



Extension

UNIVERSITY OF WISCONSIN-MADISON  
OCOONTO COUNTY



# ANNUAL **REPORT** 2019



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**University of Wisconsin-Madison Extension Oconto County**

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# ***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:

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## **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.

## **Promoting Aging-Friendly Communities »**

We embrace the philosophy that each stage of life is unique, exciting and filled with potential. Our programs promote aging-friendly communities, coach parents and help families put technology, mindfulness and financial awareness into everyday use.

## **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.



# Agriculture

## Beef Quality Assurance Training

Beef Quality Assurance (BQA) is a voluntary national program, which provides beef producers training on best management practices in animal husbandry, management, and animal health to produce a safe, high-quality, wholesome meat product for consumers.

Effective January 1, 2019, several large packers and processors will only purchase animals from Beef Quality Assurance (BQA) or National Farmers Assuring Responsible Management (FARM) certified farms.

## Our Response

From January through June 2019, Sarah Mills-Lloyd, Agriculture Extension Educator in Oconto County hosted three in-person certification meetings in Florence, Shawano and Oconto counties for 39 beef and dairy farmers.

## Results

As a result of attending the UW-Madison Extension Beef program, participants indicated they better understood the considerations when renovating dairy barns for beef herds. Overall, BQA participants rated an increase in knowledge on all topic areas: check-off dollars; consumer perception of beef production; care and husbandry practices; feedstuffs; feed additives and medication; and injectable animal health products. Program participants indicated they would add or change the following management practices because of what they learned: the placement of injections, improvements of all record keeping, especially vaccine record keeping and better herd evaluation.

Beef Quality Assurance trainings taught by Extension Agriculture Educators ensure beef and dairy farmers learn the best management practices in animal husbandry, management, and animal health to produce a safe, high-quality, wholesome meat product for consumers.

*Submitted by Nancy Crevier, Area Extension Director*



*Image of beef cow in field.  
By Pixabay*

# 222

The number of agriculture inquiries received in the Oconto Extension Office for the first half of 2019.



# Community Development



**Extension**

UNIVERSITY OF WISCONSIN-MADISON

## BRINGING RESOURCES AND SOLUTIONS TO OCONTO COUNTY THROUGH...

**COMMUNITY DEVELOPMENT,**

**ORGANIZATIONAL & LEADERSHIP DEVELOPMENT,**

**& LOCAL GOVERNMENT CAPACITY BUILDING**

*"My Mission is to work alongside you to identify critical needs, strategize doable solutions, organize responses, create actionable steps, and roll up my sleeves to make positive things happen and to positively transform your local organization, business or community."*

### **PROJECTS IN 2019:**

- Village Suring River Enhancement Team Leader;
- Village of Suring Comprehensive Plan;
- Village of Lena Comprehensive Plan;
- 21 Town Comprehensive Plan - supporting Planning & Zoning Staff;
- Leadership Oconto County LOC – Steering Team; Presenter;
- Opioid Task Force Statewide Extension- Team Member;
- Teen Court Co-Facilitator;
- County Board Support Lean Process- Facilitator & Team Lead;
- Lake Management Planning Grants 27 lakes Grants 1- 10 – Co Leader;
- M&O Literacy Board of Directors – Advisor & Support;
- Local Government Education – 'One-on-One' Plan Commission Trainings;
- Stock-Bridge Munsee Tribe Strategic Planning
- CDBG HHS Project Grant writing Team



**Dale Mohr**

**Community Development Extension Educator**



### **SERVED:**

**143 Riparian Owners  
and 6 Lake Associations;  
53 Local Government Officials;  
20 Non-Profit Members;  
12 Youth Leaders.**

### **PARTNERED WITH:**

**Local Municipal Judges;  
Law Enforcement;  
County Staff/Department Heads.  
WDNR**

### **GRANTS PARTNERED ON:**

**WDNR \$100,000**



# Community Development

## OCONTO COUNTY LAKES PROJECT MULTI - YEAR PROGRAM OF 60 “PUBLIC ACCESS LAKES” FUNDED IN LARGE PART BY WDNR GRANTS \$500,000

