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University of Wisconsin-Madison Extension Clark County

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UW-MADISON EXTENSION

CONNECTING COMMUNITIES with THE UNIVERSITY OF WISCONSIN

As a statewide engagement arm of UW-Madison, the Division of Extension embodies the Wisconsin Idea to extend university knowledge to every corner of the state. That mission started in 1912 with Extension's first agent making farm visits and continues today along with community and business development, youth engagement, and well-being programming. Our statewide network of educators and specialists with the UW-Madison College of Agricultural & Life Sciences and on UW campuses across Wisconsin is responding every day to emerging and longstanding hurdles residents are overcoming to compete and prosper. We've identified key opportunities to leverage local resources and leading research to affect change and improve lives through:

Supporting Wisconsin's Agriculture Industry »

We use applied research from UW-Madison's College of Agricultural and Life Sciences in addition to other Campuses along with educational outreach to support an economically viable agricultural industry that produces safe food in an environmentally responsible manner.

Fostering Leadership and Civic Engagement »

We work with communities across the state to support individuals, groups, and organizations to enhance quality of life and improve overall well-being, leading to stronger communities today and for generations to come.

Creating Positive, Healthy Change »

We catalyze positive change in Wisconsin families through evidence-based programs focused on nutrition, food security, food safety, chronic disease prevention, mental health, and substance misuse.

Empowering Families and Communities »

We support families in caring for each other in ways that promote growth and understanding, enhance aging-friendly communities, coach effective parents, and help families put technology, mindfulness, and financial awareness to use.

Enhancing Resilient Natural Resource Systems »

We help individuals and communities make informed decisions that support the state's rich land, water, and mineral resources. We're working to ensure that our resources remain at the heart of our communities, economies, and state identity.

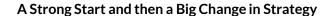
Furthering Positive Youth Development »

We prepare the youth of today to become effective, empathetic leaders of tomorrow. From teens advising local government to Wisconsin 4-H clubs, we offer diverse educational opportunities that put youth on the path to success in Wisconsin and beyond..



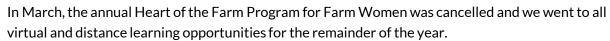
Matt Lippert, Associate Professor Dairy and Livestock Educator

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January and February 2020 started out with some great Agriculture programs. An Automated Milking Systems Meeting (AMS) on robotic milking was well attended. A grant

for the program provided funds to bring in a speaker from Finland and an Extension Specialist from Minnesota. There were sponsorships for the program from milking equipment suppliers as well.





Newsletters and magazine articles were useful educational tools. Working with other Extension specialists, Matt and colleagues produced webinars on "Methods to Reduce Milk Production through Diet". This was created in the face of new production quotas for farmers and milk being dumped. A podcast "Heat Abatement Strategies for Dry Cows" was produced in the summer.

Fall and winter programming included Badger Dairy Insights, which were offered on Tuesdays at 1:00 p.m. This was a part of a larger collection of programs titled "Farm Ready Research", that were accessible through online enrollment.

Agriculture Collaborations and Partnerships

Extension Clark County partnered internally for many virtual offerings and also worked with Mid-State Technical College, Marshfield Area Chamber of Commerce and Industry, and UW - Marshfield Agriculture Research Station to offer support and ideas to help producers be successful in 2020.





2020 Milk Price Variable and Frustrating: Lippert provides Professional Insight for Producers

An article written by Matt Lippert was published in the Wisconsin State Farmer magazine and the Wisconsin Agriculturalist magazine and online platform, to help dairy producers understand the value of feeding for higher milk protein yield. The article is titled "Today, the money in the milk check is in the protein".

