PLANS OF ACTION FOR SOUTHEAST DISTRICT ISSUES 1988 - 1992

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PLANS OF ACTION FOR SOUTHEAST DISTRICT ISSUES 1988 - 1992

THE UNIVERSITY OF NEBRASKA—LINCOLN
NEBRASKA PROGRAM INITIATIVES AND SUPPORTING SREC ISSUE PLANS OF WORK

Increasing Agricultural Profitability
  Alternative Agricultural Opportunities
  The Integration of Production, Marketing and Business Management Practices to Increase Profits of Agricultural Products

Revitalizing Rural Communities
  Rural Revitalization
  Leadership Development

Enhancing Water Quality
  Maintaining Good Water Quality

Strengthening Individuals and Families
  Enhancing Economic Well-Being Through Sound Consumer Decisions
  Enhancing Quality of Life

Improving Nutrition and Health
  Factors That Effect a Healthy Life Style

Conserving and Managing Natural Resources
  Reducing Soil Erosion
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September 23, 1988

To: Loyd Young
Director, Southeast Research and Extension Center
211A Mussehl Hall, East Campus
University of Nebraska-Lincoln
Lincoln, NE 68583-0714

From: Norm Brown and Jim Peterson, Co-leaders
Alternative Agricultural Opportunities Team

Dear Loyd,

The Southeast Research and Extension District Alternative Agricultural Opportunities Team met on Thursday, September 15th and reviewed the state plan for the initiative "Increasing Diversity with Alternate Crop and Livestock Enterprises".

The team members present decided that the state plan would meet the planning needs for the Southeast District if it was supplemented with a list of enterprises which have the greatest potential for additional expansion in Southeast Nebraska.

The following alternate crop and livestock enterprises were identified by the committee as having the best opportunity for additional development in the district. In crops: asparagus, melons, and onions were identified while livestock enterprises included dairy, Angora goats, and fish production.

The team also recommends that they continue as a District Alternative Agriculture Opportunities Committee and they should meet annually to review the progress made in this area and to recommend deleting or adding new crop and livestock enterprises as the need arises.

NB/JP:ds

cc: to Alternative Agricultural Opportunities Team
SITUATION:

Nebraska needs a greatly expanded pool of people who are capable of leading both public and private organizations. Strong and capable leaders are essential to resolve the complex issues raised by technological, economic, social, and political change. Leadership is the ability to inspire and motivate others to make a difference in people's lives. To effectively deal with societal change more people are needed with skills in communications, issue analysis, working with groups, and the ability to work within the political process. Nonformal educational programs and community services are heavily dependent upon volunteer service. Expanding programs and clientele necessitate strengthening the roles of volunteers as deliverers of educational programs.

Through leadership development individuals will understand leadership styles and apply them appropriately to different situations through effective use of power, group techniques, delegation and participatory management. Leadership skills also include the ability to set goals, manage resources, negotiate and collaborate. Some important skills that are important in being an effective leader are public speaking, listening, writing, and communications. A good leader will also need to examine the role of ethics and values in developing personal leadership.

OBJECTIVES:

1. Volunteers and staff will gain skills in leadership such as volunteer utilization, group process, issue analysis and public affairs.
2. Youth and adults will be prepared to assume active, effective leadership roles in communities and organizations, both formal and informal.
3. Community decision makers (such as school boards, county commissioners, and other elected boards) will improve their leadership skills and their ability to analyze issues, make decisions, and understand political practices for moving toward desired goals.

ACTION:

1. Each SREC program resource unit will have at least one trained FCL staff. District FCL leadership teams will be developed as a high priority item with systematic program coordination for addressing the district's needs.
2. Utilize participation of Lead Fellows on county boards, councils and in other local leadership roles. Continue to encourage involvement in Lead and other similar leadership programs.
3. Promote and provide opportunities for paid staff inservice to include components on leadership skills. Complement state inservice training by district training meetings to include political power structure, decision making, how to let go (delegate), attitudes for change and other pertinent items.

Encourage paid staff to consider executive leadership development opportunities.

4. Each County Extension Board and/or advisory group will receive training on the new Extension Board materials by 1990.

Leadership training will be conducted by program units on a regular basis for Extension Boards, 4-H Councils, Home Extension Councils and other in house leadership groups.

