

Extension Annual Recap

2019 HIGHLIGHTS AND SUCCESSES

What is UT/TSU Extension?

UT/TSU Extension Bradley County is an organization that provides research-based education to citizens of all ages. Our educational activities cross several major spectrums. Many know of Tennessee Extension because they participated in 4-H which is the largest youth development organization in the nation. Others have utilized our agricultural agents for assistance with farm planning, research practices, profitability and more. Family and Consumer Sciences has been instrumental in providing financial and health education throughout the community. The Tennessee Nutrition Consumer Education Program (TNCEP) serves citizens receiving SNAP (Supplemental Nutrition Assistance Program or food stamp) benefits by providing education regarding healthy eating, meal planning, and stretching food dollars. Many of these programs facilitate community and economic development through educational efforts.

In Bradley County, the Extension Office also manages the Cannery and Farmer's Market on Peerless Road. These programs and services are available to all residents of Bradley County without discrimination.

UT/TSU Extension Bradley County Staff Members

Justin Thomas	Family and Consumer Sciences	Extension Agent II/County Director
Lynne Middleton	4-H Youth Development	Extension Agent III
Jason Debusk	Agriculture/Tennessee State University	Extension Agent I
Evangelon James	Agriculture and Natural Resources	Extension Agent I
Kathy Hayes	Tennessee Consumer Nutrition Education Program	Program Assistant II
Kathryn Ervin	4-H Youth Development	Program Assistant II
Ashley Hammons	4-H Youth Development	Program Assistant II
Kajal Patel	4-H Youth Development	Program Assistant
Lisa Williams	UT/TSU Extension Bradley County	Administrative Assistant II
Mary Lou Woods	Bradley County Cannery	Cannery Manager

Number of Clients Directly Served in 2019 (All Programs excluding Cannery/Farmer’s Market)

Method	Number Methods	Contacts Reached
Client Visits to Extension Office	464	475
Direct Mail / Telephone Calls (this will include electronic mail)	5938	11701
Group Meetings / Demonstrations	2024	44535
On-Site Visits (Farm, Home, and Workplace)	126	564
Total	8552	57275

4-H Youth Development 2019 Enrollment Statistics

Extension Agent: Lynne Middleton

Program Assistants: Kathryn Ervin, Ashley Hammons & Kajal Patel

Enrollment

Youth Enrolled in Bradley County 4-H: 2,884

Breakdown by Ethnicity:

	White/Not of Hispanic origin	Black/Not of Hispanic origin	Hispanic	American Indian/Alaskan Native	Asian or Pacific Islander	Total
Total	2506	161	176	20	21	2884

Breakdown by Gender:

Female—1396 Male—1488

4-H Clubs

- 161 4-H Clubs (In-school, after-school, community, special interest)
- 22 of 26 Possible Project Areas participated in by 4-Her’s.
- Four (4) 4-Her’s attended 4-H Congress.
- 1100 speeches delivered by 4-Her’s.



4-H Public Speaking Prepares Students

Bailey, a 9th grader, recently began attending Girls Preparatory School in Chattanooga. Upon her entry into the new school, she decided to pursue debate club as well as run for a class officer. Following the first speech for the election, Bailey was approached by several classmates telling her how great she did on her speech. A few weeks later, her mother came in contact with Lynne Middleton and expressed her appreciation for all that 4-H has taught Bailey. “I am so thankful for the public speaking opportunities you gave Bailey from 4th-8th grades. Because of that, she is a polished speaker who takes giving speeches to hundreds of people in stride. I have seen her blossom over the years in 4-H and we appreciate everything you have done to encourage her.”

4-H Impacts Participant's Life Decisions

Each year, Cleveland Utilities and Volunteer Energy Coop offer scholarships for 4-H members to attend 4-H Electric Camp. Electric Camp is a statewide opportunity for 6th and 7th grade youth to attend a conference on the campus of the University of Tennessee in Knoxville. Youth, who are interested in science, engineering, and electricity, learn numerous lessons and get to participate in a number of activities they would not have otherwise. Staff from area utility companies travel to Knoxville and donate their time to teach workshops with focuses on electrical transformers, electrical engineering, solar energy, and even kinetic energy.

Annually, Bradley County sends between 4-8 delegates to the conference. Seth Neighbors attended 4-H Electric Camp in 6th and 7th grades. Seth, who is a 4-H alumnus, has interned with the Tennessee Valley Authority to work at Watts Bar. Seth credits 4-H for helping him decide what he wanted to do for a career.

He said, "I never had an interest in electricity and certainly not in how it was produced until I went to Electric Camp. All of the lessons I learned helped equip me for what I am doing now and I never would have done this had I not attended Electric Camp. Keep that program going!"

4-H in Bradley County impacts the lives of students beyond their 4-H club meeting and gives them tools to explore career paths and interests they may not have the opportunity to do elsewhere.

4-H Project Participation in 2019

Project Name	Number of Youth
Beef	18
Citizenship	212
Clothing and Textiles	13
Communication/Public Speaking	1301
Companion Animals (cat, dog, rabbit)	8
Computer Technology	509
Engineering/Safety Science	1
Environmental Science/Conservation	6
Explore 4-H	662
Forestry, Wildlife and Fisheries	3
Horse	9
Horticulture/Garden	2
Judging-Horse	1
Judging-Life Skills	1
Judging-Meat Science	1
Leadership/Personal Development	41
Line & Design	14
Nutrition/Health/Fitness	469
Performing Arts/Recreation	1
Poultry	6
Sheep	13
Swine	16
TOTAL	3307

4-H Camp Scholarship Turns into Deeper 4-H Involvement

Tatiana, a 7th grader, went to Junior 4-H Camp on a 4-H Scholarship. The first year she attended the camp, she won the best shooter in the archery category. The second year she attended, she won again. Since then, Tatiana has joined the archery team at Ocoee Middle School and is also in the Archery Project Group in Bradley County 4-H. “I had never held a bow in my life until 4-H camp. If you had told me, I would be good at archery, I wouldn’t have believed you. But I am and I’m so excited that 4-H has let me explore my passion and learn more about it.” Tatiana is hoping to compete for the first time this year at the State 4-H Archery Jamboree.

