



## Breakout Session and Poster Descriptions

The work we do as a land-grant institution is even more critical today than at possibly any other time in our more than 100-year history. Being land-grant fierce means making sure that we incorporate the land-grant philosophy and mindset into our daily work with all Ohioans. Our ability to braid together our three missions of teaching, research, and Extension to bring the knowledge and resources of The Ohio State University to all of our statewide campuses and beyond is invaluable. Your part in this organization is extremely important to the success of the people, businesses, and communities with whom we engage on behalf of Ohio State and OSU Extension. We are optimally poised to make a difference in the life of every Ohioan through our partnerships, products, processes, and people.

### Breakout Session and Poster Forum Times:

Breakout Session 1: Tuesday, December 17 ■ 10:30-11:30am

Breakout Session 2: Tuesday, December 17 ■ 1:30-2:30pm

Poster Forum: Tuesday, December 17 ■ 2:45-3:45pm

Breakout Session 3: Wednesday, December 18 ■ 8:45-9:45am

Breakout Session 4: Wednesday, December 18 ■ 9:55-10:55am

Breakout Session 5: Wednesday, December 18 ■ 11:05am-12:05pm

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## **Breakout Session 1: Tuesday, December 17 ■ 10:30-11:30am**

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### **Understanding Our Current Drug Culture, Its Impact On Our Youth and How YOU Can Intercede (Improving People)**

**(30-minute Session ■ 10:30-11:00am)**

This presentation will educate the lay person in understanding the many facets of addiction, relapse, disgrace, and isolation one feels when involved in the world of drug use and addiction. Participants will be given an in-depth description of the drugs commonly used and abused by youth. Tools will be provided on how individuals who work with youth can be an asset to the youth in preventing and intervening in drug use.

**Presenter:** Lisa Siciliano-Miller – Extension educator, 4-H and FCS

### **Meeting the Challenges: Addiction Recovery through Financial Empowerment Coaching (Improving Partnerships)**

**(30-minute Session ■ 11:00-11:30am)**

Relapse rates following opioid treatment are high, ranging from 32 percent to 70 percent at six months and up to 88 percent at 36 months. Employment and financial capability are considered important to recovery, as they improve living standards, provide legitimate income, and provide means to live within one's resources. However, recovering young adults face barriers to employment, including lack of qualifications and experience, low self-esteem, health problems, and criminal records, as well as difficulty managing money. The purpose of the financial empowerment coaching program is to develop a collaborative partnership between OSU Extension and local partners with common missions to address opioid recovery challenges.

**Presenters:** Margaret Jenkins – Extension educator; Caezilia Loibl – Extension state specialist, FCS

### **For More Reasons Than Compliance: Why Partnering with Residents that Reflect the Diversity of our Communities Makes us Land-Grant Fierce (Improving People)**

It is becoming increasingly important for land-grant universities to offer educational opportunities that reach and connect to audiences that reflect the diversity of our communities. When confronted with challenges related to inclusion, a common response is to improve participation through a change in technique; yet strategies alone cannot easily address the decades of community neglect and disinvestment that led to distrust, apathy, and inequity. How then, can Extension professionals restore trust, develop authentic relationships, and maintain reciprocal partnerships with residents to develop relevant programming? Learn how to identify principles for democratic organizing and community engagement; become familiar with the spectrum of public participation and its benefits; and develop ways to reach diversity, equity, inclusion, and belonging in Extension programs.

**Presenters:** Whitney Gherman – Extension educator; Karima Samadi – PROSPER prevention coordinator

### **Emergency Action Plans and Business Continuity Plans for OSU Extension Offices (Improving Processes)**

OSU Extension offices can offer unique challenges and circumstances when it comes to employee safety and basic operations. Emergency action plans are required for all workplace locations where Ohio State employees report to work; and they facilitate employer and employee actions during workplace emergencies. Business continuity plans include the critical pre-planned information an organization needs to continue operating after an emergency event. Both of these plans are essential to maintain the safety of OSU Extension staff and the integrity of the Extension office to serve the local community.

**Presenter:** Kent McGuire – CFAES safety and health coordinator

### **Jumpstart your Professional Development with International Teaching and Learning Opportunities (Improving People)**

The Ohio Joint Council of Extension Professionals (JCEP) Global Relations Committee (GRC) is partnering with International Extension Programs and CFAES's International Programs in Agriculture to establish short-term teaching opportunities for Extension professionals in multiple countries. Join us for an interactive discussion

about professional development opportunities for international partnerships, teaching assignments, and learning activities. The GRC goal is for Extension professionals to apply the experience of overseas work to better serve our Ohio communities. Learn about existing programs that offer opportunities for international travel, identifying and overcoming barriers to participation in international service, addressing concerns about traveling to an underdeveloped nation, the benefits of international service to Extension professionals, and talking points about the benefits of international service to Extension. Come with your questions about overseas travel.

**Presenters:** **Elizabeth Varanese** – Extension program specialist; **Candace Heer** – Extension educator, FCS; **Brad Bergefurd** – Extension educator, ANR; **Steve Brady** – Extension educator, 4-H; **Jacqueline Kowalski** – Extension educator, ANR

### **Civil Rights Compliance Training (Improving Processes)**

OSU Extension is required to provide training for all employees on multiple civil rights laws and regulations (e.g. Title VI, Title IX, ADA). Learn how to ensure equal opportunities for participation in programs, provide programming that is inclusive for all attendees, and track compliance with federal regulations, as well as demonstrate our reach to diverse audiences.

**Presenter:** **Terra Metzger** – affirmative action specialist, Ohio State Office of Institutional Equity; **Molly Peirano** – interim Title IX coordinator, Ohio State Office of Institutional Equity

### **Key Trends Affecting Extension and How We can Remain Relevant (Improving Products)**

Are Extension organizations and professionals changing at the same rate of speed as other societal sectors? What key issues are affecting Extension, and how do we respond to them? Learn what trends Extension professionals need to be aware of. Examples of trends include: artificial intelligence and machine learning; demographic shifts and their impact on Extension; how robotics and automation will change how we work; and new tools and resources to reach audiences.

**Presenters:** **Jerold Thomas** – leader, innovation and change, CFAES Department of Agricultural Communication, Education, and Leadership (ACEL); **Julie Aldridge** – post-doc; **Scott Scheer** – interim chair, ACEL; **Keith Smith** – emeriti

### **To Make the Best Better: Using 4HOnline Data to Enhance Quality 4-H Programming (Improving Processes)**

Ohio's 4-H commitment to positive youth development ranks second to none. While Ohio's 4-H programming is robust and impactful, there is always room to make the best better. When thoughtfully utilized, 4-H enrollment data can assist in framing discussions, educating decision makers, and providing proof of impact. A deeper understanding of the information entered in 4HOnline can be helpful when building Extension programming by identifying strengths and weaknesses to guide more effective decision making. As another tool in the box of program creation, management, and evaluation, data can be insightful in determining how funds and efforts are allocated to specific projects and programs. Learn how 4HOnline data can be analyzed at a county level for the creation of defined metrics that can be consistently measured, enabling every county to meet the mission and vision of the Ohio 4-H program.

**Presenter:** **Kaylee Port** – Ohio 4-H data systems and evaluation program manager

### **Mentorship Through Video Telecasts (Ignite Session ■ 10:35-10:40am)**

The presenters will discuss the many ways mentorships can be developed using today's technology, specifically through video and audio telecasts/podcasts. Mentors provide guidance, wisdom, and ways of looking at things that can have a profound influence. In today's technology, mentorships can be found many ways and not just face-to-face. The telecasts at OSU South Centers have many different individuals from various "walks-of-life" who share their knowledge, experience, and wisdom on a host of subjects.

**Presenters:** **A. Patrick Dengel** – business development specialist and executive producer, OSU South Centers telecasts; **Duane Rigsby** – technology coordinator and co-executive producer, OSU South Centers telecasts; **Sarah Swanson** – program assistant and associate producer, OSU South Centers telecasts

## **Celebrate Your Plate: Ohio SNAP-Ed's Social Marketing Campaign to Increase Fruit and Vegetable Consumption Among Low-Income Audiences**

**(Ignite Session ■ 10:40-10:45am)**

Access to healthy food, particularly fruits and vegetables, is a challenge for many Americans; less than 30 percent report consuming the volume per day recommended by the dietary guidelines for Americans. This crisis is exacerbated for low-income individuals; and it significantly impacts health outcomes, resulting in higher levels of obesity, heart disease, and diabetes in low-income communities. SNAP-Ed addresses this public health issue by providing nutrition education to individuals at or below 185 percent of the federal poverty line via direct education classes; policy, systems, and environmental change interventions (PSEs); and indirect education programming including social marketing. The SNAP-Ed social marketing campaign, Celebrate Your Plate, was designed to help promote fruit and vegetable consumption among low-income Ohioans. The presenters will review the campaign, present results from year one of paid advertising, and discuss directions for the future.

