees on how to properly handle and move cows”. As a result of the certification training participants indicated that they have better understanding of the use of Beef Check-off dollars by WI Beef Council and UW-Division of Extension for BQA and consumer awareness; determining cattle fitness for transportation; and the importance of following pre-harvest intervals from pesticides use on forages/pastures.



Agriculture

The next event was for emergency medical personnel to learn how to handle cattle emergencies. The goal of the program was for them to learn how to react to an emergency situation involving cattle. Sixteen emergency medical personnel attended the training. The attendees had a self reported change in knowledge of 1.81 points on a 5-point Likert Scale. Comments from attendees regarding the main "take home message" included the following:

- Approach quietly, have done different in the past
- Cattle are dangerous to all responding and watching
- Scene assessment & incident assessment
- Who and when for euthanasia. Always move slowly with animals
- The importance of preplanning emergency contacts for this type of scenario and importance of how our conduct on these scene can be mistaken by bystander videos that don't include explanation
- Never approach from back, stay calm, zig zag, contain. Call state DATCP, vet local, employ humane euthanasia practices

In 2019 Schlessler co-hosted a financial management workshop series for beef producers to aid in their understanding of financial record-keeping and analyzing financial statements. Nine individuals attended the financial program. All participants worked off their farms and raise beef as a second source of income. Their farms range in size from 40- 400 acres. Educational backgrounds included those graduating high school and four-year colleges. Participant's goals for the workshop included 'increase my ability to use a Statement F, income statement and balance sheet to improve profitability of my beef enterprise.' And to 'become less dependent on outside feed cost and turn a profit on my registered red Angus cow/calf/seed stock herd.'

The participants also self-reported their value and understanding of the topics presented during the workshop series:

3.2 pt increase in Understanding of the Financial Model

3.5 pt increase in Understanding Record Keeping

2.4 pt increase in Understanding the Balance sheet

2.2 pt increase in Understanding the income statement



Community Development

During the past year, Marathon County-Extension work in Community Development focused on advancing Objective 8.7 of the County Strategic Plan, supporting local communities in running efficient and effective board meetings, and promoting economic development through a cultural lens.

Marathon County Strategic Plan Objective 8.7: *Strive to provide affordable, reliable, high-speed internet access throughout the County* The Community Development

Educator assisted in meeting this Strategic Plan Objective by managing the process to develop the Broadband Assessment Study. The [Study](#) was completed in January 2020 and sets forth a plan on to increase access to high speed internet throughout the County. The process to develop the Broadband Assessment Study included input from area municipalities, educational institutions, businesses, and incumbent internet service providers. The Broadband Assessment Study provides a base for future grant applications. Objective 8.7 also provides for the development of a Dig Once Policy to encourage the coordinated provision of broadband infrastructure. The Community Development Educator completed research on policies adopted by other jurisdictions and presented findings at the Wausau Area MPO Technical Committee.

Effective Board Meetings. Upon request, the Community Development Educator facilitated an effective board meeting training with the Village of Kronenwetter. Participants learned techniques to participate effectively in Village Board meetings. This training was modified and presented at the WHIPPS High School Youth Leadership program. Forty-nine youth learned the basics of Robert Rules of Order and how to participate in public meetings.

Over 750

individuals built their cultural literacy at the Inaugural Central WI Chinese New Year Celebration

72

Marathon County residents participated in development of the Marathon County Broadband Assessment

49

Marathon County High School Students developed skills to participate effectively in board meetings

13

Media contacts, highlighting Marathon County's work on broadband and inclusivity



Community Development

The greatest Community Development achievement during the past year was the Inaugural Central Wisconsin Chinese New Year Festival. In collaboration with the Wausau Marathon County Parks Department, UWSP-Wausau, and the UW-Madison Center for East Asian Studies, Marathon County residents had the opportunity to celebrate one of the world's largest holidays in Central Wisconsin. The festival began on January 24 with an analysis of the current U.S.–China trade situation.