Milk is priced at the farm level based on its content of butterfat and protein. Markets did a number of unusual things in 2020 which resulted in very large swings in the price of milk. The price dropped to \$12.14 in May and by July, it more than doubled to \$24.54 per cwt. One constant was the protein became more valuable relative to fat in 2020, as compared to the previous four years. In the current environment, feed ingredients used and practices on the farm highly reward improving milk protein yield. The information on how to feed for more protein yield from cows was featured in a farm newspaper, a farm magazine, a radio interview and an email news feature reaching many dairy producers. Circulation of the publications totals over 40,000. This was timely information developed for the current market affected by the pandemic.

Dairy and Livestock Agent, Matt Lippert, also worked with producers to take advantage of farm support programs such as Coronavirus Food Assistance Program I & II.

Agriculture Retools and Updates

Dairy facilities modernization guidance continued through the pandemic. Contacts were made over the phone and with limited farm visitation for farmers and those considering farming, allowing them to make better decisions.

In another case, Lippert assisted a crop farming family that was considering adding a dairy enterprise. In several other cases, he advised dairy farmers in adding and updating dairy heifer facilities.

In several of these cases, it was identified that the capital needed and the expected return was not well suited for the individuals to enter the dairy business. For the existing dairy farmers, successful plans were made to update the facilities.

Overall, even a decision not to take action was a favorable outcome. Lippert was able to share his expertise and help the individuals understand the economics of dairy production.



Richard Halopka, CCA Senior Outreach Specialist Crops and Soils Educator

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One headline from 2020 was the Covid and the impact it would have on agriculture. Overall agriculture responded.

When farming, crops must be planted and livestock cared for

everyday. There were fears and price concerns for all farm commodities. Many connections were made daily in a virtual world and as educators we made ourselves available in many different formats. Interestingly enough was the use of printed materials and phone calls to resolve many issues farmers were faced with in 2020. The use of a virtual world lead to 50-100 weekly contacts with many Clark County farmers and citizens. In addition, materials were mailed out to farmers to answer questions and articles were written and published to educate farmers in the county, region, and the state.

Programing continued and while again in a virtual world programs were presented to many Clark County farmers and agriculture professionals. The online programs have demographic data available, however it would be difficult to weed out how many were from Clark County.

The past year I was requested to present virtually on Soil Update program, a program for nursing students at UW on the Plain Faith Community, plus I had input to a number of the virtual programs presented over the growing season.

The greatest impact of our work in Clark County would be to responding to many requests when Covid relief packages for agriculture were made available. As I mentioned above the great number of phone calls and direct contacts, Farm Service Agency (FSA) relied on Extension Educators to assist farmers in applying for the relief packages. Much of my time was spent advising and assisting farmers to help fill in the blank applications to allow farmers to receive support payments to relieve financial tension they were experiencing.

In addition, Extension is a revolving organization and with reduction of staff has required a reorganization of efforts to support agriculture and our communities in 2020. Currently the goal is to support all areas of agriculture from traditional crop production, to specialty crops, new emerging crops and helping develop community supported agriculture in a time with limited face to face contact and education.



In addition, we must continue on the previous work we had from 2019, when water quality in Wisconsin was a priority as outlined by Governor Evers and our state legislature mandated improving surface and ground water quality a priority.

Clark County continues to have two 303d impaired water impoundments. Currently Clark County with a population of 34,000 people, but in excess of 160,000 head of cattle and calves, plus a number of hog finishing facilities and poultry operations has a potential water quality problem if livestock manure, city sewage treatment, and the best management farming practices are not in use.

Currently Clark County has 2,095 farms. The average size of a farm is 215 acres and Clark County ranks as the number 1 milk-producing county in the state of Wisconsin with a dairy herd population of 67,000 mature dairy cows. Agriculture in Clark County generates \$404,103,000.00 in income.

Currently there are two citizen led watershed groups working in Clark County to demonstrate best management practices to reduce soil erosion (surface water concern), crediting nutrients from livestock manure and bio-solids (surface and ground water), and improving soil health, which will improve water quality.

Before Covid shut down educators in Clark County, over 50 farm families attended nutrient management training programs. The impact is over an additional 2,500 acres of county cropland is environmentally managed.