**Presenters:** **Blaire Beavers** – program assistant; **Elizabeth Hustead** – program coordinator

## **Fierce and Fearless Ordering from Extension Publishing**

**(Ignite Session ■ 10:45-10:50am)**

Extension Publishing distributes materials via its online store: [extensionpubs.osu.edu](http://extensionpubs.osu.edu). Whether you are new to the store or order from it routinely, we want you to be confident in your knowledge of pricing, ordering, and receiving materials. Hear directly from Dave Davisson about how best to help us help you.

**Presenters:** **Dave Davisson** – customer service coordinator; **Jane Wright** – 4-H curriculum manager

## **Taking Flight with Citizen Science**

**(Ignite Session ■ 10:50-10:55am)**

Citizen science involves public collaboration in scientific research and has become an increasingly critical part of environmental research. Learn the science behind citizen science and see the benefits of incorporating citizen science apps into your teaching and research. Use of apps such as eBird, the Ohio Bee Atlas, and HerpMapper can help Extension educators and their audiences learn identification skills, understand the species in their county, understand phenomena such as migration, and make a valuable contribution to scientific understanding. eBird can help you identify areas of your county that are bird “hot spots,” and it provides links to youth and adult curriculum you can use to engage audiences in new ways.

**Presenters:** **Anne Baird** – program director, Ohio Certified Volunteer Naturalist program, CFAES School of Environment and Natural Resources; **Ella Weaver** – instructional aide; **Nicole Jackson** – program coordinator

## **How International Agricultural and Cultural Tours can Impact Extension Programming**

**(Ignite Session ■ 10:55-11:00am)**

International agricultural and cultural tours have many benefits, ranging from increased knowledge on international trade pressures to governmental regulations and public perception. These opportunities also have the ability to increase our capacity to help Ohio clientele in a changing market. Agritourism is becoming a popular trend, and the NACAA Ireland trip provided a wide variety of examples of farm tourism opportunities. Learn about Ireland and how to create memorable farm tours in Ohio from this experience.

**Presenter:** **Brooke Beam** – Extension educator

## **Meeting the Challenge: Creating Welcoming Environments for All Audiences**

**(Ignite Session ■ 11:00-11:05am)**

The Ohio State University supports a non-discrimination policy that supports the recognition of minority statuses that include sexual orientation, gender identity, and gender expression (SOGIE). Through work with Extension programs, staff, volunteers, and clientele are expected to uphold the values of diversity and inclusion set forth by the university. Given the pressures or stigmas sometimes faced regarding SOGIE topics or mention of LGBTQ+ identities, it is important that Extension staff are prepared to respond appropriately with informed knowledge about the university's mission of inclusiveness, even when it might be difficult. It's time for us to

“meet the challenge” in recognizing that we have the tools and knowledge available to support all stakeholders and clientele served by OSU Extension.

**Presenter:** Kayla Oberstadt – program manager

### **Storytelling as Easy as PIE**

**(Ignite Session ■ 11:05-11:10am)**

Social media engagement thrives on storytelling. Now more than ever, it is imperative for OSU Extension professionals to shape their social media posts into narratives that evoke emotional and intellectual connections between science and research and the audiences we serve. It is not enough to simply communicate science. We must translate science into compelling stories in which our audiences see themselves represented and heard. By incorporating traditional methods of interpretation into social media engagement, OSU Extension professionals can tell impactful stories that resonate more deeply with our varied clientele. Get an introduction to the PIE storytelling framework. PIE is a people-centric model that encourages faculty and staff to identify their audiences (people), the interpretive theme for each audience segment, and the most appropriate engagement channels for each audience to better craft social media stories.

**Presenter:** Danae Wolfe – educational technology specialist, OSU Extension Learning and Organizational Development

### **The Myth of Death**

**(Ignite Session ■ 11:10-11:15am)**

If you're lucky enough, at the conclusion of your life, you'll be able to look back and reflect on what you have accomplished and leave behind pearls of wisdom for the next generation. What a treasure it is to see your hard work inspire others. Understanding death may be the most motivating condition of humanity. By tapping into this experience, we as educational professionals can craft programs and personas with a stronger understanding of what motivates our clientele. While we may not have the same life experiences as those we serve, death can be a universal starting point.

**Presenter:** Tony Staubach – Extension educator

## **Breakout Session 2: Tuesday, December 17 ■ 1:30-2:30pm**

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### **Incorporating Special Needs Audiences Into Your Programs (*Improving People*)**

**(30-minute Session ■ 1:30-2:00pm)**

4-H activities often lead to a defining moment in a child's life. Canter's Cave 4-H Camp believes that ALL youth should have the opportunity to experience and learn from these moments. Ohio 4-H Special Needs Camp is offered to youth who have specialized individual needs. These youth need a camp that can accommodate their varying medical, physical, and emotional needs. Canter's Cave's specialized environment allows youth and their caregivers to participate in camp activities geared to their abilities. The presenters will provide an overview of how this camp is organized and conducted in Ohio; and they will share practical ways to implement a winning 4-H plan to ensure that 4-H and Extension are reaching the people of our communities. While adults may not need to file a winning plan, this information can still be used for individuals conducting adult programming.

**Presenters:** Michelle Stumbo – Extension educator and area leader; Kathy Bruynis – Extension educator and area leader

### **“What's in a Program Title?” A Cross-Program Perspective on Event Planning (*Improving Products*)**

**(30-minute Session ■ 2:00-2:30pm)**

In 2019, the Extension office in Fulton County planned its second Breakfast On The Farm event. To promote this event and seek a targeted audience of consumers for maximum impact, a volunteer-led consumer preview event was planned and titled “Ladies Night on the Farm.” This secondary event became the primary focus of our 2019 county plan of work. The presenters will address the planning of the event, humorously share lessons learned from cross-program collaboration, and explore potential future shared program efforts.

**Presenters:** Melissa Rupp – Extension educator, FCS; Kayla Miller – Extension educator, 4-H; Eric Richer – Extension educator, ANR

**What to do When You Can't Control the Weather:  
Complete Wellness for the Extension Professional (Improving People)  
(30-minute Session ■ 1:30-2:00pm)**

Even with meticulous planning and preparation, situations causing stress can be outside our control. We can't always control the weather! As Extension professionals, there are things we can do to help us maintain balance and handle stress. The wellness wheel is a visual guide that helps us understand the nine areas of an individual's overall well-being – emotional, environmental, intellectual, career, financial, physical, social, creative, and spiritual. When each area is full and evenly distributed around the wheel, it runs smoothly and is strong. We will explore the wellness wheel, along with specific strategies for Extension professionals to achieve balance.

**Presenters:** **Alisha Barton** – Extension educator, FCS; **Amanda Bohlen** – Extension educator, FCS;  
**Lorriisa Dunfee** – Extension educator, FCS

**Creating a Successful Task Force to Live the Land-Grant Mission “Ag Crisis”  
#LeanOnYourLandGrant (Improving Partnerships)  
(30-minute Session ■ 2:00-2:30pm)**

In spring 2019, Ohio came out of the wettest year on record, with cold weather during the winter creating extreme challenges for farmers. The Ag Crisis Task Force was created to help pull together or create the resources that producers would need to navigate these challenging times. We will share what makes a task forces successful, to help you when a complex problem arises in the future that needs worked on immediately by a group of colleagues. We will use examples from the Ag Crisis Task Force and explain how this past year changed farms and may change communities. We will share the types of resources that were created and how we used short Q&A and videos to help our clientele. We will also discuss how many of our industry collaborators found our resources useful and began sharing them with their own clientele.

**Presenters:** **Jason Hartschuh** – Extension educator, ANR; **Elizabeth Hawkins** – field specialist, agronomic systems;  
**Anne Dorrance** – professor, soybean pathology, host resistance; MPH M grad studies co-chair; **Andy Londo** – professor, assistant director, ANR

**Choose Your Own Adventure: How to Increase Your Impact Through Publishing  
(Improving Partnerships)**

You've got an idea! Now what? Sharing content with your clients can be an adventure with the right partners. Our unit is fairly new within Extension, but our mission is the same as yours – to provide Ohioans the knowledge and resources they need to actively engage in creating conditions in which they thrive. Find out how we can support your efforts and amplify the work you are already doing. We can help you figure out the best outlet for your work – print, PDF, or web. We can support your efforts with access to editors and designers, an appropriate distribution channel, and the reporting you need to measure impact. Learn how to create content most likely to succeed with our new project rubric and other non-publishing options. Let's get excited about the possibilities!

