EXTENDING KNOWLEDGE
Changing Lives
IN CAMPBELL COUNTY

Extension provides practical education you can trust by helping individuals, families, businesses, and communities solve problems, develop skills, and build a better future.

MyPlate Awareness Program

According to the USDA, “MyPlate is part of a larger communications initiative based on 2010 Dietary Guidelines for Americans to help consumers make better food choices.” It helps people to remember to eat healthfully. It was not meant to change consumer behavior alone. MyPlate demonstrates the five food groups by focusing on a visual, which is a place setting. The place setting shows a plate with four sections (fruits, vegetables, grains and proteins) with a section to the top right displaying the dairy component. This past year, the Campbell County Cooperative Extension Service taught a series of classes to 364 people in Campbell County of all ages and stages of life focusing on how to incorporate the MyPlate concept into their meal planning. The program demonstrated:

1) how to balance calories by eating your food, but eat less and how to avoid oversized portions,
2) how to increase certain foods by making half of your plate fruits and vegetables, how to make at least half your grains whole grains, and how to switch to fat-free or low-fat (1%) milk, 3) how to reduce certain foods by comparing sodium in foods like soup, bread, and frozen meals (choosing foods with lower numbers) and by drinking water instead of sugary drinks(ChooseMyPlate.gov).

Priority Program Efforts

A total of 1,162 people are now involved in addressing significant community issues
753 youth made an impact in their community through service projects
73 local residents implemented practices that promote sustainable agriculture
6 Producers reported an economic impact (i.e., increase in agricultural productivity, increase in higher returns, decrease in expenses) in their agricultural operations
636 youth indicated an increase in leadership skills, knowledge or confidence through participation in Extension-related leadership programs
2,493 citizens (youth & adults) acknowledged utilizing the skills learned through Extension programming

A total of 159 individuals reported making lifestyle changes (diet, exercise, managing stressors, healthy home practices, etc.) for the purpose of improving their health
A total of 1,386 youth and adults demonstrated informed and effective decision-making skills
100 individuals incorporated new or additional conservation practices.

Nathan Truett demonstrates how to use MyPlate at his home. Nathan graduated Mommy & Me in 2012 following his two brothers who also graduated the Mommy & Me program.

For more information about MyPlate visit ChooseMyPlate.gov.
Nutrition Education
A Nutrition Education Program Assistant recently began working with the Extension Service in Campbell County. Leslie Gillispie is seeking partnerships with agencies and individuals who can benefit from her free programs. Leslie works with families and individuals who would like new and fun ideas for feeding their families healthy foods while saving time and money. Please call the UK Cooperative Extension Service at 859-586-6101 for more information about this FREE program.

4-H Community Teen Club
The 4-H Community Teen Club is a newer 4-H club in Campbell County for ages 13-19. The club is dedicated to community service and volunteering. The 4-H Community Teen Club gives teens an outlet to be involved in the community with an organization they are familiar with.

Campbell County 4-H teens have impacted their communities and Campbell County by volunteering at Ronald McDonald House, Active Day, made bags of soup mix and treats for Campbell County senior citizens living in senior housing, baked homemade treats for the Campbell County Animal Shelter, volunteered Habitat for Humanity and much more.

The 4-H Community Teen Club is open to any teen that lives or attends school in Campbell County! Call for an enrollment form, and join us at our next activity!

Truth and Consequences
Kentucky has one of the highest rates of drug abuse in our country. According to the 2011 Dayton Middle School student needs assessment, 48.2% of 7th and 8th grade students identified "student use of alcohol or drugs" as a top 5 concern that slows the growth and learning of Dayton students. A student survey conducted by the Newport High School Youth Service Center showed that the #1 social issue concern for students was drug and alcohol use. Therefore, there is a strong need for substance abuse prevention and intervention education.

The Campbell County Extension Agents for 4-H and Family and Consumer Sciences (Sherri Broderick-Dayton, Owen Prim-Newport, and Kate Vaught-Dayton and Newport) partnered with the family and youth resource coordinators at Dayton Middle/High School and Newport High School to reach 64 7th graders at Dayton Middle/High School and 97 Sophomores at Newport High School with the program, Truth & Consequences: The Choice is Yours. Truth and Consequences: The Choice is Yours hands-on curriculum taught the students about the physical, legal, financial, and emotional consequences of substance abuse. A total of 40 community partners and adult volunteers were involved at both schools. End of the program written evaluations showed that 98% of the students said that their real life experience today taught them the consequences of negative decisions, 95% stated that Truth and Consequences might flash through their mind if they were ever put in a situation that would result in serious consequences, and 91% said the event provided them with new information. 100% of the parents that participated said that they felt more comfortable and prepared to talk with their child regarding drug and alcohol abuse as a result of Truth and Consequences. 100% of the community partners also felt that the event provided appropriate information to discourage students from substance abuse.

“I learned that one stupid decision can lead to a lifetime of regret.”
- Student comment about Truth and Consequences program
Achievement Program

Jennifer Campbell, Nicole Robertson and Hannah Myers all received the Kentucky 4-H “Gold Award” in recognition of their overall achievements in 4-H. This statewide recognition is limited to only 30 teens each year and Campbell County is proud to have had three 4-Hers recognized this year! Furthermore, Nicole and Hannah placed in the top ten and interviewed for the “Emerald Award”. This is the highest award a Kentucky 4-Her can receive. We are proud that Hannah received the 2013 Kentucky 4-H Emerald Award during State Teen Conference and received a $1000 scholarship!