Family and Consumer Sciences

Extension Agent: Justin Thomas

Homebuyer Education

The Bradley County Extension Family and Consumer Sciences Agent has been providing homebuyer education for many years. As a Tennessee Housing Development Agency (THDA) Certified Homebuyer Education provider, Bradley County has been leading the way in educational efforts.

2019 Homebuyer Education by the Numbers:

- 142 Homebuyer Education Clients
 - Includes Habitat for Humanity and City Fields partnership
- 112 clients closed on their home loan (79%)
 - Property value of 13.4 million
 - Property tax estimate on above value--\$77,500

Walk Across Tennessee “Bradley Walks”

In 2019, Bradley Walks was offered for a fourth consecutive year. This is a 6 week program is a large community health promotion project that utilizes the network of Bradley County Health Council and local industry.

Bradley Walks by the numbers:

- 392 participants
- 53 worksites and organizations represented
- 48% of participants lost weight which averaged 6 pounds per person



Financial Education

LIFEMAZE

1200 students from Bradley County and Cleveland City Schools participated in the 4th annual LIFEMAZE. They go through a maze and make decisions based on a real life scenario. As they exit, they participate in UT's On My Own financial education simulation. Here are the 2019 results:

- 92% feel better prepared to plan their spending.
- 91% learned how much it takes to “get by” in life.
- 95% learned how income affects lifestyle.

CAREER CONNECTION @ THE REFUGE

Over the past three years, UT Extension has worked with The Refuge to provide financial education as a part of the Career Connection program. In 2018-19, The Refuge and UT Extension partnered to make their organization the first official SNAP Employment and Training Intermediary Partnership in the state of Tennessee. This means that UT Extension's state staff work with The Refuge to fund employment training. This partnership saves The Refuge time from dealing with SNAP grant regulations and allows them to focus on direct education while being partially reimbursed for their efforts! On top of that, graduates of Career Connection receive certain work training materials for free such as boots, uniforms and more!

PERSONAL FINANCE TEACHER TRAINING

In 2019, Bradley County Extension partnered with Blount, Hamilton and Knox County Extension Offices to provide three personal finance teacher trainings which qualifies teachers to teach personal finance in the state of Tennessee.

In 2019:

- 29 teachers received training to teach personal finance.
- Participants indicated they will reach 700+ students in 19-20 school year.
- In a follow-up survey from the past four year's sessions 69% of respondents reported increasing their personal savings as a direct result of their participation in this course.

Agriculture

Extension Agents: Jason Debusk & Evangelon James

Beef Quality Assurance (BQA)

In 2018, 19 cattle producers were trained and received Beef Quality Assurance certification. During the program, cattle producers learn about the vital importance of injection site selection, proper injection techniques, and see the results of improper injection techniques. Record keeping is stressed as it helps producers track their costs and provide a documented paper trail to prove to buyers what treatments cattle have had. Proper cattle handling to reduce stress and bruises is also emphasized. The BQA program opens a market outlet for cattlemen who are certified to buyers who are seeking BQA source verified calves.

Tennessee Agriculture Enhancement Program

The Tennessee Agricultural Enhancement Program was established in 2005 to provide cost share dollars to agricultural producers for the purpose of making long-term investments in Tennessee farms and communities. Participation allows producers to maximize farm profits, adapt to changing market situations, improve operation safety, increase farm efficiency, and make positive economic impact in their communities. Cattle producers with a certification in Master Beef or Advanced Master Beef (UT/TSU Extension programs) may be eligible for up to 50 percent cost share of the program maximum. In 2019, 68 producers were approved for \$338,991 in TAEP funding. That calculates to nearly \$4,985 per producer on average which is an increase of about \$200 per producer from the 2018 funding.

Extension Master Gardener Program

In 2019, 28 participants graduated the Extension Master Gardener program as Interns. This program covers over 40 hours of home horticulture content covering plant anatomy, physiology and taxonomy, soils, soil management, plant nutrition, ornamental plants, edible crops, turf grass selection, entomology, weed science, and environmental stewardship.

Master Gardeners can progress from Intern to Certified Master Gardener by providing volunteer hours and completing continuing education. In 2019, Master Gardeners provided 4,593 hours of volunteer service to Bradley County with an estimated in-kind valuation of \$101,786.

Bradley County Cannery and Farmer's Market

The Cannery saw a high volume of participants—387 to be exact! Here is how much food they preserved this year:

- 10,047 quarts
- 6,446 pints
- 335 half-pints
- Total: 16,828 jars of food

A rough, yet conservative, estimation is provided based on information from a University of Kentucky publication:

Estimated Cost to purchase 16,828 jars in store: \$21,367

Estimated Cost to preserve 16,828 jars at the Cannery: \$5,342

Estimated Cost Savings to Bradley County Citizens: \$16,025

The Farmer's Market @ Peerless Road was in full swing from June through October. Vendors reported over \$20,000 in sales from the 2019 Farmer's Market Season.