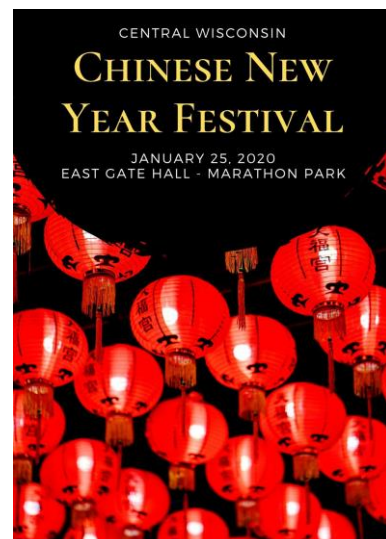
Partnering with the UW–Madison Center for East Asian Studies, Pam Jahnke (The Fabulous Farm Babe) moderated a panel discussion ([view the panel discussion here](#)) featuring:

- Interim DATCP Secretary Randy Romanski
- UW-Economist Guanming Shi
- Will Hsu (Hsu's Ginseng)
- Charles Wachsmuth (Chippewa Valley Bean)

The discussion was followed by an International Dinner organized by UW–Stevens Point at Wausau. UW–Madison students provided information on traditional Chinese New Year customs, while attendees were able to enjoy traditional Chinese cuisine.

On January 25, Central Wisconsin celebrated the Chinese New Year at the State's only public festival recognizing this significant holiday. With volunteer assistance, Marathon County Extension and the [Wausau and Marathon County Parks, Recreation, & Forestry Department](#) held the first communitywide Central Wisconsin Chinese New Year Festival. Over 750 people attended the event to learn more about Chinese culture and enjoy internationally award-winning entertainment. Participants had the opportunity to learn about the Principles of Chinese Gardening, History of Ginseng in Central Wisconsin, Ginseng Cultivation, a few words in Mandarin and Chinese cooking basics.

The Chinese New Year Festival was attended by Lieutenant Governor Barnes and received Statewide media coverage.





Health & Well-Being

Healthy Choices, Healthy Lives



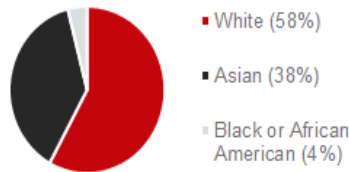
FoodWise is federally funded by the Supplemental Nutrition Assistance Program Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). We advance healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents with limited incomes through nutrition education at the individual, community and systems levels.

Who We Served

34% Youth

43% Adults, 18-59

23% Older Adults, 60+



FoodWise educators reinforced the county strategic plan through the health and human services goal that Marathon County will promote the physical, mental and social health of the community, taking steps to promote healthy living for residents at all stages of life.

Program Impact

Resilient children are active, have access to adequate amounts of nutritious food and the knowledge needed to choose a healthy lifestyle. In 2019, Marathon County FoodWise nutrition educators made over 3000 teaching contacts with nearly 600 low-income youth learners while conducting multi-lesson nutrition series. FoodWise partners with the 4-K and kindergarten programs at income-eligible schools in the Wausau School District. We also partnered in the Community Connection summer program and the Lincoln Elementary summer school program to provide weekly nutrition education. We expose children to new fruits and vegetables and why they are important and teach parents how to plan, buy and prepare healthy meals.

1,674

Learners Reached

4,071

Direct Education
Contacts

659

Participants in Group
Food Demonstration
Lessons In Partnership
with the Marathon
County Hunger
Coalition