UW-Madison Division of Extension collaborating with Clark County Land Conservation, NRCS, FSA, DNR, DATCP, and citizen led watershed groups will continue to educate farmers both virtually and with printed education. And in the near future organized field days will provide farmer and agriculture professionals education with a goal to improve water quality in the county, region and the state of Wisconsin.

Overall, being an agriculture educator is the best job in the world as I get to work with farmers everyday. It provides me with my "fix" each and everyday. I enjoy the challenge of a opportunity. We must remember a problem is an opportunity for change and improvement.

Melissa Kono, Associate Professor Community Resource Development CNRED Educator

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I am the Community, Natural Resources, and Economic Development Educator for both Clark and Trempealeau Counties.



Election Training

Election Poll workers in Wisconsin are required by the Wisconsin Elections Commission (WEC) to attend training, although the content and length are not determined. The municipal clerk is responsible for ensuring poll workers are properly trained and training is usually offered by the County Clerk To help alleviate this burden to County and Municipal Clerks and reduce the duplication of effort, I developed election training curriculum and facilitated election worker training.

The onset of COVID-19 in the midst of the April 7, 2020 Presidential Primary and Spring Election created an urgent need to train new election inspectors in a short amount of time in a distance learning setting. To address this urgent need I adapted the Election Worker Basics course that I had developed in February for new election inspectors to an online Zoom format and offered several sessions and a recordings statewide. The training was recorded and posted on the Local Government Center Website for clerks and election workers to access. Participants could receive a certificate of completion through a Qualtrics survey evaluation.

Throughout the year, I developed and offered several online election trainings statewide. In collaboration with Clark County Clerk Chris Jenson, I developed training material that addressed current election needs such as processing absentee ballots, election security, and health and safety concerns. I recorded the trainings so that municipal clerks could use it to train election workers. The trainings were recorded and posted on the Local Government Education website along with training materials for clerks to use. Over 500 participants completed the online survey for my trainings in 2020. In addition to election worker training, I trained my colleagues and non-profit groups on voter registration including Photo ID requirements.

I also do a radio show series with WCCN in Neillsville called "Rock the Vote" where I provide information on voting. I was interviewed for the New Yorker magazine on absentee voting. But the highlight of my year was probably when Wisconsin Comedian Charlie Berens called me to talk about encouraging people to volunteer as election workers.

Women in Government

Another program is Political Ambition in Women. Using research conducted in Clark County with women in local office, the Women in Government Team looks at strategies that can be used to encourage women to run for local office. We continue to develop this research and are often ask to present at conferences. Despite COVID, I was able to present my work at several conferences including University of Wisconsin-Madison's 31 Days of Women in Leadership and at the Wisconsin Counties Association Conference. I also created several videos on running for local office including how to get on the ballot and how the Caucus works. These videos were posted to the Local Government Education website.

Community Development and Downtown Revitalization

When I wasn't engulfed with election training I was able to work on several community development projects, including an app I developed to assist downtown communities. In 2020 I also developed a survey for the Neillsville Country Club to assist them with strategic planning. I had also done this a few years ago and they had made several improvements based on the feedback from the survey and wanted to do it again. I developed a survey in Qualtrics (a survey tool we have available through the University) that helped the Neillsville Country Club make improvements to the golf course, restaurant and operations. I was also able to feature Clark County for a project with Wisconsin Public Television's Local Voices Network on being a "young"-ish professional in Clark County on the challenges and benefits to living and working in a rural community.

Assisting Farmers in Crisis

In 2020 I collaborated with Extension Specialist John Shutske to provide QPR Suicide Prevention Training for colleagues that was designed for farm communities. QPR is similar to CPR in that it teaches the skills to recognize the signs of suicide and how to access appropriate care. We designed curriculum that is specific to farmers and Ag professionals and offered several webinars for colleagues.