5. Develop and implement volunteer middle management system in each program unit in the district including personal development experiences for teens and adult volunteers at county, district, state and national levels.

Support development and utilization of the "Master Volunteer" (Key Leader) concept through inservice training.

6. Each program unit will develop advisory groups comprised of representation from the business community, schools, churches, service clubs, other youth agencies and other governmental agencies. This multi agency advisory group will identify community issues and coordinate efforts to meet the needs of the community.

7. Initiate district or multi unit workshops designed to strengthen the ability of the community decision makers to cope with change and to be more effective leaders.

8. Examine current programs for content and eliminate or adjust those that no longer serve our goals and objectives.

Develop volunteer leadership teams to assume responsibilities of effective on going programs.

EVALUATION:

1. Program case studies of selected individuals
2. Testimonials
3. Reports from participants
4. Media reports
5. 4-H Council, Extension Board and Home Extension Club leadership reports
6. Number of units actively using volunteer middle management systems
7. Number of units that initiated community multi-discipline advisory groups
RESOURCES REQUIRED TO SUCCESSFULLY CARRY OUT THE PROGRAM. IF ADDITIONAL RESOURCES ARE NEEDED, HOW WILL THEY BE ATTAINED?

1. One paid professional extension staff in each program unit be responsible for the leadership development program of the unit.

2. New Extension Board/Advisory Group leadership materials

3. Volunteer middle management support system

4. Guidelines for initiating and working with communities and multi-discipline advisory groups.

5. Promotional materials, developed on state or district level, to help market target audiences more effectively.

STAFF TRAINING NEEDED TO SUCCESSFULLY CARRY OUT PROGRAM:

1. Leadership skills inservice to include:
   - Working with community multi-discipline advisory groups
   - Working with the political power structure
   - Decision making
   - How to let go (delegate)
   - Attitudes for change
   - Marketing techniques

2. New Extension Board/Advisory Group materials

3. Middle management volunteer systems.
NATIONAL INITIATIVE - Competitiveness and Profitability of American Agriculture

SOUTHEAST DISTRICT ISSUE: The Integration of Production, Marketing and Business Management Practices to Increase Profits of Agricultural Products.

STATE ISSUE TO BE ADDRESSED:

1. Integrate Marketing and Management Practices

In this issue, programs in the Southeast District will focus on the adoption of profitable practices (both production and marketing) that will use the labor, land, capital and management resource available to the producer, to control costs and optimize productivity to maximize profits.

2. Agricultural Policy

Agricultural policy influences how producers will address short and long term goals, tax management and production management. We need to be prepared to inform producers on interpretation and "best" use of these policies to remain competitive.

SITUATION

The economy in the Southeast District of Nebraska has a very heavy agricultural base. The 1985 crops report would indicate that 25% of the corn, 55% of the soybean and 18% of the wheat that is produced in Nebraska is raised by producers in the Southeast district. In addition, 35% of the dairy cows, 33% of the hogs, 25% of the cattle on feed and 13% of the beef cows in Nebraska are located or raised in the Southeast district. Unlike some areas of Nebraska, nearly all producers in this district are diversified in that their operations are multi-enterprised. Integration of enterprises is an important aspect of these operations. To remain competitive, producers must 1) maximize profit for their set of land, labor, and financial resources, 2) control production costs to maximize profitability, and 3) seek markets and marketing alternatives that maximize profits.

Producers of agricultural products have consistently encountered narrow margins of profit for their products. Narrow margins of profit are a result of high costs and less than optimum production and demand for their products. We need to continually inform producers of production practices marketing strategies that will yield the greatest profits for agricultural products.

OBJECTIVES - not ranked in order of importance

1. Develop material and conduct group meetings to educate producers on marketing techniques that will enable producers to realize a higher level of return for products sold.

2. Assist agricultural producers in the interpretation and use federal farm programs to increase profitability of their crop and livestock operations.

3. Develop educational programs that will help producers understand the financial condition of their business, develop business plans and integrate new technology (computers, informational services) into those management programs.