**Presenters:** **Stacy Cochran** – assistant editor; **Jane Wright** – curriculum manager; **Annie Steel** – project coordinator

**Service to Your Land-Grant (Improving People)**

Creative works, teaching, and service are the three pillars that build your career skills as an Extension professional. Each pillar takes time in your schedule, and sometimes will take you out of your county or even Ohio to share your expertise and creative ideas. Service on the state and national level will build relationships with peers and expand the opportunity for your county programs to be enriched by others across the state and nation. You are not just benefiting your county clientele, but advancing your career as an Extension professional. Success in service includes your abilities to manage time, complete agreed-upon tasks, and be viewed as a trusted and dependable colleague. It takes a community to make OSU Extension the top-notch program it is today, and you are an integral part of that community. Learn how associations have benefited some of your colleagues, and learn what ESP, JCEP, ELC, and PILD are all about.

**Presenters:** **Travis West** – Extension educator, 4-H; **Melinda Hill** – Extension educator and area leader

## **Introducing the Knowledge Exchange: Supporting CFAES and Extension to Enhance Research-Based Outreach (*Improving Partnerships*)**

The Knowledge Exchange (KX) is a new initiative aimed at amplifying research conducted in CFAES. Given the relevancy to Extension's mission and impacts, our goal is to act as a support platform for Extension's outreach work as well as a conduit to CFAES and university researchers. We also would like to amplify research conducted by Extension professionals. In a large sense, we hope to bridge the gap between college and community by supporting collaborative potentials between university researchers and community-based Extension. We would love the opportunity to introduce ourselves to Extension at-large. We want everyone to feel welcome to take part in our services, and we want to get to know where we can be of most use. By building relationships with individual Extension professionals, our team can better pinpoint potential collaborations as well as spaces where KX can partner with Extension to amplify work.

**Presenters:** **Kimberly Winslow** – integration project manager, Knowledge Exchange; **Tim Haab** – director, Knowledge Exchange; **Sean Quigley** – technologies program manager, Knowledge Exchange; **Shay Merritte** – communications program manager, Knowledge Exchange

## **How to Effectively Market and Promote Educational Programming in OSU Extension: An Interactive Workshop (*Improving Processes*)**

Programming in OSU Extension depends on effectively reaching audiences that will benefit most from the services we offer. Community development, family and consumer sciences, 4-H youth development, and agriculture and natural resources all have one thing in common: the need to effectively recruit specific community members in creative and meaningful ways on a low budget. Because our primary focus is on the content we teach, we often do not have resources to successfully execute marketing and recruitment strategies. This can result in poor attendance and high levels of attrition despite the high quality of programmatic offerings. Studies have shown that Extension programming promoted via advertising and marketing strategies using communication theory have higher enrollment and retention rates than those who rely solely on word of mouth (Varea-Hammond, 2004; Verma & Burns, 1995; Telg et al., 2007).

**Presenters:** **Elizabeth Husted** – SNAP-Ed program coordinator, FCS; **Ana Claudia Zubieta** – SNAP-Ed program director, FCS; **Brian Butler** – FCS program evaluation director, OSU Extension Learning and Organizational Development; **Blaire Beavers** – SNAP-Ed program assistant, FCS

## **Enterprise Project and Workday Insight (*Improving Processes*)**

Eric will provide helpful information for office staff, educators, and others to prepare for Ohio State's transition on July 1, 2020 to Workday, along with other changes as part of the Enterprise Project. Workday is a tool that will replace our current systems for finance, purchasing, human resources, assets, grants, etc. The session will include a live demonstration of some processes in the Workday tool.

**Presenter:** **Eric Bode** – senior fiscal officer, CFAES Finance Office

## **The Land-Grant University's Relationship with Communities: Harmonious Marriage or Devitalized Afterthought? (*Improving Partnerships*)**

Join our keynote speaker for continued conversation --- Stephen M. Gavazzi has developed a conceptual framework for understanding campus-community relationships through the lens of a marriage; and he has been testing a tool known as the Optimal College Town Assessment (OCTA) to measure town-gown relationship quality. Dr. Gavazzi will lead participants in an exploration of how this work can be used to better understand the impact that Extension professionals have on communities.

**Presenter:** **Stephen M. Gavazzi** – professor, human development and family science, Ohio State College of Education and Human Ecology Department of Human Sciences

## Breakout Session 3: Wednesday, December 18 ■ 8:45-9:45am

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### **Inspiring Kids' Confidence in the Kitchen** *(Improving Products)*

**(30-minute Session ■ 8:45-9:15am)**

Many youth today are two generations removed from households where healthy food is prepared from fresh ingredients. This makes food preparation and nutrition education very important. For youth to make informed, healthy decisions about their food, they need to have skills and knowledge about nutrition and cooking. Research has found that youth are most interested in learning cooking and food safety skills through interactive, fun cooking demonstrations. In an effort to break out of silos and encourage interoffice cross-programming, the Extension office in Miami County offered a summer kids cooking camp to 101 youth in 2018 and 94 in 2019 in collaboration with program staff from FCS, ANR, 4-H and volunteers. The objectives were to: introduce food safety concepts using an interactive format; build skills to be an active participant in the preparation of family meals; and encourage youth to become involved in their own food choices.

**Presenters:** **Alisha Barton** – Extension educator, FCS; **Amanda Bennett** – Extension educator, ANR; **Demetria Woods** – Extension educator, 4-H; **Jessica Adams** – Extension program assistant, 4-H

### **Junior Farmers' Market: Focusing on Buying Local and Increasing Fruit and Vegetable Consumption Among Youth** *(Improving Partnerships)*

**(30-minute Session ■ 9:15-9:45am)**

The Junior Farmers' Market focuses on two issues in the community: encouraging residents to buy locally and increasing consumption of fruits and vegetables by today's youth. Farmers' markets are a fun social event that differs greatly from the grocery store experience. The goal of the Junior Farmers' Market is to give students an opportunity to experience this excitement and associate it with fruits and vegetables. Student were given \$5 to buy fresh produce at a mobile farmers' market booth. Four additional booths were implemented, including: SWCD's "Healthy Soil Equals Healthy People," SNAP-Ed's "Taste-Testing" booth, FCS's "Water First for Thirst" booth, and 4-H's Kids Yoga station. Surveys were distributed to students and completed with their parents. In all, 313 fourth-grade students made healthy purchases, tried fresh produce, and learned about farmers' markets.

**Presenters:** **Marcus McCartney** – Extension educator, ANR; **Amanda Bohlen** – Extension educator, FCS, and area leader; **Pam Montgomery** – Extension educator, 4-H, and area leader

### **Extension Superheroes versus Burnout: An EPIC Battle That We Can Win!** *(Improving People)*

According to Google, a superhero is a person with extraordinary abilities and exceptional skills. While most Extension employees cannot fly, lift a car, or run faster than the speed of light, using this definition we certainly fit the bill. The abilities and skills of Extension professionals are diverse and impactful; and like any other superhero, we have our weaknesses as well. Just as Superman faces kryptonite that negatively impacts his strength, the Extension superhero faces burnout and stress that can negatively impact our job performance. Participants will gain deeper understanding of the role burnout plays in their mental wellness, and how to combat burnout by having open, impactful conversations and engaging in simple, self-care strategies. Learn how to identify warning signs of burnout or a mental health concern, and use practice time for engaging positive conversation tools to help connect others to important resources.

**Presenters:** **Amanda Raines** – Extension educator, 4-H; **Jami Dellifield** – Extension educator, FCS

### **Ohio 4-H Fiercely Embracing Workforce Development** *(Improving People)*

Workforce development is and will continue to be a hot topic. Employers and our communities need skilled workers with both the technical as well as the applied or "soft" skills to grow and adapt. Both K-12 and higher education institutions recognize that they are major systems in the development of youth becoming college- and career-ready, but often there is little to no connection between the education and employer systems. As part of Ohio State, Ohio 4-H has an opportunity to bridge this education-to-employment journey. An overview of the Ohio 4-H workforce development action plan will be presented, along with facilitated dialogue and input.