Ag Plastics

I received a Sustainable Agriculture Research grant to train other ag professionals on Agricultural Plastics Recycling and to develop recycling efforts in Wisconsin to assist farmers with recycling their plastics. I hosted a training meeting for Extension colleagues and ag industry professionals on recycling Ag Plastics in Wisconsin. I am also working on distributing Recapture Bags throughout the state and working with several communities to organize ag plastics collection events.

Healthy Choices, Healthy Lives



FoodWlse 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.



The Challenge

The COVID-19 pandemic impacted the food security of Clark County residents due to income and job loss, as well as significant changes in local, regional, and national food systems. Based on increases in Clark County residents participating in FoodShare and federal Pandemic EBT benefits, we see a greater need for members of our community in accessing food that is healthy, safe, and affordable. FoodWlse educators support our community by providing education on how families can stretch their food dollars in these difficult times and continue to put healthy meals on the table in their homes.

Clark County has seen a 27% increase in Food Share participation (including adults and children)



from prior to the pandemic.

Based on comparison of FoodShare participation in February, 2020 and September, 2020. Data from Wisconsin Department of Health & Human Services.

Community IMPACTS



Healthy and Homemade Calendars from Iowa State

University were distributed to 55 families at Indianhead Community Action Agency Dorchester Head Start families and 20 families at the Neillsville Head Start Center. The calendars contain recipes with nutrition facts labels and physical activity tips.

Additionally, the link to the Iowa State Spend Smart Eat Smart website was distributed for more recipes and videos on food safety and shopping on a budget.



ACHIEVING MORE TOGETHER



UW-Madison Division of Extension works alongside the people of Wisconsin to deliver practical educational programs where people live and work – on the farm, in schools and throughout urban and rural communities. In Clark County, FoodWise partners with Elementary Schools and Head Start Centers to help make the healthy choice the easy choice in our communities.

FoodWise Welcomes a New Nutrition Educator

Corbin Jasper is our new Nutrition Educator in Clark County FoodWlse. She has a degree in Dietetics and has recently completed a Dietetic Internship at Viterbo University in LaCrosse where she discovered her love for community nutrition with an emphasis on teaching in schools. We are excited to have her working for FoodWlse in Clark County!



Corbin introduces the 5 food groups to Colby Elementary 3rd graders virtually on a pre-recorded video





Future Opportunities in Clark County

FoodWise employs a combination of evidence-based strategies designed to promote changes for individuals, communities, and environments to help make the healthy choice the easy choice.

With hiring Corbin as a Nutrition Educator in Clark County, we are excited to be building relationships with Abbotsford, Colby, Granton, and Owen-Withee Elementary Schools to provide Nutrition Education at Pre-K, 1st, 3rd, and 4th grades. Exposing children to new fruits and vegetables and teaching them why they are important is critical to the future health of our youth.





Corbin Jasper
Nutrition Educator



Brenda Fierke
Nutrition Coordinator

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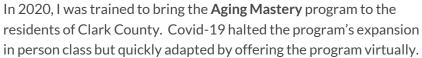




UW-MADISON EXTENSION

Nancy Vance, M.S. Associate Professor Human Development and Relations

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The 10-week program was offered in the fall 2020. Evaluations were conducted at the end of 2020 and 100% of participants stated that they learned healthy ways to age from the class and found the materials useful in their daily lives. Virtual **Strong Bodies** was made available to the senior population as well to help fight isolation and loneliness.

The **Heart of the Farm** is an Extension program that addresses the needs of women in agriculture by providing education on farm business topics, connecting them with agricultural resources and creating support networks. I helped write, develop and present various topics throughout 2020. In addition, I offer and taught a program for agricultural service providers called **Resilient Farms**, **Families**, and **Businesses & Communities**: to build awareness around the signs of stress, the conditions affecting farmers, and how to refer those under extreme stress to the proper resources.



The technique of helping farmers reach their goals through motivational interviewing was taught throughout the state to a large variety of audience. This work was part of a grant received.