4. Develop programs that will increase awareness and help producers adopt production practices that will yield a profit for the resources available and produce a wholesome, quality product.
PLANS OF ACTION FOR PROFITABILITY

1. Hold indepth training program to explain and interpret the federal farm programs. Given a set of circumstances, explain how producers can best "use" the provisions of the policy.

   Federal Farm Programs:
   a. PIK
   b. Conservation Plan
   c. Drought program
   d. Other price support programs

2. To hold indepth agricultural marketing workshops to improve marketing skills. Train producers to be aggressive marketers through the use of options, futures, pick and roll, and forward pricing contracts. Also illustrate and demonstrate the use and understanding of marketing information that would help producers make marketing decisions and reduce risks.

3. Develop material and meetings that would inform and demonstrate adoption of "best" production practices considering the available land, labor, management, and financial resources. Encourage the continuation of "ongoing" programs that are on "target" such as crop focus, whole hog days, quality feed for quality feeding programs and others.

   a. Develop programs that would illustrate the benefits of keeping enterprise records, both production and financial, for livestock and crops. Continue development and application of the Swine Records Program, Integrated Reproductive Management Program and the organization of Economical Yield Groups for Crops and Livestock.

4. Develop programs that will increase the business management skills of producers including risk management, long range planning and goal setting. Continue using educational material that has been developed, such as the prospectus packet, Business Management in Agriculture - video tapes, material developed by the Farm Business Association.

EVALUATION

1. The number of programming units that include this plan of work or parts of this plan of work in their unit plan of work
2. Testimonials.
3. Reports from participants.
4. Impact and adoption evaluations.

CONCERNS

1. Marketing specialist is needed.
2. Important that in the future that there be a research database on a state and national level.
3. Almost all plans of action will require intensive agent training.
SOUTHEAST EXTENSION DISTRICT ISSUE
PLAN OF WORK
October 1988

No. 4 - REDUCING SOIL EROSION:

Situation

Much of Southeast Nebraska's approximately 5.68 million acres of cropland is highly productive. However, since pioneers first broke the sod, soil erosion has been a continuing problem in some areas.

Loss of topsoil decreases productivity, and the resulting sediment fills waterways, ditches, reduces the water holding capacity of reservoirs and farm ponds. In addition, there are environmental and economic impacts.

Also associated with soil erosion are losses of fertilizers and pesticides which contribute to the pollution of water, loss of wildlife habitat and adverse impact on neighboring farms. General awareness of these problems was reflected in "A 1987 Survey of the Issues/Concerns Expressed by Selected Nebraska Citizens," which ranked soil erosion as a critical issue. However, many Southeast Nebraska citizens need a broader, more complete understanding of the soil erosion problem.

Based on soil type, slopes and climatic factors, about 3.39 million acres in Southeast Nebraska are classified as highly erodible and have an average erosion rate of 25.6 tons per acre per year. Farmers and landowners are required to develop conservation plans and implement conservation practices on about 1.87 million acres of these highly erodible acres to remain eligible for many U.S.D.A. programs. These plans are to be fully implemented by 1995. Limited cost-share funds dictate that the conservation practices be both effective and low cost.
Therefore, conservation tillage will be a component of nearly every approved conservation plan as indicated by interviews with S.C.S. personnel. An intensive program will be needed to assist Southeast Nebraska producers and landowners in the selection, implementation and management of appropriate conservation systems.

S.R.E.C. Research Advisory Committee identified as a high priority the following research needs:
- Support new research on the impact and cost of soil erosion on crop yield.
- Research on the effect of soil erosion on land value.
- Research on the cost of soil erosion to local government in terms of reduced land value and county road damage.
- Interdepartmental research is needed: Agronomy, Agricultural Engineering and Agricultural Economics.

Objectives

The overall goal is to reduce soil erosion in Southeast Nebraska by 15 percent by 1994. Staff will provide producers, landowners and the general public with educational opportunities to:

1. Develop a mutual understanding of the social and economic impacts of soil erosion and its control.
2. Develop a better basic understanding of soil erosion and its impacts on productivity, water and air quality, soil properties and other natural resources.
3. Understand the general philosophy behind the development of, and the requirements and implications of federal, state and local legislation pertaining to soil erosion.
Additionally, staff will provide Southeast Nebraska producers and landowners with educational opportunities to:

4. Improve their understanding of how various management and structural practices can reduce soil erosion.

5. Improve their ability to select appropriate methods of erosion control based on implementation and maintenance costs, expected benefits, and suitability of the conservation practice to the farming enterprise.