**Presenters:** **Nate Arnett** – Extension educator; **Kirk Bloir** – assistant director, 4-H



### **When a Reporter Calls: Working with the Media (Improving Partnerships)**

A good interview with a news reporter can be a satisfying experience. Not only can it raise your profile within your profession, but it also can make your department and the college look good. But if an interview goes bad, the consequences can be long-lasting. CFAES communicators Sherrie Whaley, Tracy Turner, and Alayna DeMartini will offer tips to make sure you get your message across effectively during an interview; and they will introduce you to media relations and other services available through CFAES Advancement. They also will provide tips on when is the best time to contact a reporter, as well as help you identify the best method to contact reporters with your news tips or story ideas.

**Presenters:** Tracy Turner – writer, editor; Sherrie Whaley – media coordinator; Alayna DeMartini – writer, editor

### **Workplace Safety at Extension: Be Safe, Stay Fierce! (Improving Processes)**

Extension professionals in all program areas face unique safety concerns while performing basic job duties. They may frequently travel unaccompanied to isolated areas to conduct field visits, or they may be the last person to lock up the office or another public space after hosting a late-night meeting. In addition, Extension professionals work one-on-one or with groups of diverse clientele with a wide range of backgrounds, emotional states, behavioral challenges, and cultural norms; so personal interaction with clientele can be unpredictable. There are any number of safety issues and risk that employees may encounter on the job. A panel of educators will lead a discussion with a law enforcement professional from Ohio State's department of public safety. Discussion topics will include: real-life situations – unique safety concerns for Extension professionals in the field; recognizing, avoiding, and mitigating risky situations; and maintaining a professional reputation.

**Presenters:** Mary Griffith – Extension educator, ANR; Amanda Douridas – Extension educator, ANR; Kathy Goins-Tutt – Extension educator, FCS, and area leader

### **Building Weather and Climate Connections within Extension through Tools and Education (Improving Products)**

The weather of 2019 dramatically impacted the lives of Ohioans, and assessing these conditions was an important piece of Extension's response. Understanding how 2019 compares to our long-term conditions is crucial for building resilience to future scenarios. This situation drives home the importance of utilizing weather and climate-related outreach within Extension. Learn how we can strengthen bridges between OSU Extension professionals, the scientific community, and the public through tools and education. Explore the many connections Extension has to regional and federal partners who are committed to providing critical information and coordination of weather and climate-related education. This information can help Extension professionals across disciplines prepare for both short-term and long-term weather and climate impacts, and help improve the outcomes for communities across the state.

**Presenter:** Aaron Wilson – research scientist/climate specialist

### **Everyone is Welcomed at our Table – Serving Ohio's Diverse Cultures (Improving People)**

Join us at our "table" to explore Ohio's diverse cultural landscapes. Learn how statistics impact your county and program area and expand on your knowledge of others and their worlds. Step outside your comfort zone to explore new ways of doing business and the benefits of developing a diversity consciousness. Remember.... everyone is "welcomed" at OUR table.

**Presenters:** Robin Stone – Extension educator; Imani Scruggs – program coordinator; Kirsten Pianka – program manager

### **Occasional Quantity Cooks (Improving Products)**

Handwashing, cooking, and refrigerating are easy. Right? Implementing food safety is hard. Asking volunteers, youth, and good home cooks to change their behaviors can be even harder. The revised Occasional Quantity Cooks curriculum teaches safe food handling basics to non-food service workers involved in any type of food handling. This engaging curriculum is available to your volunteers as an in-person or online course, and it meets the Food Preparation and Service Risk Reduction Policy. How many community, church, and civic groups could benefit from learning a little more about food safety? OSU Extension can be the one to provide that resource

with the Occasional Quantity Cooks program. Explore the Occasional Quantity Cooks demonstration kit. Join us to learn more about how you can bring this great resource to your county!

**Presenters:** **Kate Shumaker** – Extension educator, FCS; **Lisa Barlage** – Extension educator, FCS; **Patricia Brinkman** – Extension educator, FCS; **Candace Heer** – Extension educator, FCS; **Christine Kendle** – Extension educator, FCS; **Amy Meehan** – Healthy People program specialist; **Michelle Treber** – Extension educator, FCS; **Treva Williams** – Extension educator, FCS

## **Breakout Session 4: Wednesday, December 18 ■ 9:55-10:55am**

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### **Advice from an Old Bull in a New Pasture – Conducting a Comprehensive Program Needs Assessment (*Improving Products*)**

**(30-minute Session ■ 9:55-10:25am)**

Are you struggling as a new educator determining the educational needs of the clientele in your county? If so, consider attending this session to learn how an experienced Extension educator developed a comprehensive needs assessment to determine the needs of the new county to which he transferred. Learn how to develop a needs assessment and how to combine it with other data to develop a framework for your Extension outreach and research.

**Presenter:** **David Marrison** – associate professor

### **Strategic Partnerships: Creating a Community-Wide Youth Agriculture Education Event (*Improving Partnerships*)**

**(30-minute Session ■ 10:25-10:55am)**

Large, community-wide events are a challenge to implement. By forming partnerships with local entities, resources can be combined to reach a common goal. Ashtabula County Ag Day started with a simple and a single partnership. OSU Extension in Ashtabula County and Ashtabula County Farm Bureau both wanted to educate the county youth about our local agriculture. Today, Ag Day is a community-wide event reliant on a multitude of local partnerships. The forming and managing of these partnerships has been instrumental in the development and execution of today's Ag Day.

**Presenters:** **Andrew Holden** – Extension educator, ANR; **Abbey Averill** – program assistant, 4-H/ANR

### **Keys to Publishing Your Work in Peer-Reviewed Journals (*Improving Processes*)**

As an educational and scholarly organization within a land-grant university, OSU Extension benefits when its program staff, including specialists and educators, publish in academic journals. Locally-based research and program information that appears in scholarly journals raises the visibility and credibility of OSU Extension in general, and the locality in particular. But Extension professionals often face serious obstacles to publishing via peer-reviewed journals. Learn keys to identifying and overcoming the barriers to publication, as well as taking advantage of the opportunities we have in Extension to get our work published in a variety of peer-reviewed outlets. Participants will see that the efforts at publication and local programs are actually complementary to one another – and even synergistic. They will leave with an understanding of the personal rewards they can achieve, important “do’s and don’ts,” and a plan of action for how to get started on the road to publication.

**Presenter:** **Thomas Blaine** – associate professor

### **Messaging Matters: Tell Better Stories, Create Deeper Connection (*Improving Products*)**

From face-to-face programs and fact sheets to webinars and social media campaigns, Extension professionals often design content for broad audiences. But when we design for everyone, we design for no one in particular. It is imperative to design and frame content in ways that resonate with specific audiences. This session is meant to provide a high-level aerial view of strategic content framing for Extension professionals. Participants will learn how to frame content strategically to best meet the needs of and engage relevant audiences. We'll also discuss how to incorporate evaluation into content framing to ensure messaging aligns with overall objectives. This will

be a guided hands-on session during which participants will be provided with time to work through the LIFE model (Learn, Interpret, Frame, and Engage) using their own programmatic context.

**Presenters:** **Danae Wolfe** – educational technology specialist, OSU Extension Learning and Organizational Development; **Amy Kohmetscher** – instructional development specialist, OSU Extension Learning and Organizational Development

### **How Accessible are Your Events and Programs for People with Disabilities? (Improving Processes)**

When planning Extension programs, it is important to ensure that all aspects of your event, facility and trainings are welcoming and accessible to people with disabilities, as well as the general public. It is estimated that 14 percent of Ohioans have some type of disability. Learn about the responsibilities of Extension personnel to provide safe and accessible programming, how to invite accommodation requests, determine if a request is reasonable or unreasonable, offer a list of best practices for providing accessibility, and alternatives when full access is not possible. Attendees will receive resources about the ADA and accessibility and a checklist for reviewing accessibility for events, programs and facilities. Through this presentation and interactive discussion of scenarios, you can plan for access and learn how to make your event, class, field day, or fair accessible and welcoming to everyone.

**Presenters:** **Laura Akgerman** – disability services coordinator; **Dee Jepsen** – state agricultural safety leader

### **Mobile App Development for 4-H and Extension Programs (Improving Products)**

The presenters will showcase their counties' 4-H mobile apps, how they can be adapted to other Extension program areas, and how they are land-grant fierce in meeting the challenge of communicating effectively with today's increasingly mobile-dependent population. The presenters will share a pathway for other Extension professionals to follow that allows apps to be designed and built using a third-party developer (Grandstand Apps) while allowing Extension professionals to focus on creating and sharing content and not having to worry about complex coding. This also includes a guide for working with OCIO, the business office, and others to successfully navigate and speed up purchasing of app development services, designing content, publishing, and updating the app. Some features included in the Grandstand Apps content management system are: graphical menus, custom pages, lists, calendars, quizzes/polls, scavenger hunts, maps, and notifications.