149

"Let's Talk Turkey" Food
Safety Lesson
Participants

170

Youth reached in
Wausau School District
Summer Programs



Health & Well-Being

“Share the Harvest” Initiative Increases Access to Fresh Food

Despite the seemingly thriving economy, 14.6% of Marathon County LIFE Survey respondents in 2016 claimed they struggle to buy food. The struggle for older adults is often even more pronounced as they often have issues with transportation to access food in addition to monetary concerns. In 2018, the Marathon County Hunger Coalition, decided to place special focus on taking actions to alleviate senior hunger. Tammy Hansen, Marathon County FoodWise Coordinator leads the coalition’s Nutrition and Education Committee. As committee chair, Tammy coordinated the committee’s “Share the Harvest” initiative with the Wausau Farmers’ Market, including managing the volunteers and coordinating the drop-off sites. In 2019, Marathon County Hunger Coalition Nutrition Committee members gleaned 2590 pounds of food from farmers’ market vendors that was primarily shared with the residents at Riverview Towers, a subsidized senior housing unit in Wausau and to a lesser extent, with the Neighbor’s Place Food Pantry, the Salvation Army Homeless Shelter and the Women’s Community. Volunteers collected most Saturdays in August, September and October. Donations in this inaugural year of the project far exceeded expectations. The initiative was so successful that there are plans to expand the number of collection dates, the number of donation sites, and possibly the number of partnering farmers’ markets for 2020. As an extension of this project, volunteers also conducted two additional gleaning events with the Wausau Winter Farmers’ Market on the Saturdays before Thanksgiving and Christmas, collecting an additional 900 pounds of food from both shoppers and vendors.



“Let’s Talk Turkey” Classes Help Make the Holiday Happy”

In November 2019, FoodWise partnered with the Marathon County Hunger Coalition to offer “Let’s Talk Turkey” lessons. These classes had two goals. First, to give struggling families a means for acquiring a holiday turkey and second, to teach participants how to safely prepare it. Participants were recruited from area food pantries and other agencies serving struggling families. In keeping with the coalition’s focus on older adult hunger, an additional lesson was held at Riverview Towers, a subsidized senior housing unit. Lessons were provided in both English and Hmong. A total of 149 participants learned food safety tips as well as the importance of planning their holiday meals based on the Choose My Plate guidance.

The coalition’s corporate partner, Eastbay provided vouchers for participants to purchase a turkey at the grocery store and the Wausau Noon Rotary provided funding for fresh produce certificates and meat thermometers. In post-lesson surveys, **98% of participants who did not already do this expressed their intent to increase their fruit and vegetable consumption by trying to fill half their plate with fruits and vegetables more often.** But perhaps an even greater impact of the “Let’s Talk Turkey” lessons were that they ensured that food insecure families could enjoy the same important holiday traditions as other families without jeopardizing their regular monthly food budget.



Horticulture

Therapeutic Horticulture in Marathon County

The Horticulture Educator addressed Marathon County's Strategic Plan by identifying target populations where therapeutic horticulture could improve well-being. Efforts were focused on three populations: 1) jail inmates, 2) county youth, and 3) individuals in addiction recovery or those living with mental illness. Based on numerous studies conducted across the globe, it is likely that therapeutic gardens and horticulture programs will positively impact the physical, intellectual, emotional, social and spiritual well-being of individuals in these target populations (American Horticulture Therapy Association, 2018).

Gaining Ground Garden

The Horticulture Educator worked to reduce recidivism by planning and constructing Gaining Ground Gardens in Wausau, Wisconsin for current and former inmates of the Marathon County Jail. ATTIC Services in Wausau, Wisconsin, coordinated volunteer opportunities for former inmates. Their work crew consists of 5-10 former inmates who have been sentenced to fulfil community service obligations in their community.

Youth Wellness Day

The Horticulture Educator presented safe and fun horticulture activities to over 450 Marathon County 9th graders at the first DC Everest Middle School Wellness day to improve wellness. Students could participate in three stations: 1) students could learn about insects in the garden and pick out microgreen seeds to take home, 2) learn about asexual plant propagation by stem cuttings and create their own herb gardens, and 3) discover floral design elements and create their own arrangement to take home.