6. Improve existing skills and develop new skills necessary for successfully adoption, implementation and management of selected conservation practices.

Action Plan

1. Secure funding to construct and operate a mobile soil erosion simulator to demonstrate to all segments of the public the adverse effects of soil erosion. The simulator will also provide information and demonstrate the benefits of soil conservation practices. The simulator will be used for farm shows, shopping malls, fairs, etc.

2. Develop educational programs for absentee landowners, farm managers, financial representatives and the clergy to address the economic and social impact of soil erosion.

3. Conduct a series of meetings related to soil and water conservation practices generally used in developing farm conservation plans to meet provisions of the 1985 Food Security Act. The primary focus of these meetings will be conserving and managing natural resources.
4. Conduct field days and tours including terrace construction and maintenance, tree planting, establishment and care; cover crop selection and establishment; CRP establishment and management; contour strip-cropping and conservation tillage practices and equipment with emphasis on side-to-side comparisons and economic impact to the farmer.

5. Target selected erosion prone areas in the S.R.E.C. District for more intensive programming efforts to encourage the rapid adoption of conservation practices. To facilitate this, financial and staff support must be secured.

6. Approach national and local television networks in developing informational and educational type programs to achieve the outlined objectives.

7. Organize and conduct tours for special interest groups. Each tour will be specifically developed for groups such as state legislators, N.R.D. managers, financial institution representatives, farm managers, agricultural builders group, etc. (i.e. V.I.P. Conservation Tillage Tour, Skywriters Soil Conservation Tour)

8. Implement state developed 4-H School Enrichment Program.

9. Evaluate and use new technologies as appropriate to help deliver soil erosion educational programs. (i.e. satellite video conferencing, computer)
Evaluation

1. There is an important need for the Extension Staff in the S.R.E.C. District to develop an evaluation system that consists of more than a one-time questionnaire that contains irrelevant questions. This approach should include benchmark data for program units that document what clientele did last year and what changes in perceptions and attitudes have resulted as a result of the programming.
SOUTHEAST RESEARCH & EXTENSION CENTER
PROGRAM OF WORK

ENHANCING ECONOMIC WELL BEING THROUGH SOUND CONSUMER DECISIONS

I. Situation

Nebraskans face an economically challenging future. Since the economic well-being of people is influenced by the economy and by individual decisions about how to use resources, the shift in the recent past from a growing domestic economy with an ever-increasing level of living to an unstable economic climate, where a present level of living is difficult to maintain, threatens the economic viability of many Nebraska households.

Changes in the purchasing power of income, family and household composition, and public policy all affect financial decision-making. The consequences to people not prepared to manage their financial resources may be both immediate and long-term. Immediate problems include failure to meet basic needs or achieve financial goals, decreased net worth, and problems with solvency. The pressure of a high debt load may be associated with health problems, family conflicts and dissatisfaction with the present quality of life. Heavy credit usage increases the possibility of farm or home foreclosure, bankruptcy, and repossession. A poor credit record makes it difficult to obtain credit, thus threatening even further present and future household economic well-being.

Of special interest to Nebraska households is failure to plan for the high costs of aging including medical and long-term care. Consequently, in the state which ranks fifth in the proportion of population over 65 years of age, many people are left without basic necessities in later life. The long-term cost to the economy and to taxpayers is high when people do not make well-informed financial decisions and fail to become functioning, self-reliant citizens.

Improved financial and consumer decision-making will have a positive impact on the family, the community and the economy, resulting in a decrease in tension and stress, improved credit records, increased potential for attaining financial goals, increased saving and planning for the future, and increased economic development.

