



**Extension**

UNIVERSITY OF WISCONSIN-MADISON  
SHEBOYGAN COUNTY

**MAY 2024 REPORT**

## COMMUNITY DEVELOPMENT



*Community Development provides educational programming to assist leaders, communities, and organizations realize their full potential. We work with communities to build the vitality that enhances their quality of life and enriches the lives of their residents. We educate in leadership development, organizational development, food systems, community economic development, local government education and much more. In short, the Community Development Institute plants and cultivates the seeds for thriving communities and organizations.*

*Kevin Struck, Community Development Educator*

The Town of Sheboygan Falls recently asked Kevin for assistance in submitting an application to continue its farmland preservation zoning certification with WiDATCP, which expires at the end of 2024. The application consists of a written summary of the Town's farmland preservation efforts, a checklist confirming the Town's ordinance meets statutory requirements, and zoning maps that adhere to the precise specifications required by WiDATCP. The Town's recertification, good for 10 years, will enable eligible landowners to obtain an annual tax credit for preserving farmland, protecting soil and water resources, and minimizing land use conflicts. (Kevin also took the opportunity to complete most of the applications in advance for the Towns of Sherman and Plymouth, which have certifications that expire at the end of 2025.)

Several local towns recently worked on zoning ordinance amendments using 1) standards and language Kevin had previously created for other towns or 2) ordinance examples from across the state that he had searched for and found. The various amendments address issues such as agritourism, multi-family housing, outside storage on properties, and how to classify unique institutional land uses.

## HUMAN DEVELOPMENT AND RELATIONSHIPS



*The Extension Institute of **Human Development & Relationships** provides the tools Wisconsinites need to thrive as well-rounded, capable individuals and families. We support families in caring for each other in ways that promote growth and understanding. Our programs promote aging-friendly communities, coach effective parents and help families put technology, mindfulness and financial awareness to use.*

*Alicia Utke-Becher, Human Development & Relationship Educator*

- A social marketing campaign--Money Smart Wisconsin--where Extension educators work in coalition with banks, credit unions, libraries, senior centers, and other community partners to schedule a series of money-themed events during one week in April. Through this, local residents gain knowledge and skills to help them improve their financial wellbeing.

The Money Smart Wisconsin Week Kick-Off event at the Above and Beyond Children's Museum was a huge success, with over 115 individuals in attendance. Families participated in a variety of financial wellness activities, a book reading, and engaging games, all while exploring the museum. In addition to these activities, participants received UW Extension Financial Security resources and flyers detailing upcoming educational programs and opportunities.

- During the Generations financial wellness event, three fifty-minute sessions were offered by Sheboygan County experts: Identity Theft, Handling Financial Change, and Medicare 101. Feedback from attendees was overwhelmingly positive, with 80% rating the quality of the programming as excellent and 20% rating it as good. Participants reported they would be applying strategies learned during the sessions in the future, including how to safely store documents, budgeting techniques, and scam prevention.
- During Money Smart Wisconsin Week, UW Extension Sheboygan County partnered with Consumer Credit Counseling and Junior Achievement to provide two-hour financial wellness programs over three evenings. Local experts offered a variety of programs, including Retirement Planning 101, Cooking on a Budget, Digital Deception, Money Personalities, and Avoiding Scams with a Sheboygan County Police Officer. Feedback from participants was overwhelmingly positive, with 100% of respondents rating the programming as excellent. Some of the strategies they learned and plan to use in the future include strategies for dealing with inflation, preparing for retirement, and increasing their savings.
- During the Uptown Social financial wellness event, three fifty-minute sessions were offered by Sheboygan County experts: Funeral Planning and Guidance, Retirement Planning, and Personal Finances Greatest Hits. 31 older adults participated in the event. Participants reported they would be applying strategies learned during the sessions in the future, including: reviewing current funeral plans and communicating those plans with family, pre-paying for a funeral, and seeking more information on financial strategies.

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### *Human Development and Relationships continued*

- An exchange of emails and a meeting with the Sheboygan County Foster Care Coordinator, where Sheboygan County Foster Care and UW Extension Sheboygan County identified community needs and alignment in programming. The goal was to identify future programs for collaboration that will serve foster families.

Sheboygan County foster families need parenting classes for foster licensing, and some biological families involved in the foster care system have been court ordered to attend parenting programs. UW Extension identified and shared resources and current UW Extension program information and registration materials with the Sheboygan County Foster Care Coordinator. UW Extension Sheboygan County is hoping for increased participation of foster families and biological families in UW Extension parenting programs and resources. Participation in Parenting and Family Relationship programs will improve parenting practices, and increase resiliency in families.