The goals of the project: **Goal** 1. Develop a scientific understanding of nearshore and shore land habitat; **Goal** 2. Develop a scientific understanding of aquatic plants and AIS (Aquatic Invasive Species) in the lakes and develop new bathymetric maps. **Goal** 3. Develop a scientific understanding of lake water quality and its relationship to land use. **Goal** 4. Assess the capacity of groups and lakefront property owners to implement management strategies. When needed, work towards building capacity. **Goal** 5. Develop a scientific understanding of the social setting associated with the lakes in Oconto County.

More than 140 local and seasonal residents came together, in 2019, through a series of morning and afternoon focus discussions to learn about the complexity of the lakes they care about. Our project held meetings in Town Halls and Community Centers reaching people during the summer holidays and on weekends. The information expressed to us from the attendees is critical in aspects of the overall lake study. Our post assessment indicates that 100% of the participants gained knowledge and know how to further participate within the project while also believing the need for doing this work is valuable, timely and relevant to them and the lake's health.



## TEEN COURT – RESTORATIVE JUSTICE PROGRAM

Teen Court is an innovative Legal tool supported by local Municipal Courts and their Justices and Local Law Enforcement. Without their continued support and confidence that justice is being carried out this vital program affording teens the ability to make amends, pay for their infractions through hard work and giving back to their community would not be possible.

This past year our agents Dale Mohr and Jill Cholewa were able to more than double the number of involved teens serving as jurors & tasked with hearing the infractions while developing appropriate sanctions. National research shows that first time offenders are helped immensely by being afforded a second chance to correct – early in their lives – wrongs or legal infractions they violated. Having a Teen Court option in Oconto County has afforded more than a dozen teens this opportunity while giving back to their local community instead of paying a fine.

Our overall goal is to be able to take Teen Court beyond the County Court House and into the local communities across the county. Earlier in our second year, 2019, our program had achieved this goal holding hearings in Oconto Falls, as well. As our juror (those that volunteer to be trained in the legal system, learn individual leadership skills, and commit to helping their community) numbers have grown we will be exploring additional ways of holding hearings in Suring and Townsend areas as well.



# Human Development & Relationships

Human Development & Relationships (HDR) educators embrace the philosophy that each stage of life is unique, exciting and filled with potential. During 2019, programs delivered in Oconto County focused on healthy aging, coaching parents and helping families and individuals put financial awareness into everyday use.

## Highlight: Extension helps Oconto County residents improve financial behaviors

Financial security is a shared goal for most every person today. However, simply knowing how to handle one's personal finances does not always translate into good money management. Financial coaching is a newer approach to finance education; it builds financial capability by helping individuals tap into their own motivation to not only reach goals, but to maintain positive financial behaviors long-term.

Financial coaching techniques allow educators to develop trust and better understanding with their learners. This program is grounded in the principle that learners select their own goals, so they are in the 'driver's seat' during the entire process. Financial coaches do provide accountability and facilitate action planning focusing on two key skills active listening and powerful questioning.

In 2019, data collected from 67 financial coaching participants surveyed before the program and again 6 months later showed increases in; having a personal spending plan in place, spending less with respect to income and paying 70% fewer late fees.

Financial coaching participants have also proven other successful efforts, including checking credit reports, paying off judgments and saving for future emergency funds.

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*"Discussing money issues was always a dreaded subject in our family, now we deal with bills right away. I'm so thankful for this coaching program." – Financial Coaching Participant*

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Financial coaching may not be right for everyone, but it is proving to be a powerful approach for individuals wanting additional support and accountability to move forward on their goals. Whatever financial goal a learner selects, UW-Extension Oconto County is a versatile resource and connection for Financial Security Education. By means of improving people's lives, HDR programs reduce the economic and social service demands on local government and make Oconto County communities stronger.