The 4-H Achievement Program gives youth experience in learning to set goals, keeping records, planning and organizing, completing tasks and working efficiently and effectively both individually and with others. In the process, youth learn to develop and practice communication skills through interviews, filling out forms and completing Power Point presentations. The program also utilized motivation and the use of incentives which are important in positive youth development. 4-H Youth Development Programs provide opportunities for creativity in a “learning by doing” environment and encourage youth to become involved in projects and activities that develop life skills. Awards include scholarships and trips to state and national leadership conferences.

Other Campbell County Youth and their levels achieved include:

- Bronze Awards - Micah Myers and Derek Schadler
- Clover Level 2 Awards - Kelly Copenbaker, Deborah Myers, and Gracie Wright
- Clover Level 1 Award - Syd Fillhardt

Home Fruit Production

Our clientele are more and more aware of the benefits of consuming fresh fruit. We have seen substantial increase in the requests from homeowners wanting information on how to grow fruit. To address this need, a series of 7 Home Fruit Production workshops were provided to tri-state residents. Lack of knowledge regarding the demands of growing tree fruit has meant the majority of apple, pear, peach, plum and cherry trees sold and planted in our area never produce a piece of quality fruit. Homeowners were educated on disease resistant cultivars, best rootstocks and best practices involving chemical sprays. Thirty-five of the respondents to a survey reported they were going to change what cultivars they were going to plant and how they would care for them. Twelve individuals after learning of the requirements of tree fruit decided to grow brambles. Three small-fruit production classes were held where participants learned that berries have all the health benefits of tree fruit but unlike tree fruit, can be grown with significantly less labor and chemical sprays.

Agriculture Programs Update

The following are some highlights of agriculture program that were conducted during the past year.

- 178 individuals attended the Northern KY Beef Reproductive Efficiency Programs
- 6 beef cattle and forage demonstrations were conducted on Campbell County farms
- Approximately 375 Campbell Ridge Elementary School students participated in an agriculture awareness field day at their school
- 93 individuals attended the Northern KY Horse College
- 87 individuals attended the Aquatic Weed Control Program
- 46 farmers attended a Farm Stewardship Field Day
- 34 individuals attended the Backyard Poultry Program
- 37 individuals attended a three day agriculture tour to south central Kentucky.
- 22 individual farmers attended the Northern KY Master Stocker Series
Over 2,000 individuals traveled down the back roads of Campbell County visiting beef farms, horse farms, vineyards and commercial horticulture farms as a part of the Campbell County Backroads Farm Tour. Approximately 750, 5th grade students participated in the agriculture awareness program called Grow It, Eat It, Wear It.

Soil testing and forage/hay testing continue to be important ongoing programs.

River Sweep

Litter is the most visible sign of pollution. It is unsightly and can cause harm to people, wildlife and our waterways. It encourages pest animals as well as the spread of germs and disease. Litter is wasteful and costly to clean up (Source - E.P.A.). Litter also affects the way tourists view our state. River Sweep, a litter collection event, is sponsored by the Ohio River Valley Water Sanitation Commission and the Foundation for Ohio River Education. This nationally recognized event is one of the largest of its kind, encompassing 3000 miles of shoreline from the headwaters of the Ohio River to its entry into the Mississippi River. The sponsors need the support of local groups like the U.K., Campbell County Cooperative Extension Service and the Campbell County Solid Waste Department to host a site, recruit volunteers, provide a safe and productive working environment, and to report on litter collection efforts. This year’s event occurred on Saturday, June 15, 2013 at Pendery Park along the Ohio River near Melbourne, KY. 26 volunteers donated a total of 52 hours valued at $1150 according to the Independent Sector. More importantly, these individuals collected 1680 pounds of litter from the banks of the Ohio River. Since 2010, 101 people have donated 232 hours of service valued at nearly $5000 and have collected 7000 pound of litter. In that four year period, 805 fourth grade students received solid waste management lessons focused on litter prevention and reduce, reuse, recycle topics.

Creating Responsible Adults

Most of society accepts that certain standards are provided to children in most school settings. Children that end up as residents at a juvenile detention center seem to be missing out on skills that other youth in our schools learn. Whether it is a lack of a stable home environment or the lack of positive role models, budget management skills are missing in the youth at the center. The Campbell County Extension Service 4-H Program implemented the 4-H Reality Store, a school enrichment program that provides the knowledge and experience in what it is like to manage a budget as an adult. Up to 54 youth at the center, age 12-18; pick a particular career with an appropriate salary for this area before the exercise begins. Once at the “Reality Store”, youth must then manage their budgets in such a way as to live within their means to provide for themselves and their families.

Most youth are surprised at how tight they must track their spending in order to meet the demands of modern life. All participants have a newfound respect for what goes into being financially responsible by the end of the program. Most are shocked as to how little money is left after necessities are purchased. One student commented, “The latest/greatest smart phone is not in the budget after all!”

Cooperative Extension Service

The Campbell County Cooperative Extension Service

Extending Knowledge, Changing Lives

For more information, contact us at:
3500 Alexandria Pike
Highland Heights, KY 41076-1705
(859) 572-2600
Fax: (859) 572-2619
www.ca.uky.edu