## YOUTH DEVELOPMENT



*Positive Youth Development prepares the youth of today to become the effective, empathetic adults of tomorrow. Our research-based youth enrichment programs like teens in governance build youth and adult capacity and partnerships that help both sides grow. 4-H clubs, camps and after-school programs give young people the hands-on experiences they need to develop an understanding of themselves and the world.*

### 4-H

*Sarah Tarjesson, 4-H Youth Development Educator*

A training session was held for adult chaperones planning and leading the 4-H American Spirit Experience. Extension staff facilitated discussions on logistics and emergency procedures, built a supportive advisor team, and reviewed the Wisconsin 4-H Policy to ensure a safe and welcoming environment for youth.

Over a third of U.S. high school students lack a basic understanding of democratic citizenship and government, hindering their ability to participate as informed citizens. Lack of civic knowledge also decreases community engagement (Van Camp, 2016). Each summer, high school students nationwide visit Washington, D.C., for Citizenship Washington Focus (CWF) to learn about citizenship and leadership. Wisconsin youth additionally benefit from the 4-H American Spirit Experience, which fosters citizenship knowledge and skills through historical education.

Sherrod (2003) emphasizes that national identity is key to developing citizenship and promoting political participation. The 4-H American Spirit Experience immerses youth in historic sites of national significance, fostering a sense of national citizenship and providing civic role models, which enhances personal development opportunities.

- The 4-H American Spirit Experience committee aims to:
- Increase knowledge of America's heritage
- Build awareness of the steps to U.S. independence and freedom
- Develop leadership and personal expression skills
- Enhance self-awareness in relation to others
- Encourage sharing learned knowledge within the community

The adult advisor team must work collaboratively to create a safe environment to meet these goals.

## AGRICULTURE



*If it happens on a farm or in a field, the Extension Institute of Agriculture works with you to achieve better results. Our innovative dairy management programs range from genetics to farm and business management. Extension researchers work hand-in-hand with row crop, forage and fresh produce growers to provide best practices for every aspect of the growing phase. We also advise communities on using sustainable practices to create inviting spaces free from invasive species.*

### Crops

Liz Gartman, Regional Crops Educator

- A presentation that introduced the concept of Dairy Heifer Grazing to agriculture professionals engaged in consulting with producers. Through this presentation, attendees learned about the cost savings using dairy heifer grazing versus conventional heifer grazing, the potential for less nutrient loss, water quality improvement and improved health and longevity that can benefit dairy producers profitability and environmental sustainability.

There were 51 attendees of the event, and via evaluation, 26 attendees shared (agree + strongly agree) that the information was applicable and relevant to their work, and 11 indicated they would frequently share the information in their work. 27 attendees agreed/strongly agreed they increased their knowledge related to this topic.

- A dairy production newsletter for farmers, managers, employees and agribusiness professionals that provides the reader an introduction to upcoming UW Madison Division of Extension Programming including the Pest Text Alerts, Wisconsin Ag Climate Outlook reports, opportunities to optimize forage testing and updates on Highly Pathogenic Avian Influenza in dairy cows. This newsletter provides timely updates on Extension recommendations, events and industry news.

A partnership between the Eastern Wisconsin Dairy Herd Improvement Cooperative and Extension results in a newsletter mailed to 300 current dairy producers in Eastern Wisconsin. The newsletter pairs results from the cooperative's milk testing and allows local Extension educators to share key activities, events and articles that focus on improving management related to crops and dairy cattle. The partnership allows Extension educators to determine what resources are most important to producers at the times the newsletter is published, which in turn provides research based solutions to growers and farmers when it makes sense for their farm. We collaborate with DHIC staff to ensure timely delivery of the content. The newsletter is direct mailed to approximately 300 dairy producers every two months, and the targeted information drives dairy producers to engage with Extension programs and educators.

## FOOD SECURITY, HEALTHY EATING, AND HEALTHY LIVING



*FoodWise* advances healthy eating habits, active lifestyles and healthy community environments for families with limited incomes through nutrition education at the individual, community and systems levels. *FoodWise* reaches individuals and families through local community partners by providing nutrition classes in-person and virtually, indirect education (newsletters, etc.), and social media/marketing. *FoodWise* is an obesity prevention program that addresses policy, system and environmental changes through local and state public health efforts.

*FoodWise* is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP).

### *Amanda Miller, FoodWise Coordinator*

- Supporting the Sheboygan County Anti-Hunger Coalition. The purpose of these meetings is to bring community partners together to share updates, resources, and information on local poverty, food insecurity, and hunger issues.
- Facilitating the community health action team meetings in April, May and June. These meetings will bring community members and organizations together to develop the next 3-year plan to address public health needs in Sheboygan County.
- Taught nutrition education classes for older adults at congregate senior meal sites in Adell, Howards Grove, and Sheboygan. The goal of these classes is to help older adults make healthier food choices.

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*4-H Youth Development Educator*

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