A number of groups are concerned about the financial security of Nebraska households. Banks, savings and loan associations, credit unions, financial planning and insurance industries, commodity groups and non-profit consumer credit counseling services are among those interested in helping people become better financial managers. The Cooperative Extension Service provides one important aspect these groups cannot: that of providing unbiased, and where possible, research-based information with less potential for conflict of interest.
II. Objectives

A. Low and middle-income adult and youth program participants will learn and apply financial planning and management techniques throughout the life cycle in the following financial management areas:

1. Value clarification
2. Needs and wants assessment
3. Financial goal setting and prioritizing
4. Income and expense management
5. Credit and debt management
6. Risk management including insurance
7. Savings and investing
8. Tax planning
9. Retirement and estate planning.

B. Participants will assess income producing and income management opportunities in entrepreneurship development programs.

C. Participants will become active in public policy development for those state/federal policies impacting the economic well-being of individuals and families.

III. Action Plan (3-5 year time frame)

A. Financial Planning and Management Techniques

1. FY 89 Programs
   a. Finance Fitness Series
   b. Planning For Retirement Workshop
   c. Video & Audio Tapes (to support printed material) summer '89
      (1) Nebraska Household Account Book
      (2) Nebraska Household Inventory Form
      (3) Household Cashflow Budgeting
      (4) Net Worth and Income Statements
   d. Individual Study Packets
      (1) Your Child, Money & You
      (2) Your Budget: Making It Work For You
      (3) Budgeting: The Basics & Beyond
      (4) IRA's-Individual Retirement Accounts
      (5) Insurance Insights
   e. Youth Educational Materials
      (1) Money Maze I, II, III
      (2) Teens Shopping Smart

2. FY 90 Programs
   a. Master Money Manager
      3-4 locations in District available in FY90 (in-service for agents fall of '89, early '90 for volunteers)
   b. IBM Computer Template & Support Materials
      (1) Nebraska Household Account Book
      (2) Nebraska Household Inventory Form
c. Employee Benefits
   Publications & workshop materials

3. FY 91 Programs
   a. Study Packets
      (1) Investments
      (2) Choosing Financial Advisors

4. FY 92 Programs
   a. Study Packets
      (1) Estate Planning
      (2) Retirement Planning

B. Entrepreneurship Development

1. FY 89 Programs
   a. Managing Main Street Business
   b. Managing For Tomorrow
   c. Bed & Breakfasts

2. FY 90 Programs
   a. Home Based Business

C. Public Policy - FY 90

Family economic public policy programs will focus on state and federal laws which affect the economic well-being of individuals and families.

1. Income Tax
2. Medicare & Social Security Law Change
3. Import/Export Laws for Consumer Products
4. Housing Codes
5. Other Laws

IV. Evaluation

A specific evaluation plan to determine attitude and behavior changes resulting from participation in programming will be provided by Kathy Prochaska-Cue. Impacts to be evaluated include:

*Changes in net worth, debt load, bankruptcies, and repossession
*Changes in number of people having written financial goals
*Changes in credit-repayment records
*Changes in savings and investing accumulations
*Changes in tax planning activity
*Changes in retirement and estate planning activity
*Changes in involvement in the family economics public policy arena on both the state and national level
*Changes in attitudes towards financial management activity
The evaluation plan will include procedures appropriate for the specific clientele; will be done during the time the program is unfolding as well as at its conclusion; and will contain specific plans for distribution and use of evaluation findings.

Team Members:

Vern Waldren, Debra Stevens, Jody Jurgins, Sharon Skipton, Jane Munson, Twyla Lidolph, and Jim Carson.
Today's families are experiencing many stresses as society adjusts to technological advances, economic fluctuations and changes in work environments. Both economic changes and erosion of labor standards have produced a declining standard of living for Nebraska families. Today's young men and women can expect to earn an average of 25% less throughout their lifetimes than the generation 10 years earlier. Erosion of job standards and a reduction in the value of minimum wage means that in today's economy, having a job is no longer an indicator of the family's ability to survive, much less achieve an adequate standard of living. A larger percentage of the population will be involved in service-related jobs whereas the number of blue collar workers, middle management and white collar jobs will decrease.