23

Adaptive Gardening Participants

32

Gardening with Grief Participants

42

History Speaks-Therapeutic
Garden Participants

4169

Master Gardener Volunteer Hours

5933

Individuals reached with Master
Gardener Outreach Projects

\$100,044

Value of Master Gardener
Volunteer Hours



Horticulture

Horticulture Programming with Youth

In Spring 2019, Pop-Up-Produce (PUP) Kits were provided to families and individuals across Marathon County in collaboration with our youth shelter home, 4-H families, Head Start and Neighbor's Place. These kits were funded by a Community Enhancement grant from the Community Foundation of Northcentral Wisconsin. Families were provided with 1 garden, 2 bags of compost/soil, 1 plant, 2 seed packets, and gardening instructions on planting, care, and harvest their produce throughout the season.

Wausau School District children were able to participate in fifteen horticulture education sessions in collaboration with Monk Botanical Gardens over the summer months.

Students engaged in Horticulture Fridays for two hours of programming at the Enrich, Excel, and Achieve School in Wausau. Children were also invited to the summer series at the Bridge Clinic Gardens "Kids in the Garden".



21

Bridge Clinic Children's Summer Series
Participants

21

Gardening for Big Brothers and Big Sisters
Participants

42

Head Start Family
Gardening Night Participants

53

Colby School
District Job Fair Participants

172

Entomology Lab: Bugs
of the Garden Participants

715

Community Connections at Monk
Botanical Gardens Participants



Positive Youth Development

Volunteer Development

This area of emphasis focuses on how volunteers play a critical role in the delivery of quality educational programs.

Measurable Outcomes:

- Volunteers understand their roles and responsibilities
- Volunteers practice strategies and techniques that focus on creating environments that promote positive youth development in their role working with youth

Major programs and activities held in 2019:

- **Leaders Federation:** educational workshops at its 6 meetings such as SMART goals team building strategies
- **Horsemasters:** facilitated 3 meetings with the 4-H group to evaluate and strategize to have intentional positive youth development for the 4-H Horse project
- **District Meetings:** facilitated 4 District Meetings with 4-H volunteers to provide program updates, responsibilities, and networking
- **National Volunteer Week:** worked with Brianna Wright to organize 2 volunteer appreciation events, thank you items, and promotion
- **Promotional Materials:** Reviewed, updated and created digital, social and print content to inform volunteers of available opportunities and policies.



1,091

4-H members enrolled in
2018-2019 program year

10,822

Volunteer Hours

4,473

Hours of Community
Service activities

31

4-H community clubs
scattered across Marathon
County

1,500

youth served in the
Wausau School District
Summer School Program

350

4-H volunteers in 2018-
2019 program year



Positive Youth Development

Community Engaged Leadership

This area of emphasis focuses on youth cultivating the habits and skills necessary for political participation in a democratic society and taking individual and collective action to identify and address issues of public concern.

Measurable outcomes:

- Youth are more aware of community issues and interested in participating
- Youth develop leadership competencies, especially advocating and advising
- Youth develop social capital
- Youth contribute to the community



Major programs and activities held in 2019:

- **Summer Camps:** trained camp counselors in 9-12 grades on the responsibilities, emergency plans, youth development programming, and activities to create a safe learning environment for campers in grades 1-8
- **Leadership Washington Focus:** coordinated the Wisconsin delegation with Taylor and Waushara counties to provide 35 youth in grades 6-8 to travel to Washington D.C. and learn and develop their own leadership strengths and style
- **Summer interns:** hired, trained and managed 4 summer interns to plan, execute, and evaluate 4-H summer programming, while allowing them to gain professional development experience in teaching, communication and careers in Extension
- **Community Connections:** Led 59 hours of 4-H programming at 6 elementary schools in the Wausau School District using the Experiential Learning Method (Do, Reflect, Apply) and building connections to their classmates and school
- **Officer Training:** facilitated training with Laura Huber to 16 4-H club officers on their role, youth-adult partnerships, and running effective meetings
- **Afterschool Programs:** Led programs at Franklin Elementary (Wausau) and Weston Elementary (D.C. Everest) using WeConnect, Mindful Me, and Cloverbud Civic Engagement curriculums for youth in grades 1-5 to reflect on themselves and those around them in their school, community, country and world.





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