**Jill Cholewa**  
**Human Development & Relationships**  
**Extension Educator**

**63**

**Total # Workshops Held  
in Oconto County**

**4,889**

**Total # of Educational  
Contacts**

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## 2019 HDR PROGRAMS

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*Rent Smart Tenant Education*  
*Small Savings Build Big Dreams*  
*Family Caregiving (self-care)*  
*Workforce Communications*  
*Financial Coaching*  
*Health Insurance Literacy*  
*Brain Enrichment Series*  
*Grandparenting Families*  
*Intergeneration Connections*  
*Opioid Impact on Communities*  
*StrongBodies-Strength Training*





# Positive Youth Development

4-H Strives to welcome young people of all beliefs and backgrounds empowering them to create positive change in their communities. It's a research-based experience that includes a mentor, a hands-on project, and a meaningful leadership opportunity. Young people experience 4-H through school and community clubs, in-school and after-school programs and 4-H camps.

Based on their interests and guided by adult mentors, youth develop their own pathway in 4-H. They select from a broad menu of local 4-H programs. There are hands-on, learn-by-doing, opportunities for everyone. In our county the top area's that are sparking member's interests include: Arts and Crafts, Photography, Legos, Food and Nutrition, Poultry, Flowers, Rabbits, Dairy, and Beef.

The 4-H Program in Oconto County has seen a lot of change over the past few years, but despite it all, remains a resilient, supportive, and strong program in our community. The clubs in our community make a big impact. They are often participating in events to share their knowledge and to lend a hand where needed, such as Breakfast on the Farm, Dairyfest, and school resource fairs.



You will find 4-H members volunteering at our local businesses, shelters, and nursing homes.



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276

Youth Club Members

62

Dedicated Adult Volunteers

14

Active Clubs

2,000+

Hours of service in the  
Community

4-H PLEDGE

I pledge my **HEAD** to clearer thinking,  
my **HEART** to greater loyalty,  
my **HANDS** to larger service,  
and my **HEALTH** to better living,  
for my club, my community,  
my country, and my world.