By 1990, the number of preschoolers will reach 102 thousand in Nebraska; the national figure will be only slightly lower than at the height of the baby boom. If the trend continues, by 1995, over 3/4 of school age children and 2/3 of preschool children will have a mother in the labor force. Currently, the proportion of children living in poverty in Nebraska is 12%. Eight point nine percent of the babies born in Nebraska annually are born to teenage parents. There are approximately 400,000 families in Nebraska, and an estimated 50 percent of the adults lack the training, skills and knowledge to be both nurturing and highly effective as parents. Children and youth depend on adults to meet many of their basic emotional and physical needs. While the primary parenting objective is to assist the child in becoming a mature, responsible adult, many parents do not have adequate knowledge about child development, or effective parenting skills. In particular, the children in families experiencing difficulties are likely to be at risk of abuse, neglect or care deprivation. University of Nebraska Extension has the expertise to assist Nebraska families play a key role in influencing their children in making the most of their individual potential. We can help families maximize their opportunities to reduce the risk of failure in Nebraska's young people.

Objectives

* 80% of parents reached will report increased self esteem and/or confidence in parenting skills.

* 80% of parents reached will develop communication skills necessary to strengthen family relationships.

* 50% of the families reached will develop teamwork and satisfaction in meeting demands of family and individual time.

* Parents of young children and child care providers reached will gain an understanding of basic human development and apply at least three child rearing skills.
**Action**

Key: S - State; D - District; U - Unit; C - County

**Year 1**

1. Network with other agencies and organizations (ex. social services, UNL Human Development Dept. churches, community colleges) to be aware of the programs and resources available.  
   - Responsibility of: U  
   - Resource People: Team Leader

2. Identify key people to help define community needs through the use of focus group interviews, to be held at the unit level.  
   - Responsibility of: U  
   - Resource People: Team Leader

3. Develop a video series on communications that could be used as part of a teaching package or to use on local cable stations and RFD-TV.  
   - Responsibility of: D and/or S  
   - Resource People: Ag Communications

4. Develop parent support groups with help provided for discussion leaders through discussion question guide sheets.  
   - Responsibility of: U form groups  
   - Resource People: D or S develop questions

5. Provide media release for school newsletters.  
   - Responsibility of: U and D  
   - Resource People: Herb Lingren

6. Access parent-teacher conferences as an educational opportunity.  
   - Responsibility of: U or C

7. Establish unit advisory committees comprised of representatives from area agencies, business, schools and organizations, to be used as a program planning resource on an on-going basis.  
   - Their recommendations may result in adaptations on this Action Plan.  
   - Responsibility of: U  
   - Resource People: Team Leader

8. Present workshop series on topics such as time management (TMT), child development (PCI), and parenting. Select times of day and days of week that best meet clientele needs.  
   - Responsibility of: U, D or S  
   - Resource People: Herb Lingren, S - State Initiative Development Team U-Presentation

**Year 2**

9. Provide 30-second radio and TV P.S.A.’s during prime time addressing family needs.  
   - Responsibility of: D or S  
   - Resource People: Ag Communications

10. Offer media releases to radio and TV personalities to include in their programming.  
    - Responsibility of: D or S  
    - Resource People: Ag Communications

11. Develop a promotional brochure to inform groups of programs available.  
    - Responsibility of: U and/or D

12. Implement extension-based programs that provide opportunities for the whole family to play together.  
    - Responsibility of: U or D  
    - Resource People: Tom Leisy
13. Program support will be provided in part through application for state and national grants and private funds.

Years 3-5


15. Create computer games to develop teamwork or communications skills. Make these available to school systems. D, S

16. Work with commercial outlets including restaurants, cereal companies, etc., to provide games and activities as promotional items that teach family values. (Ex: McDonald's Happy Meal boxes) D, S

Evaluation

* Do an initial evaluation of parents and once or twice after exposure to trainings. Evaluations could be repeated during parent-teacher conferences for long-range follow-up. These would be brief, perhaps using the FCL card format.

* Workshop series would include pre- and post-tests to determine how skill level has change.

* A children's survey would be used in school systems prior to programming and 2-3 years later to determine attitude changes in children's self-esteem.