**Presenters:** **Doug Foxx** – Extension educator, 4-H; **Beth Boomershine** – Extension educator, 4-H; **Christy Clary** – Extension educator, 4-H; **Rachel Stoneburner** – program coordinator, 4-H

### **How to Survive Your First Two Years in Extension (Improving People)**

On average, OSU Extension has hired approximately 25 new educators each year for the past several years, and 2019 was no different – 23 new educator positions were posted from January to October. New educators can easily get lost and feel overwhelmed in the first months of their new job as they try to develop a county program, answer questions from the community, and learn exactly what it means to be an Extension educator. A few relatively new Extension educators representing ANR, 4-H, and FCS will share tips, tricks, and techniques that allowed them to successfully survive their first two years in Extension. Learn how to build relationships within your communities, manage life/work balance, prioritize tasks, plan programs, work successfully with volunteers, locate answers, and other topics necessary to be a successful Extension educator. These tools will be discussed, followed by a Q&A session with the presenters.

**Presenters:** **Erika Lyon** – Extension educator, ANR; **Ashlee Dietz** – Extension educator, 4-H; **Alisha Barton** – Extension educator, FCS; **Amanda Bennett** – Extension educator, ANR; **Lee Beers** – Extension educator, ANR, and area leader; **Lorrissa Dunfee** – Extension educator, FCS

### **Extension Operations Fiscal Update (Improving Processes)**

We will provide updates for all Extension personnel on university policy and procedure changes, followed by a Q&A forum on any finance-related topics.

**Presenters:** **Jesse Buxton** – fiscal officer, OSU Extension Operations; **Robert Concitis** – fiscal officer, CFAES Finance Office; **Patty Corfman** – fiscal liaison, OSU Extension Operations; **Sarah Mays** – fiscal liaison, OSU Extension Operations; **Vickie Snyder** – fiscal liaison, OSU Extension Operations

## **Vini, Viti, Vici, Vita! (Improving Processes)**

### **(two-part session ■ 9:55am-12:05pm)**

In this two-hour session, you will learn how to use and conquer the Extension module in Vita to help demonstrate the impact of your work. Get answers to several questions: Why must we use Vita? How does it really help you track publications, presentations, and programs? What is the difference between Extension programs and events? What is REG data, why is it important, and how do you track it? What does all of this mean to our bottom line?

**Presenters:** **Debby Lewis** – resource planning analyst, OSU Extension Learning and Organizational Development; **Brian Butler** – FCS program evaluation director, OSU Extension Learning and Organizational Development

## **Breakout Session 5: Wednesday, December 18 ■ 11:05am-12:05pm**

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### **WIC Perks: Expanding Nutrition Incentives Beyond SNAP (Improving Products)**

#### **(30-minute Session ■ 11:05-11:35am)**

In 2019, OSU Extension in Cuyahoga County partnered with MetroHealth-Cuyahoga County Women, Infants, and Children (WIC) and four local farmers' markets to launch the WIC Perks pilot program. WIC Perks is an expansion of the Produce Perks nutrition incentive program, which offers Supplemental Nutrition Assistance Program (SNAP) recipients a dollar-for-dollar match when shopping with an Ohio Direction Card at local farmers' markets. The WIC Perks pilot expanded the Produce Perks program to also serve families receiving WIC Farmers' Market Nutrition Program (FMNP) vouchers. The WIC Perks pilot aimed to increase access to fresh fruits and vegetables for WIC recipients, engage new families through the Produce Perks program, and increase sales for small to mid-sized farms. During the pilot program, OSU Extension in Cuyahoga County provided \$13,640 worth of fruit and vegetable vouchers to more than 680 families.

**Presenters:** **Amanda Osborne** – Extension educator, CD; **Courtney Woelfl** – Extension educator, FCS

### **Fiercely Serving Elders through a Caring Presence (Improving People)**

#### **(30-minute Session ■ 11:35am-12:05am)**

What would happen if each of us practiced NOT multi-tasking? This session is a deeper dive into one of the critical topics of the Elder Care Certificate: A Caring Presence (part of module 6: Communication and Quality Care). It's a technique we each can use in our daily lives at work and at home. It is about always being in the moment when communicating with others – not thinking about the next task or something that happened yesterday. A caring presence is a gift we give to each other that says: "You are the most important thing to me at this moment. I want to listen and understand what you are saying." A Caring Presence uses this – center, acknowledge, reflect, interact, nurture, and give peace – elaborating on each one's meaning in context. There are "four pledges" that become a tool for staying in the moment. Presenters will engage with the audience through real-life examples and dynamic interaction.

**Presenters:** **Kathy Goins-Tutt** – Extension educator, FCS; **Misty Harmon** – Extension educator, FCS

### **Digital Detoxing 101 (Improving Processes)**

Technology has many positive uses both in the workplace and in our personal lives. However, the overuse of technology has negative impacts on physical, mental, and social health. Extension professionals need to know how to practice and promote the art of "digital detoxing" – both for our personal well-being and for the benefit of the friends, co-workers, family, and community members we interact with each day. In other words, we need to know how to make the most of technology in our work and personal lives while minimizing its harm. Learn why digital detoxing is important, and get tangible, practical ideas for digital detoxing in the context of daily life. You also will learn strategies and suggestions to use in your programming and/or personal life to encourage others to manage their technology use for better mental, social, and physical health.

**Presenters:** **Jenny Lobb** – Extension educator, FCS; **Alisha Barton** – Extension educator, FCS; **Lorriisa Dunfee** – Extension educator, FCS

### **Career Advancement in Extension – Pursuing A&P and Faculty Promotion (*Improving People*)**

Understanding the processes and requirements for advancement through the A&P and faculty ranks can be as easy as reading a map. This interactive session will illustrate why it matters and identify the steps in the process and the key resources to guide you. Note: The first half will focus on A&P promotion and transitioning to a faculty role in Extension; the second half will focus on faculty promotion in Extension.

**Presenters:** **Greg Davis** – department chair and associate director, OSU Extension; **Jeff McCutcheon** – assistant director, OSU Extension Operations

### **Become a PowerPoint Power User (*Improving Products*)**

We've all been subject to the phenomenon known as Death by PowerPoint. Characterized by poorly designed slides, loads of text, and confusing or inappropriate graphics, Death by PowerPoint has some people looking for new presentation tools. But why learn new software when you have a power tool right in your toolbox? This year, PowerPoint is 32 years old and while its novelty may have worn off, this presentation program remains one of the most widely used tools of Extension professionals across the country. But with widespread use often comes misuse. Learn how to create beautiful and engaging slide decks for traditional programs as well as videos, animations, and infographics for innovative digital engagement. Participants are welcome to bring their own laptop to learn while playing.

**Presenter:** **Danae Wolfe** – educational technology specialist, OSU Extension Learning and Organizational Development

### **The Power of One (*Improving Partnerships*)**

The Power of One – Money. Everyone wants more. To send more kids to camp. To offer more programs. To reach more people. To transform more lives. It just takes ONE. One person to say yes to a transformational gift that will help you do more. Meet CFAES staff whose passion and drive are focused on friendraising for 4-H and Extension. We will demystify the world of Advancement and share behind-the-scenes details of our work. Learn about the university fund-raising campaign and how to leverage Advancement office resources to find support for your local programs. We will provide examples of local success stories, ideas for working with volunteers for development purposes, and new tools being developed exclusively for your county fund-raising efforts.

**Presenters:** **Trish Raridan Preston** – associate director of development, CFAES Advancement;  
**Pablo Villa** – director of development, CFAES Advancement

### **Navigating Sponsored Research and Activities at Ohio State (*Improving Processes*)**

Many Extension educators will work with sponsored programs during their career, whether looking for funding opportunities, putting together a grant budget, or assisting with project reports. We will explore the basics of sponsored programs, including types of sponsors and funders, as well as tips to find funding opportunities. An overview of the CFAES Grant Development Support Unit will be provided on the services we offer to help you at any stage in the grant process. Please join us for this informative session targeted to OSU Extension.

**Presenters:** **Lori Kaser** – grants and contracts administrator, CFAES Office for Research and Graduate Education;  
**Pam Schlegel** – grants and contracts specialist, senior, pre-award, CFAES Office for Research and Graduate Education

### **Vini, Viti, Vici, Vita! (*Improving Processes*)**

**(two-part session ■ 9:55am-12:05pm)**

In this two-hour session, you will learn how to use and conquer the Extension module in Vita to help demonstrate the impact of your work. Get answers to several questions: Why must we use Vita? How does it really help you track publications, presentations, and programs? What is the difference between Extension programs and events? What is REG data, why is it important, and how do you track it? What does all of this mean to our bottom line?

