EXTENDING KNOWLEDGE
Changing Lives

IN PENDLETON COUNTY

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

Program Efforts

- 123 residents indicating a willingness to support local food markets as a result of awareness raised through Extension programming
- 28,000 hours volunteered to Extension activities and events by individuals who developed core leadership skills through the KELD program
- 578 individuals reporting improved lifestyles through a focus on proper nutrition, disease and injury reduction and comprehensive health maintenance
- 311 individuals (parents or caregivers) reporting improved personal skills (such as increased personal strengths, interpersonal communication and life skills to strengthen families)
- 1,900 dollars in EBT, WIC or Senior benefits redeemed at farmers markets
- 120,000 funding dollars received by community health coalitions
- 475 number of youth that report not engaging in risky behavior
- 405 youth that have confidence speaking in front of groups
- 280 number of youth who use their skills to conserve natural resources

Global Citizenship and Diversity

Pendleton County 4-H has been teaching and educating youth on diversity while understanding and appreciating different cultures around the world. The Pendleton County 4-H Middle School Club recently completed a three-year study to give members hands-on educational lessons and activities as well as field trips to further assist in the cultural and diversity experience.

The first two years of this study allowed the Middle School 4-H Club to embark on a Cultural Series where each month was dedicated to a different country. Monthly meetings included a two-hour session after school and a field trip later that month. Countries were studied with fun facts, guest speakers, foods and recipes associated with the country of the month. A follow-up field trip for each month took club members to restaurants and locations specific to that country. In the process of cooking and eating foods specific to each country, club members learned about the nutrition associated with cultural foods. The countries studied were Mexico, Italy, Thailand, France, Serbia, Spain, Asia, India and Sweden. Although survey responses indicated nearly 100%

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of learning and fun for each of the countries visited, the qualitative responses brought more satisfaction with comments from parents such as; “My child had us make that recipe at home!” or “When is the next meeting, my child wants to make sure not to miss it!”

The third-year of the study included a Diversity Series where club members learned about perceptions, cultures and physical attributes that were different from their own. Using 4-H curriculum, lessons had youth examining and learning about self-identification, values, gender roles, powers and privileges, stereotypes and disabilities. Evaluations done at the conclusion of this series showed that 100% of the club participants gained an appreciation for people different from themselves as a result of the Diversity Series. Additionally, the average rating for survey responses to the statement, “I appreciate myself more as a result of the diversity lessons” totaled 4.6 out of 5. Responses to the open-ended survey question, “Do you feel more appreciative of other cultures and the differences they provide as a result of the Diversity Series?” included:

“yes, I have learned to appreciate the differences of others more,”
“yes, I should be thankful for everything,”
“yes, I am more aware of what others deal with and appreciate them more.”

For the youth that started this three-year journey as 6th graders and completed it as 8th graders, it has been rewarding to hear their feedback and excitement for what each monthly meeting would entail. While Pendleton County, Kentucky youth may not have the opportunity to interact with cultural diversity on a regular basis, there is value in teaching them to appreciate world views in preparation for future encounters. With the continuation of these programs as well as implementation of future activities, appreciation for cultural diversity is becoming more prevalent for young individuals of Pendleton County, Kentucky.

4-H Camping Program
4-H Camp is designed to build youth development skills in multiple areas of mastery, independence, generosity, and belonging as well as increase individual interests, social aspects, and physical activity. Younger members gain an independence from home, the ability to make decisions on their own, and learn how to interact in a socially acceptable manner with other 4-H’ers, teens and adults. Junior counselors are given tremendous amounts of responsibility, and thus grow in their dependability, maturity, leadership and conflict resolution skills.

Over the past six-years, Pendleton County has steadily increased its summer camp numbers. This influx is attributed to broadening the camping program with earlier promotions, visits to every 4th and 5th grade classroom, incentives with early bird deadlines, and advertisements on a local billboard, 4-H newsletter and local paper. Additionally, the participation in Clover Bud and Environmental Camp over the past five years have in and of themselves promoted the excitement of a week-long 4-H Summer Camp. These combined efforts have caused 4-H Summer Camp numbers to quadruple over the past few years. This year, 98 from Pendleton County camped, which is 18 more than the previous year and 30 more than two-ago.

It is exciting to see Pendleton County truly expand in its camping program, thus increasing this opportunity for Pendleton County youth!

Northern Kentucky Farm Start

Farm-start and Homestead Graduates

The typical farm in Northern Kentucky is a small family operation with limited agricultural profitability. Many of the farm operators have less than ten-years of experience managing a farm operation as a business. Though urban development has decreased farm sizes, it has opened potential for local food market expansion.

In an effort to better serve these new beginning farm business operators the Campbell, Kenton and Pendleton County Extension agents conducted a Farm Start series that focused on business planning, diversifying operations and whole farm planning. The Farm Start series began with identifying resources and agencies who provide technical assistance. At the first session participants completed a producer survey, which indicated that 33% were utilizing Extension programs for the first time.
This ten-session program provided participants an overview of land resources and land use options. Topics included evaluating land and natural resources, farm enterprise selection, whole farm management, legal issues, estate planning, record keeping, business planning, marketing and farm safety. The ten educational programs included 42 participants, of which 24 completed at least eight sessions. The producers who participated in the program indicated an increase in knowledge and developed business planning tools such as business plans, estate plans and mission statements.