As a response to Covid-19, financial educators across the state created the financial resource COVID-19 web site. In mid-March 2020, UW-Madison Extension educators developed **Mindful Money Moments.** Each 3-5 minute video focuses on information on government programs available to help those financially impacted by the pandemic and highlights resources from state agencies, such as the Department of Workforce Development. They were shared through Facebook across the state.

Human Development & Relationships

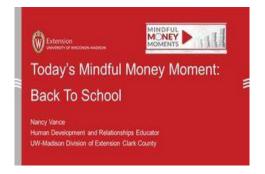
Families in Clark County were invited to participate in the **Money Smart in Head Start** project at the start of the school year through Head Start staff. Due to Covid, our partnership with the Head Start centers became virtual. I contacted the administrator for the three centers and arranged for the digital newsletters sent directly to the centers. Three individual school in Clark County participated in the Money Smart in Head Start for the 2020 school year. Sixty-two parents received the newsletter monthly during the school year. Twenty-nine parents received the issue in Spanish.

The COVID-19 pandemic poses many challenges for families. With schools shuttered in the spring, most summer enrichment activities cancelled, and many parents forced to work from home due to the need for social distancing, opportunities to provide learning, socialization, and skill building for children and youth have been limited. In a recent survey of Wisconsin parents by the Kerr Parent Lab, parents report that they are struggling with balancing working at home and educating their children.

Dollars During Development is a program that encourages families to read and spend time together learning about money through books chosen by the Consumer Financial Protection Bureau for the national book club. Covid restrictions provided Human Development and Relationships educators an opportunity to collaborated with 4-H to offer four weekly Money As You Grow virtual book reads during August.. The team that provided these learning events plans to continue collaborating with 4-H and exploring opportunities to provide continued youth financial education during the school year.

Money Matters - In these online modules, participants can learn about their financial strengths, gain new money management skills and build knowledge they can share with others—their kids, their spouse, friends, co-workers, and more. Topics include Financial Strengths, Credit Scores and Credit Reports, When You Can't Pay Your Bills, Making a Spending Plan, Staying Organized, Retirement Planning Basics, Health Insurance Options for WI Residents, How Health Insurance Works, and How to Save Money Using Health Insurance. After completing the modules participants are able to receive a certificate of completion. This is promoted in Clark County through notification to stakeholders in the county. Workforce Development, Clark County Courts, Clark County Social Services, Veterans Assistance are just some of the agencies that have utilized the program.





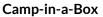
Michael Rusin 4-H Coordinator

michael.rusin@wisc.edu

Virtual and At-Home Experiences

2020 was a year of difficult transitions, yet through determined volunteers and members, Clark County 4-H hosted several virtual and at-home programs where youth learned and thrived. 4-H

youth participated in a virtual food review, virtual escape room, pumpkin decorating contest, bread-baking course, and so much more! Each program was designed to be educational and/or to provide an opportunity for youth to connect during a time of isolation.



To adhere to strict safety guidelines during COVID, in-person summer camp was not an option in 2020. Several 4-H Educators, including myself, developed a hybrid camp experience that youth could participate in safely at home while learning in an engaging manner.

The hybridized camp model was created to serve youth with and without internet access. Curriculum was provided with required materials. To support campers, 4-H staff and youth counselors created instructional videos to teach youth how to participate in interactive games and songs. We also hosted live educational zoom sessions and I created a closed Facebook group for the program to allow families to share Camp experiences. This model enabled participants to form a true community of learners.

The program included three camp days focused on the following subjects: Arts & Crafts, Astronomy, Mindfulness, STEAM, Group and Water-Based Recreation, Physical Education, Camp Cooking, Music, and Career Considerations.

Camp-in-a-Box served 1,000 youth from 400 families. Through intense planning, we successfully crafted a family-focused experience to meet traditional camp goals. Based off participant feedback, we obtained evidence of our program having developed Belonging, Mastery, and Independence among youth participants. We also managed to reach a new audience through this program. 25 % of camp families were non-traditional 4-H families experiencing camp for the first time.