**Presenters:** **Debby Lewis** – resource planning analyst, OSU Extension Learning and Organizational Development;  
**Brian Butler** – FCS program evaluation director, OSU Extension Learning and Organizational Development



## Poster Forum: Tuesday, December 17 ■ 2:45-3:45pm

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### UNDERGRADUATE/GRADUATE STUDENT POSTERS

#### **Ohio 4-H Extension Professionals' Perceptions of Youth with Disabilities (poster 1)**

The purpose of this study was to explore 4-H Extension educator and program assistant attitudes and perceived self-efficacy of working with youth with disabilities and their engagement with resources, such as the Winning 4-H Plan, to support their programs. An online survey of all 4-H Extension educators and program assistants in Ohio studied attitudes toward working with youth with disabilities, and included a self-efficacy scale and open-ended questions about their experiences with professional development and accommodations. A total of 71 respondents represented 66 Ohio counties. Findings indicate that 4-H professionals have positive attitudes toward working with youth with disabilities, but many have not accessed professional development resources through 4-H to support their programming. The findings have implications for how 4-H professionals engage in professional development and design-inclusive programming.

**Authors:** **Callie Eberhart** – Extension engagement and 4-H program assistant; **Jera Niewoehner-Green** – assistant professor of community leadership

#### **Dandelion Detectives: A Community Science Program (poster 2)**

Dandelion Detectives, a youth-focused community science program, aims to measure the distribution of weeds in Midwestern lawns and their value for insects. We are targeting individuals, school groups, and other youth organizations to participate in this collaborative project. Dandelion Detectives engages school-age kids (targeting third to seventh graders) to monitor an “Observation Dandelion” and collect data about the richness of blooming weeds (or lack thereof) found in their yard. Dandelion Detectives will take place during summer 2020 and is open to anyone who has access to a yard or other mown greenspace like a park or playground. The project can be completed in one day and involves taking a pre- and post-questionnaire about insects; observing insects at an “Observation Dandelion” created using simple provided materials and sugar water mixture; conducting a lawn weed survey; and submitting collected data on the Dandelion Detectives website.

**Authors:** **Sarah Scott** – graduate student; **Mary Gardiner** – professor; **Kayla Perry** – post-doctoral researcher

#### **How Soil Composition Relates to Spatial Distribution of the Asiatic Garden Beetle in Ohio Agroecosystems (poster 3)**

The Asiatic garden beetle (AGB) is an annual white grub species that was introduced to the United States in 1921 and to Ohio in 1951. AGB causes sporadic problems in turf, ornamentals and vegetables. In 2013, AGB populations in the sandy soils of northern Ohio emerged as significant pests of corn. The overwintering grubs move toward the soil surface in spring to feed on the roots of seedlings; extensive plant stand losses are not uncommon and may even necessitate expensive replanting. Infestations of AGB in field crops are unpredictable by location or year; however, when they are present they are consistently (but anecdotally) observed in sandy soils. The purpose of this study is to formally document the spatial distribution of AGB with respect to soil type. We established an extensive sampling network throughout northern Ohio to understand the geographical distribution of AGB with respect to soil composition. These results will be used to better predict and manage AGB infestations in field corn.

**Authors:** **Adrian Pekarcik** – graduate research associate, Department of Entomology; **Eric Richer** – Extension educator, Fulton County; **Garth Ruff** – Extension educator, Henry County; **Amy Raudenbush** – research associate, Department of Entomology; **Kelley Tilmon** – associate professor, Department of Entomology

## **Faces of Access: Expanding Educational Outreach, Knowledge, and Opportunities for Marginalized Demographics (poster 4)**

With the complexity of today's workforce combined with the increasing demands of 21st century skills, it has never been more imperative that our youth understand the importance of higher education and explore career options while developing skills to help them succeed in their future academic and career pursuits. Thus, Faces of Access offers a unique experience for underrepresented and underserved students to explore and learn about higher education institutions and alternative career pathways; and then share their personal stories of success, triumph, and overcoming adversity to motivate future generations.

**Author: DaVonti' Haynes** – graduate research associate

## **A Graduate Student's Perspective on Student Involvement in Extension Work (poster 5)**

Land-grant universities interpret research-based information and help make it relevant to meet contemporary needs of communities. They also educate tomorrow's workforce. Ohio State student practicum projects based in Extension convey valuable knowledge and skills, and appreciation for potential impacts of Ohio State as a land-grant fierce institution. Extension was an ideal setting for a public health practicum – with teaching, research, outreach, and scholarship opportunities. The process involved defining the need (sodium reduction education), engaging a student to address the need, reviewing related literature, and collaborating across program areas to develop resources and create a final product. Learn how a “real-life laboratory,” rather than program development in abstract, was an integral aspect of student learning. Also learn how the process can be applied to other challenges faced by communities and addressed through Ohio State's land-grant mission.

**Authors: Lauren Howard** – MPH student; **Carol Smathers** – associate professor, Extension field specialist, youth nutrition and wellness; **Theresa Ferrari** – professor, Extension specialist and Ohio Farm to School program director

## **IDEAS IN ACTION POSTERS**

### **The Land-Grant Fierce “Buckeye Wellness Innovator” Program (poster 6)**

Professionals at land-grant universities educate about research-based information to help meet the needs of communities and improve the lives of individuals. The land-grant fierce Buckeye Wellness Innovator (BWI) program enlists Ohio State faculty and staff members to promote wellness activities to their fellow 47,000 employees. BWIs share information about numerous dimensions of wellness. They address specific perceived wellness needs and interests of their college, unit or office and motivate their colleagues to participate in wellness initiatives. Since 2012, more than 500 Buckeye Wellness Innovators have joined the program. Learn how Extension's BWIs communicate the latest research-based health promotion information, encourage participation in wellness activities, and plan and conduct fun, customized wellness activities.

**Author: Carol Smathers** – Extension field specialist, youth nutrition and wellness

### **Publishing Your Extension Work in the *Journal of Extension* (poster 7)**

Writing for publication is a skill needed by Extension professionals, and the *Journal of Extension* is a natural publishing outlet. This poster will use examples from the authors' own experiences to illustrate important aspects of the publication process, from idea to finished product.

**Authors: Theresa Ferrari** – Extension specialist; **Jerold Thomas** – **Jerold Thomas** – leader, innovation and change, CFAES Department of Agricultural Communication, Education, and Leadership (ACEL); **Scott D. Scheer** – professor and interim chair, CFAES Department of Agricultural Communication, Education, and Leadership

### **Ohio 4-H Special Needs Camp (poster 8)**

Camp is often a defining moment in a child's life. Canter's Cave 4-H Camp believes ALL youth should have the opportunity to experience and learn from that moment. Ohio 4-H Special Needs Camp is offered to youth with unique needs that can not be accommodated in a traditional camp setting. These youth need the availability of a camp which can accommodate their varying medical, physical and emotional needs. Canter's Cave's specialized environment provides youth and their caregivers an opportunity to participate in camp activities geared to their abilities. This poster will serve as an overview of how this camp is organized and conducted in Ohio.

**Authors: Michelle Stumbo** – Extension educator and area leader; **Kathy Bruynis** – Extension educator and area leader

### **Efficacy of Paid Advertising in the Promotion of Fruit and Vegetable Consumption Among Low-Income Ohioans: Year One of the Celebrate Your Plate Social Marketing Campaign (poster 9)**

Ohio SNAP-Ed's social marketing campaign, Celebrate Your Plate (CYP), launched its paid advertising campaign in spring 2018. The goal of CYP is to increase fruit and vegetable consumption among low-income Ohioans through a combination of paid marketing materials, educational incentives, a content hub with information on eating fruits and vegetables, and SNAP-Ed direct education classes. Paid marketing materials entered the market in staggered quadrants, beginning with the southeast region in April 2018 and progressing to the next quadrant approximately every six months. In 2018, the southeastern and northeastern quadrants of the state received CYP-paid advertising. Paid advertising in the first year of the campaign included posters at convenience stores, cash jackets at check-cashing facilities, and digital advertising. An extensive evaluation consisting of more than 1,500 pre- and post-intervention phone surveys was conducted in 2018. Results show more than 15 percent of respondents recognized CYP campaign materials.