* Success of the television program will be determined by the number of viewers.
FACTORS THAT EFFECT A HEALTHY LIFESTYLE

"Link Up To A Healthy Lifestyle" will be the theme for this program issue. This program will center efforts on three key players - The Farmer, The Manufacturer/Distributor, and The Public. Our food supply moves through a chain of farmers, food manufacturers, wholesalers, food stores and eating establishments. We are all impacted by the nutritional quality, processing, bacteria, and chemical residue safety of food.

We are further impacted by the marketing and preparation of the foods we choose to buy. This issue will look at the selection of healthy food, the preparation of healthy food, why we eat what we eat, how safe our food supply is and the health effects of food production on our farmers and small gardeners. These items are all linked together and affect all of us.

Statistics show diet related diseases affect the citizens in the Southeast Research and Extension Center. Five of the ten leading causes of death include diseases identified in the Surgeon General's report as being associated with diet: heart disease, cancer, cerebrovascular disease (stroke), diabetes mellitus and atherosclerosis (1986 Vital Statistics Report, Nebraska Department of Health). Heart disease and cancer accounted for over 60% of deaths. The Nebraska Risk Reduction Survey, 1987, from the State Department of Health indicates that for citizens 18 years and older, further education on risk reduction is needed. For example, only 50% of the people surveyed had had their cholesterol checked.

C. Everett Kopp, Surgeon General of the United States, targeted the overconsumption of fat as the major risk factor in the American diet. Fatty foods were often consumed at the expense of foods high in complex carbohydrates and fiber. The report linked dietary fat to an increased risk of obesity, some types of cancer, gallbladder and heart disease. On a national average, fat accounted for about 37% of total
calories of Americans as compared to the upper limit of 30% recommended by the American Heart Association and the American Cancer Society. Excessive salt intake was also targeted.

Another factor that affects a healthy lifestyle is the prevention of food borne illnesses. The incidence of food borne illness occurring in Nebraska is estimated to be 150,000 - 500,000 cases per year - meaning up to one of every three people in the State is affected each year. The economic impact for Nebraska is estimated to be $31 million to $106 million per year for direct costs alone. (This is medical care and lost productivity; not included would be chronic disease, death, loss of leisure time, loss of business, and product recalls.) The mishandling of food by time/temperature abuse, cross-contamination with raw commodities, and contamination by food handlers which is associated with food borne disease is preventable with education.

Lastly, there is a concern on the part of the consumer about residues left on and in the food they eat. There are increased questions about chemical withdrawal times, and drifting from home, commercial, and governmental spraying. Consumers need accurate product knowledge, correct calibration methods and correct disposal procedures for unused chemicals.

Farmers, commercial applicators, and home applicators are concerned with the long-term health effects from pesticide and herbicide use, contact with waste pits and waste disposal sites, and contact with waste, chemicals and dust in confined areas. Continued research is needed to determine if residue build up takes place with continued use of and contact with these products. Education on the safe use and safe cleaning of clothing needs to continue.

What is needed is a vigorous, collaborative health campaign. We need to "Link up to a Healthy Life Style"- Farmer, Distributor, You. It will require working with representatives of regulatory agencies, public health, consumer groups, the medical profession, the producer, the manufacturer and the marketing and advertising companies.

OBJECTIVES

As a result of information provided in extension programing:

1. Clientele will improve their food choices by reducing their intake of dietary fat and sodium, increasing the variety of nutrient and fiber rich foods, limiting intake of excessive calories.

2. Clientele and restaurant and dell owners will improve their ability to prepare foods which limit fat, sodium, and excessive calories. They will learn how to add a variety of nutrient and fiber rich foods to the dishes they prepare.

3. Clientele, day care providers, and parents of latch key children will develop skills in coping with the psychological stimuli that lead to overeating or eating of non-nutrient dense foods.
4. Clientele, day care providers, restaurant owners, institutional feeding centers and deli owners will improve their safe handling, processing and storage of food.

5. Producers and users of chemical products will improve their safe handling and disposal for these products.

ACTION

Healthy Food Selection

A variety of activities with clientele might include:

1. Working with school age youth on a school program related to nutrition. Resources include: "Culinary Hearts Kitchen" for grades 7-9 (this is a 4-H adaptation that is being revised by Charlotte Kern, Douglas Co.) and "Healthy Heart and You", by Carol Swartz in Cedar County. Look into grant monies available through the American Heart Association. Other programs might include 4-H school enrichment programs in Wheat Science, Food and Fitness and in 1989 in Super Soybean.