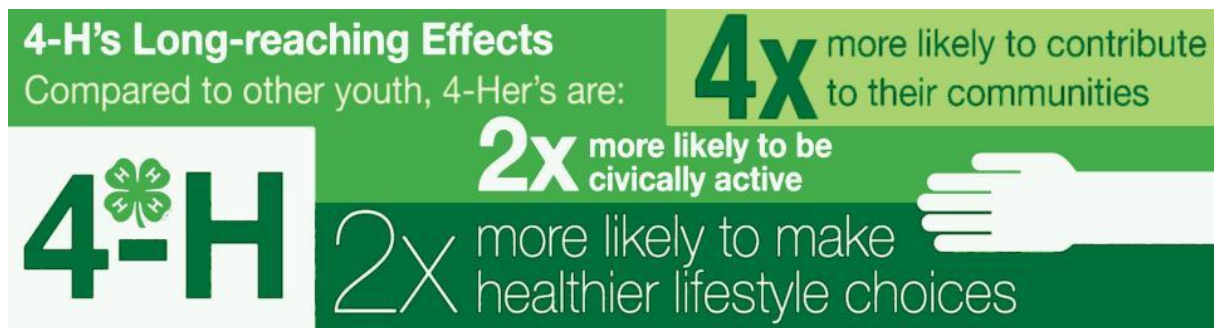




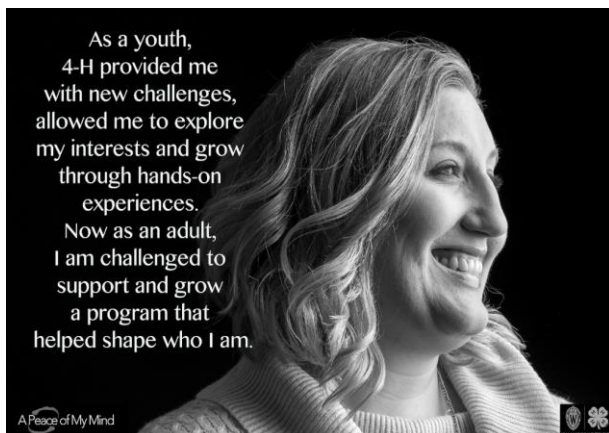


# Positive Youth Development

In 4-H, the critical components of Positive Youth Development and a successful learning experience are a sense of Belonging, Independence, Mastery, and Generosity. 4-H empowers young people with the skills to lead for a lifetime. We have seen this firsthand in our county through the amazing team of young adults who have been integral in the planning and development of our 4-H summer camp. This group started in 4-H as members where they enjoyed their camp experiences so much they became counselors, and after participating as counselors they developed the skills necessary to lead and teach others in more direct roles.



Although I have only been with the UW-Madison Division of Extension team in Oconto County as a 4-H Program Educator since August, I am proud to be involved in such a long standing program that fully supports our youth in all aspects of their development. I am looking forward to growing with the program and doing my part to help “make the best better.”



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OCONTO COUNTY

## 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 Serve



**242**

Total Learners

**3.6%**

Hispanic

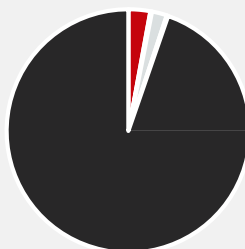


**201**

Total Learners

**96.4%**

Not Hispanic/Latino



■ American Indian or Alaska Native

■ Asian

■ Black or African American

■ Native Hawaiian/Pacific Islander

■ White



**1,320**

Direct Educational Contacts

### Program HIGHLIGHTS



- Oconto County FoodWise provided a series of 8 lessons in twenty 2<sup>nd</sup>-4<sup>th</sup> grade classes in three different school districts in Oconto County. Lessons addressed behaviors such as eating more fruits and vegetables, trying new foods, and choosing less sugary beverages. After the lesson series 98% of students were eating more fruits and vegetables and 97% were choosing healthier beverages as indicated by follow-up parent surveys.
- Oconto County FoodWise provided lessons at NewView Industries on the topics of improving overall dietary quality, increasing food management skills, and learning safe food handling and preparation skills.

### 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 Oconto County, FoodWise partners with food pantries, income-eligible elementary schools, Head Start and the public health department to help make the healthy choice the easy choice in our communities.



## Working Together Changing Lives

FoodWise teamed up with NewView Industries in 2019 to provide 2 series of lessons focused on improving overall dietary quality, increasing fruit and vegetable consumption, increasing food resource management skills, and learning safe food handling and preparation skills to NewView clients. NewView industry workforce is comprised of individuals with disabilities and low incomes, making them susceptible to poor health outcomes. Individuals can learn skills that will allow them to enter the mainstream workforce, and also teach them daily living skills. Using “MyPlate for My Family Education Toolkit” and “Healthy Cents”, participants learned how to identify healthier choices at the grocery store, identify food wants versus food needs, how to make a “healthy plate” consisting of half of the plate being fruits and vegetables. We discussed avoiding sugary drinks with a demonstration of amounts of sugar in common beverages. We also learned about practicing proper washing, sorting, preparing and storage of food.



After the lessons were completed, participants completed the Healthy Cents Evaluation. Results indicate that 50% of respondents report they would think about food needs versus food wants when making spending choices, and 100% of respondents report they agree that according to MyPlate, half the plate should be fruits and vegetables. Lessons at NewView prove to be an effective way to reach low income, disabled individuals who otherwise would not have an opportunity to learn valuable information, spark behavior change, make new healthy habits and improve their overall health long-term.



**Sarah Ferdon**

Nutrition Coordinator  
Marinette & Oconto  
Counties



**Sarah Schindel**

Nutrition Educator  
Marinette & Oconto  
Counties

### Contact Us

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## Healthy Foundations for a Healthy Future

In Oconto County the combined overweight/obesity Rate is 30% including children age 17 and under. Factors contributing to overweight and obesity include decreased physical activity, poor eating habits and environmental influences including the media and family life.