**Authors:** **Elizabeth Husted** – SNAP-Ed program coordinator, FCS; **Ana Claudia Zubieta** – SNAP-Ed program director, FCS; **Brian Butler** – FCS program evaluation director, OSU Extension Learning and Organizational Development; **Blaire Beavers** – SNAP-Ed program assistant, FCS

### **Growing People and Partnerships; the Cliff Skeen Correctional Facility Garden (poster 10)**

Community-based correctional facilities are viewed as an alternative incarceration program for low-level, non-violent criminal offenders to help alleviate jail and prison overcrowding issues and provide rehabilitation services in a community setting. OSU Extension in Summit County partnered with Oriana House, Kent State University, and Let's Grow Akron to offer a horticulture training program to the female inmates housed at the Cliff Skeen Correctional Facility located in Akron, Ohio. This voluntary program was offered in May 2019. Several gardening topics such as soil building were explored. The participants built four 4-foot x 8-foot raised beds, then designed, planted, and cared for the garden throughout the summer. After each session, participants were able to offer "reflections" on the lesson for the day. The program offered the opportunity for several partners work toward a common goal and helped to develop valuable life skills for the participants.

**Author:** **Jacqueline Kowalski** – Extension educator, ANR

### **The BRIDGE: A Fiercely Streamlined Approach to Solve Complex Land-Grant Issues (poster 11)**

Complex issues in work, school, community, or life can significantly impact productivity, performance, and goal attainment. Collective brainpower many times is the best way to creatively solve the issues. The BRIDGE is a tool that communities, businesses, educators, staff, volunteers, and youth can use to structure the collection of those creative ideas and streamline the process for developing an implementation plan. The BRIDGE model actively engages groups of diverse people through storyboarding that allows for dynamic exchange of ideas captured on idea cards and that ultimately churn and meld into synthesized solutions supported by the entire group. The comprehensive facilitator's guide includes descriptions of each of the six steps in the process and worksheets for developing the implementation plan. Learn how you can become a facilitator of The BRIDGE.

**Authors:** **Myra Wilson** – director, Alber Enterprise Center; **Cynthia Bond** – assistant professor, Extension educator

### **Starting off GREEN! Sustainability of First-Generation Volunteers (poster 12)**

While an emphasis has been placed on enrolling first-generation 4-H members, focus has been limited on first-generation 4-H adult volunteers. For rookie volunteers, the 4-H program can be complex. The poster will provide an overview of our GREEN (Gathering and Retaining Engaged and Empowered Newcomers) volunteer training. GREEN was developed by two educators, one in a small, rural program and one in a large, urban program, to help volunteers learn the "ins and outs" of 4-H and what makes a county program successful. Learn about volunteer selection, resources and strategies that engage both youth and adult volunteers in simultaneous positive experiences.

**Authors:** **Kelly Coble** – Extension educator; **Cassie Dietrich** – Extension educator; **Jason Hedrick** – associate professor



### **You ARE a Computational Thinker (poster 13)**

Learn how you are a computational thinker, how these practices fit into other activities, and how to develop computational thinking practices with youth.

**Author: Margo Long** – Extension educator

### **Film and the Farm: the Germinate International Film Fest (poster 14)**

This poster will highlight the Germinate International Film Fest. It will also illustrate the importance of understanding the impact of entertainment on the agriculture industry and rural communities.

**Author: Brooke Beam** – Extension educator

### **Economic and Community Development Impacts of Rural Public Transportation in Ohio (poster 15)**

Two county Extension community development educators will share how they partnered to bring public transportation options to residents. To rural residents, the public transportation program can provide much-needed access to medical care, social services, and essential shopping. It can also improve quality of life by improving access to family, friends and recreation; and advance economy opportunity by facilitating access to jobs and education. The poster will include: a brief overview of the rural public transportation program, the goals of the program, types of rural public transportation available to residents, funding options available, the economic and community impact of the program, the role of OSU Extension educators to the program, and challenges to the program.

**Authors: Gwynn Stewart** – Extension educator, CD; **Godwin Apaliyah** – Extension educator, CD, and economic development director

## **EDUCATIONAL OUTREACH POSTERS**

### **Ohio State University Extension Energy Program Updates (poster 16)**

Members of the OSU Extension energy program will share updates and trends learned from partners during the past year, as well as the re-launched Energize Ohio online web resource.

**Authors: Chris Penrose** – Extension educator, ANR, and professor; **Gwynn Stewart** – Extension educator, CD; **Christine Gelley** – Extension educator, ANR; **Erika Lyon** – Extension educator, ANR

### **Building Partnerships to Fulfill the Land-Grant Mission (poster 17)**

The eFields program aims to engage stakeholders in the research process by conducting on-farm research trials in collaboration with industry partners and local farmers. A key to the success of eFields is developing strong relationships between Extension professionals and the community. There are opportunities to join the eFields team and help drive innovation in agriculture, especially in the areas of water quality and farm management. This poster will provide an opportunity to interact with current team members and learn how get involved. More broadly, many approaches the eFields program uses could be translated to other projects. Learn details about the eFields program, resources available through the program including the continuing education series, and information about how we engage with stakeholders to communicate results.

**Authors: Chris Zoller** – Extension educator, ANR; **Elizabeth Hawkins** – Extension field specialist; **John Fulton** – associate professor, FABE; **Jason Hartschuh** – Extension educator, ANR; **Brooke Beam** – Extension educator, ANR; **Sam Custer** – Extension educator, ANR; **Jenna Lee** – student research assistant; Studio 149 team; **Rob Leeds** – Extension educator and area leader; **Rachel Leggett** – Extension program assistant; **Kenzie Johnston** – Extension educator, CD/ANR; **Jacci Smith** – Extension educator, ANR/4-H

### **Introducing Ohio State Farm Bill Decision Central (poster 18)**

OSU Extension and the Department of Agricultural, Environmental, and Development Economics has led a united effort to provide certainty to eastern Corn Belt producers with a Farm Bill Summit in early April – drawing 1,800 unique viewers from 23 different states, a web page depository, a decision tool for use in 2019 and future years, along with county meetings throughout the state. This poster shares the work of OSU Extension and AEDE to serve the producers of Ohio and the region.

**Authors: Benjamin Brown** – assistant professor of professional practice; **Sam Custer** – Extension educator; **Mary Griffith** – Extension educator; **Christopher Zoller** – Extension educator

### **White People Working in Black Neighborhoods (We All Made Mistakes) (poster 19)**

Parity and equity isn't a dream, happening in a vacuum. That's the lesson I learned working with youth in Cincinnati. I worked with Cincinnati Public Schools and the community to design and deliver a 4-H program that met their needs and the needs of 4-H. The partnership was flourishing. I met with parents, supported the development of the rooftop garden, and was viewed as a part of the community. We had wonderful discussions about race in America. We discussed the gentrification in the community, and I openly shared that I would love for one of the children to grow up and take my job. We were a happy community that understood each other and achieved a certain level of camaraderie and parity in the community. About a year and a half into my experience, I partnered with a teacher to take a group of students on an overnight trip to Columbus to see COSI and the Columbus Zoo. What happened next was unexpected and life-changing.

**Author: Tony Staubach** – Extension educator, 4-H

### **Filling Love Buckets (poster 20)**

This poster illustrates the lessons of “Filling Love Buckets” and striving for equity in a construct where 4-H has not existed previously. To demonstrate deep affection for youth and to open your heart to the lives of youth, you must fulfill their basic need of acceptance. This will undoubtedly help them achieve their future goals and dreams as they begin to feel less alone in the world. Straw polls continue to demonstrate that youth in urban environments report high rates of social isolation. This is often correlated to their family income and living conditions. Poverty is a socially isolating condition.

**Author: Tony Staubach** – Extension educator, 4-H; **Emily Kahrs** – program assistant

### **Assessing Impact of the CORN Newsletter (poster 21)**

The OSU Extension agronomic crops team meets via conference call weekly for the majority of the year to produce the Crop Observation and Recommendation Network (CORN) newsletter, which is available online ([corn.osu.edu](http://corn.osu.edu)) or via email subscription. The newsletter was last formally evaluated in 2011, and re-evaluation was identified as a priority for the team in 2018. An online survey asked 7 to 25 questions depending on the occupation of the respondent. Questions about agronomic practices were included for farmers and crop consultants. The survey was emailed to 4,286 individuals. The response rate was 20.56 percent (N=992). The results showed that the majority of the respondents found the newsletter content to be very useful or extremely useful (N=738) on a wide variety of subjects including insect, disease, and weed control; fertilizer and nutrients; and crop planting and production.