As a result of the program, agents are collaborating with other agencies, such as University of Kentucky Agricultural Economists, the Northern Kentucky Area Development District, Ohio Valley Food Connections, and Local Chefs to connect farmers with potential markets. In addition:
- Five participants purchased a farm, five others plan to purchase a farm,
- Six participants devised a complete farm business management plan,
- 100% developed a farm mission statement,
- 62% implemented a farm record keeping system,
- 25% improved an existing farm enterprise,
- 25% established a new farm enterprise,
- 10% developed a farm estate plan.

Estate Planning Pendleton County

Regardless of net worth, estate planning is important to protect and help ensure that your personal and financial goals are realized after death. Unfortunately many people fail to properly plan for transfer of their possessions and property at the time of death. A properly executed estate plan can reduce family stress, reduce federal and state tax obligations, and allow the estate to be settled in an expedient fashion saving both time and money. Many individuals perceive estate planning as complicated, costly and unpleasant, thereby, possibly leaving their family, farming operation, or small business at risk. To address this need, the Pendleton County Extension Office hosted an Estate Planning workshop for 36 individuals at the local library. Emphasis was on the estate planning process, including steps to develop an estate plan, establishing goals for an estate plan, specific estate planning tools (Power of Attorney, Trusts, and Wills), the probate process, insurance, funeral planning and gift and estate tax laws. Participants were surveyed following the classes and 100% of respondents indicated they had increased their ability to manage/address current estate planning issues. Additionally, 100% planned to create at least one specific estate planning goal, as well as implement at least one strategy in regards to estate planning. In the words of one program participant: “Very valuable information on caring for elderly parents. [The program] helped me to decide how to transfer property and have a discussion with my children also.” Three participants have stated that since the completion of the program, they have set up an appointment with an attorney to update their will or do a will. As a follow-up to the Estate Planning program the Family and Consumer Science Agent offered a program called “Prepare to Care.” This program was requested to cover in more depth important information needed to be shared with family members and having a plan in place before a health crisis arises.

First Impressions

The First Impressions (FI) Program helps communities learn about their strengths and shortcomings through the eyes of first-time visitors. FI is a structured community assessment program that enables communities to learn about the first impression they convey to outsiders. As our tourism and Chamber of Commerce were forming and restructuring, the Pendleton County Extension Service offered to partner with both and host a FI. The Community and Economic Development Initiative of Kentucky (CEDIK) coordinates the FI program, which supports a community in their readiness for community development. Facilitated by Pendleton County Extension Agents and CEDIK Extension Specialist, Melissa Bond, Pendleton County recently went through the First Impressions process. Visits to the Pendleton County Community were conducted between July and October and those visiting ranged in age from youth to seniors. Complete assessments were returned to CEDIK where they were processed, compiled, and then information was shared with community members in Pendleton County in November. One hundred thirteen community leaders and members attended the data sharing event and small groups were formed to address some of the concerns found in the assessment. As a result of the findings:
- Tourism hosted a meeting introducing a new interactive website and phone APP for local businesses, events and tourism attractions
- Our community theatre has found a new home and will be starting their performances this summer
- Two murals were planned to help promote creative arts in our community, which will bring a total of five murals to our community
- Chamber of Commerce restructuring and working on
visitor packets for state park visitors
- A Shop Like a Local Scavenger Hunt was held to help residents become more familiar with local businesses
- Eleven organizations or businesses have sponsored $1000 for an Arts program, featuring life size sheep statues in our community, similar to the horses in Lexington or the flying pigs in Cincinnati
- Better signage for some businesses and for our community are being placed in key locations

Pendleton County Get Fit 5K Race

While the results of related community development efforts may just be starting in Pendleton County, it is clear that the First Impressions Program provided the spark needed to move this county from thought to action.

Pendleton County Get Fit Challenge

Many Pendleton County residents face serious health issues. Over 13% of adults reported having been diagnosed with diabetes, 29.7% of adults were obese, 31.8% of adults reported no leisure-time exercise in the past month and 42.9% had adequate access to locations for physical activity compared to 72.0% for the state (CDC’s County Diabetes Atlas, 2012).

To increase physical activity among the families in Pendleton County and to help families focus on healthier lifestyle choices, an eight-week Get Fit Pendleton County challenge was put in place. The challenge allowed participants to purchase a Fitbit at a reduced rate and encouraged families to join the challenge together. A total of 139 residents participated, including 34 youth. The challenge encouraged participants to get 10,000 steps or more a day, track their food and water intake, eat more fruits and vegetables, not eat or drink three hours prior to going to bed and to participate in county led educational programs and physical activity like walks and hikes.

At the end of the competition:
- participating adults over the age of 18, averaged losing 10 pounds
- 80% of participants reported increasing their water intake
- 72% participating increased their consumption of fruits and vegetables
An eight-week follow-up evaluation indicated:
- 87% were still striving to complete 30 minutes of physical activity daily
- 69% were still tracking their food intake using their Fitbit APP
- 81% were still consuming more water than before joining the challenge
- 77% were eating five or more servings of fruits and vegetables
- 31% lost more weight since the competition end.

Some personal testimonials from the program include: “This program has helped my family become more physically active together. We take more hikes together and challenge each other to get 10,000 steps daily.” Another individual said, “I did not realize how few steps I took each day. I am so competitive, I try to beat my steps daily.” The challenge also brought in 24 new clients to extension programs. The Pendleton County Extension plans on holding another competition after the holidays per request of clients.

“I have more energy and feel like and I am 20 again! My blood work went from terrible to perfect! It has been a great experience and I have learned so much!” [The Get Fit Program]-Margaret Harper