Clover Cookie Creations - Virtual Cookie-Making Program Series

Evaluations of previous programs indicated a strong interest in cooking programs. 11 county staff, including myself, collaborated to offer a 4-week zoom series entitled Clover Cookie Creations. The focus of the series was education, family engagement, and fun. 4-H Educators extensively planned each session to include engagement/welcome, cookie demonstrations (focusing on one type of cookie each week), comments and suggestions from a certified foods judge, and an opportunity to reflect on the day's learning. A variety of teaching methods were used to appeal to a wide audience of learners. Prerecorded videos about baking and kitchen safety were prepared for viewing outside of the zoom sessions. In addition, staff recorded demonstrations of baking, demonstrated live during zoom, and edited PowerPoint presentations to promote learning. Youth leaders assisted to teaching as well.

Continued learning and practice was encouraged in between sessions with the option for families to post photos on a closed Facebook group and share their experiences on the next zoom. Interaction between participants during the zooms was also valuable.

Towards the end of the class, participants were encouraged to share a recipe that would be included in a Clover Cookie Creations Cookbook for all participants. Overall feedback of the program was positive with youth indicating more confidence with cookie baking. Fifty-six families registered for this program.







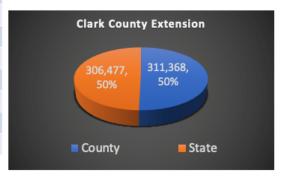


Extension Funding

Funding Partner	Type of Fee	Cost
Clark County	Educator Fees	\$161,320
	Support Staff	\$110,448
	Office Supplies, Technology, etc.	~\$40,000
Extension - State	Educator Salary and Fringe	\$184,679
	FoodWise Salary and Fringe	\$80,398
	Technology & Support	\$3,500
	Director Salary & Fringe	\$27,900
Other	Grants/Fees/Donations	~\$10,000

Does not include additional services provided to the county and/or educators by state or regional specialists or program managers.

2020 total budget: \$617,845 County: \$311,368



Extension Funding

Extension leverages a variety of funding to live out the Wisconsin Idea. However, the two largest pots of money that fund the Clark County Extension office are County funds appropriated through the annual budgeting processes within the county and the State of Wisconsin through appropriations to the University of Wisconsin System and allocated to the University of Wisconsin-Madison.

The above chart was shared in 2020 with the Clark County Board of Supervisors, which exemplifies that the Clark County financial and resource contributions is leveraged nearly one to one with State of Wisconsin funding through a contract for services.

Lastly, Extension continually explores opportunities to expand funding for our programmatic efforts and staff have been successful in procuring grant dollars and donations for various programs and initiatives. Such examples include, but are not limited to, the Strong Bodies program, Pesticide Applicator Training, Agriculture Plastics Recycling, and 4-H Youth Development.

Extension Staff



Jason Hausler Area Extension Director <u>jason.hausler@wisc.edu</u> 715-533-8006

Jason has been the Area Director for the Clark County office since 2017, overseeing the daily operation of the office and managing county and regional partnerships to support the work of our educators.

Lori Hendrickson Administrative Assistant <u>lori.Hendrickson@co.clark.wi.us</u> 715-743-5122

Lori has been a part of Extension since November 1994 with her main focus being 4-H. Over the last 11 years she has taken on several other aspects of the day-to-day office duties including: office finances (vouchers, journal entries, office checkbook, prep for yearly audit), monthly newsletter production, maintain office website, event planning, and more.



Valerie Wood Program Assistant valerie.wood@co.clark.wi.us 715-743-5121

Valerie joined the Extension team January 2020.
Being familiar with the services and opportunities that
Extension offers (former 4-H member and operated her
family farm) she was able to jump right in and help wherever
help was needed. She has a flare for creating educational posters
and has been working on several for the next county fair.





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