**Authors: Amanda Bennett** – Extension educator, ANR; **Mike Gastier** – Extension educator, ANR;

**Amanda Douridas** – Extension educator, ANR

### **Adventure Central: A Demonstration of Land-Grant Fierce (poster 22)**

Adventure Central is a trusted, community-based, positive youth development partnership serving at-risk children and their parents in the west Dayton community for more than 19 years. This nationally recognized program has been at the forefront of positive youth development – providing children and families opportunities to change their lives through building positive well-being, higher academic performance, and less involvement in risky behaviors. Using nature, our high-quality and diverse staff nurtures participants in life-changing activities that strengthen values, build lasting skills, and empower youth to explore life's possibilities. This poster will share an overview of the partnership, program and recent community and sustainability initiatives. Learn about partnerships within Ohio State and Extension as well as with the community, local organizations, and institutions.

**Authors: Nate Arnett** – Extension educator; **Tyler Kessler** – Extension educator; **Angela Collie** – program coordinator;

**Crystal Sheppard** – program coordinator

### **Community Gardening and the Refugee Population in Cleveland:**

#### **Teaching Newly Arrived Residents and Training Garden Leaders (poster 23)**

OSU Extension in Cuyahoga County's community garden training program, Dig In!, provides knowledge and skills for residents to start and sustain a community garden, particularly in an urban area. This includes technical information on soil contamination and growing vegetables, as well as techniques to foster goodwill among

participants. With a refugee resettlement agency, this class was adapted for newly arrived, English language-learning residents to Cleveland. Findings include lessons learned in practice from adapting the community gardening training curriculum for this audience. Other outcomes include a list of tips on working with English language-learners in community gardens.

**Author:** **Margaret Rivera** – Extension educator, ANR

### **Ohio 4-H LGBTQ+ Summit (poster 24)**

As cited in the *Strategic Plan: 4-H Youth Development A 2025 Vision*: “4-H will reflect the population demographics, vulnerable populations, diverse needs and social conditions of the country. This vision has the elements of inclusion, caring adults, serving at minimum one in five youth, and the volunteers and staff reflect the diversity of the population.” To support these outcomes desired by National 4-H, the Ohio 4-H LGBTQ+ Summit offered a safe learning environment with reputable presenters offering tools and curriculum that Extension staff and volunteers can utilize in their local programs. Attendance included 86 adults and 54 youth participants from 15 states. After the event, 94 percent of adult respondents indicated the event met or exceeded expectations; 97 percent of adult respondents and 100 percent of youth respondents agreed this event should take place again in the future. This poster highlights successes and challenges of the Summit.

**Authors:** **Kayla Oberstadt** – 4-H program manager; **Sally McClaskey** – 4-H program manager; **Hannah Epley** – 4-H state specialist

### **Reducing the Burden of Diabetes Across America Through Land-Grant Universities (poster 25)**

Extension educators from 23 land-grant universities met seven years ago, recognized the critical need for diabetes education, and began working to form one national team pursuing a unified impact. The national Dining with Diabetes working group was formed by those who care about reducing the burden of diabetes in their local communities, state, and nation. This national group developed a mission statement, a national logo, four lesson plans, three evaluations, a recipe bank, three subcommittees, and a national core leadership council. The unified Dining with Diabetes program was disseminated into the hearts and minds of educators and is now reaching previously untapped audiences through land-grant universities. In 2018, 2,700 participants completed the four-part program in six states, with specific impacts in knowledge, behavior, and attitude change.

**Authors:** **Shari Gallup** – Extension educator; **Dan Remley** – Extension field specialist

### **Using a Team-Teaching Model to Meet the Demands of a Changing Beef Industry (poster 26)**

A push to certify beef producers in Beef Quality Assurance (BQA) began in Ohio in 2018, in response to national announcements by industry leaders seeking to source fed cattle from certified feeders beginning in 2019. This gave Extension educators an opportunity to offer services in teaching and industry expertise. Veteran and early-career educators came together to provide teaching while working with local livestock sellers and state industry associations. Several certifying opportunities were offered around the state of Ohio; and by August 2019, more than 7,250 Ohio cattle producers were BQA-certified through in-person training. During a course of six meetings from March 2018 to January 2019, 1,014 individuals were certified on location in Zanesville, Ohio. Three county Extension educators provided training at a local auction barn using the national BQA curriculum.

**Authors:** **Clifton Martin** – Extension educator; **Dean Kreager** – Extension educator; **Ted Wiseman** – Extension educator

### **Improved Partnerships Put Down Roots for the Stark County Farm to School Program (poster 27)**

This poster features highlights of the Stark County “Putting Down Roots” Farm to School program. The program engaged 20 school districts: 17 school districts, one career technical center in Stark County, and three additional districts through a collaborative partnership with the Stark County Educational Services Center. Implementation strategies focused on four identified themes: sustainability, marketing, procurement, and education. Targeted themes, aligned goals, key impacts, and improved strategic partnerships all combined to support the connection and development of a framework necessary for the sustainable platform of integrated implementation across cafeteria, classroom, and community in the establishment of a vibrant Stark County Farm to School program.

**Author:** **Heather Neikirk** – Extension educator, ANR

### **Make a Fierce Impact Through Publishing (poster 28)**

Explore infographics that show the impact Extension professionals currently make on Ohio residents and others through Ohioline and a variety of published and digital products. Learn about statistical data from page views and sales that authors can use for promotion and tenure reviews.

**Authors:** **Annie Steel** – project coordinator; **Stacy Cochran** – assistant editor

### **Promoting School-Community-University Partnerships to Enhance Resilience (PROSPER) in Ohio (poster 29)**

Ohio State is leading implementation of the PROSPER universal prevention system, along with its associated school- and community-based programming for sixth and seventh graders, in 10 counties throughout Ohio to increase student, family, and community resilience to opioid (as well as other substance) use disorder and improve overall community health and well-being. The poster provides a programmatic and data overview for PROSPER nationally, shares updates from participating communities in Ohio, and displays opportunities and challenges for potential dissemination throughout Ohio.

**Authors:** **Karima Samadi** – PROSPER prevention coordinator; **Kelly Henderson** – PROSPER prevention coordinator; **Gabrielle Glenn** – PROSPER prevention coordinator; **Kenzie Moore** – PROSPER prevention coordinator

### **Exploring – Career Exploration with Extension (poster 30)**

Exploring provides exciting activities and one-on-one mentorship for youth looking to discover their future. Whether you're a local organization looking to strengthen the community or a young person wanting to uncover the possibilities of your future, Exploring is a great place to start. Exploring Agriculture is a Seneca County-based program that has tailored the "Exploring" program to the many agricultural businesses in that region. Due to the ease and success of this program, we feel this program could easily be duplicated and/or modified to serve the needs of other counties while being hosted by Extension.

**Authors:** **Hallie Williams** – Extension educator, ANR; **Katie Cole** – Extension educator, 4-H; **Matt Kibbler** – Exploring executive

### **Grill Smart: Reaching Consumers with Hands-On Education (poster 31)**

Grill Smart is a program designed to teach consumers the science behind successfully creating a safe, wholesome, and palatable eating experience when cooking outdoors, specifically on a grill. The goal of Grill Smart is to have attendees accomplish the following primary learning objectives: match the appropriate cooking methodology with a particular muscle or cut to produce a wholesome and palatable product; become familiar with potential food safety issues when preparing meat and other food products; and develop an understanding of sensory evaluation with regard to palatability. Modeled after the barbecue science course offered in the CFAES Department of Animal Sciences, learning objectives are accomplished via small group, interactive, hands-on learning. Participants have demonstrated knowledge gain at a rate of 79 percent for grill preparation, 83 percent for meat cut selection, 79 percent for food safety, and 76 percent for understanding palatability.

**Author:** **Garth Ruff** – Extension educator, ANR

### **Cooperative Extension Meeting the Challenge of Hypertension among Non-Hispanic Blacks and Minority Audiences (poster 32)**

One in every three adults in the United States has hypertension, a leading cause of stroke, heart attack, and kidney failure. The prevalence of hypertension is highest among non-Hispanic black adults. This is mainly due to stress caused by social and economic factors. The Dietary Approaches to Stop Hypertension (DASH) approach has lowered blood pressure in pre-hypertensive and hypertensive black and white adults. Extension can help address this disparity and need. An eight-lesson curriculum was developed by an Extension state specialist to reduce hypertension among minorities. The poster will inform Extension educators about the program and illustrate skills that will enable them to become land-grant fierce in meeting the challenge of dealing with hypertension among African Americans in the state of Ohio.

**Authors:** **Ingrid Adams** – associate professor and state specialist, food health and human behavior; **Kathy Wright** – assistant professor