In response to this need we provided nutrition education in twenty 2<sup>nd</sup>-4<sup>th</sup> grade classes in three different school districts in Oconto County. This included Suring, Gillett, and Oconto Elementary School.

The lessons addressed behaviors such as eating more fruits and vegetables, trying new foods, and choosing less sugary beverages.



After completing the series, parents were surveyed to determine behavior changes in the students. After the lessons, 98% of students were eating more fruits and vegetables, 97% were choosing healthier beverages, and 97% were more willing to try new foods. Parents agree the program has positive benefits!

**“My child has learned about making healthier food choices and is choosing healthier snacks!”**



**FOOD  
WISE**  
Healthy choices, healthy lives.

**UW-MADISON EXTENSION**



# Extension

UNIVERSITY OF WISCONSIN-MADISON  
OCONTO COUNTY



**Nancy Crevier,**  
Area Extension Director –  
Marinette, Menominee,  
Oconto and Shawano  
Counties

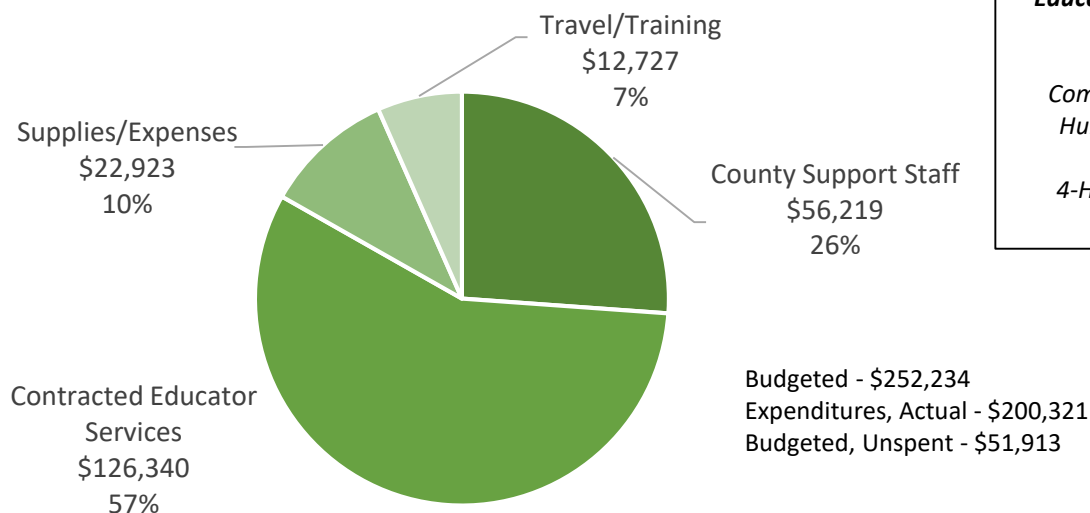
Through the UW-Madison Division of Extension, the people of the state and beyond can access university resources and engage in learning, wherever they live and work. Thanks to the support of the Oconto County Board and the Extension Committee, we provide educational resources and create community collaborations to build strong communities where individuals and families of all ages can thrive.

Extension's funding includes a combination of county, state, federal, as well as research/programming funds. During 2019, Oconto County entered a contract with Extension agreeing to co-fund faculty and staff through a flat fee for services. To support their work, Extension also provides resources such as state specialists, professional development, human resources, onboarding support, as well as technical and programming support to assist our educators in meeting the educational needs of this county.

Extension - Oconto County is proud to share our work with you through this annual report. Once again we thank you for your support and we look forward to continuing the strong partnership we have with Oconto County in the future.

*Nancy Crevier*

## Oconto County Budget Expenditures for 2019



### Educational Program Areas

Agriculture  
Community Development  
Human Development &  
Relationships  
4-H Youth Development  
FoodWise



# Extension

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