2. Grocery Store Tours - These tours help persons select food items low in fat and sodium. They assist the consumer with label reading. Many of the fats in food are "hidden fats" and consumers need to know how to read the product label and nutrition information. Resource person is Alice Henneman. This program can be a cooperative program with the American Heart Association and they recommend a registered dietitian work with the agent on the tour. A Grocery Store Tour slide tape presentation or video tape might be made available to use in counties where dietitians or large supermarkets are not available.

3. "Eating Today For A Healthier Tomorrow" used as a six week session or as topical presentations as outlined in the state plan of work. There are several suggestions for clientele:
   a. Evening or daytime sessions to adults, health professionals, certified home economists, food service managers (some credit continues to be available).
   b. Daytime sessions in worksite wellness programs (employer incentive might be given for improved cholesterol, blood pressure or weight) c. Lunch and Learn programs for working adults.
   d. Topic presentations to groups such as Senior Citizen Centers, TOPS, Weight Watchers, civic clubs, womens groups, fitness centers, etc.
Healthy Food Preparation

A variety of activities with clientele, producers, food distributors might include:

1. Nutrient Analysis - Work with the local deli operators and restaurant owners to provide a nutrient analysis of items they serve using the Fooday program. Suggest ways that they can make these items more heart healthy by lowering the fat, sodium and calories. Resource persons are Charlotte Kern and Alice Henneman. It might be possible to work with the American Heart Association and get these items labeled "Happy Heart Cuisine".

2. Work with commodity, business and community groups to do a Nutrient Analysis of one of their annual dinner meetings. Explain the calorie and nutrition information available through the Fooday program and suggest ways to dine out in a healthy way.

3. On-site or point-of-purchase programs on healthy food selection. Possible locations would be supermarkets or malls. Working with a local health department or hospital, you could offer blood pressure checks, cholesterol screenings and nutrition information.

4. Work with the food processing center, local producers and local manufacturers to produce a series of handouts on Healthy Nebraska Products. Begin in 1989 with a volunteer group of agents. The handout would include nutrition information and ways to prepare local products in a healthy way.

Psychology of Food Intake

A variety of activities with children and special interest groups might include:

1. Programs with Day Care Providers on why children eat. Would include information on how to handle the psychology of the meal time activity. Resource: Child of Mine: Feeding with Love and Good Sense by Ellyn Satter.

2. Latch Key Children - Work with parents of latch key children to teach what food items should be available for snacks between school and dinner. Work with the children on eating and loneliness. Resources: New York Extension Service at Cornell University is has a program similar to this; How to Get Your Child to Eat--But Not Too Much by Ellyn Satter; "Creating Confident Kids" a newsletter from Purdue University and available from Herb Lingren. Linda Buethe (JNP) has a program entitled "Care and Prepare" that includes a section on food preparation for latch key kids.
3. Work with Senior Citizens (Centers) on the nutrition habits of the elderly. Programs need to motivate the seniors to take an interest in "eating alone". Programs on recipe modification, menu planning, small quantity preparation as it relates to low salt, low sugar, low fat can be provided. Seniors need to down size their food preparation but still maintain a variety of different foods in their diets. Resources: ETHT and "Cooking for One or Two" from UNL Extension.

Food Safety

A variety of activities might include:

1. Work with clientele on Food Safety in the Home. Information will be provided to consumers on improving food safety during food preparation in the form of handouts, Neb Guides, radio tapes, media releases and programs at the point of purchase that discuss food safety.

2. Work with day care providers, restaurant owners, deli operators and vendors on food safety programs. Possible cooperating agencies include local health departments, State Health Department, Nebraska Restaurant Association, grocery cooperatives, and Social Services. Work with Mike Liewen on current guidelines and regulations. Charlotte Kern has developed a food safety program 1988 for Day Care Centers in Cooperation with UNMC.

Long-term Health Effects of Chemical Use

A variety of activities might include:

1. Continue the pesticide safety training given in the counties to users.

2. Continue the Blood Studies being done by the University of Nebraska and the College of Pharmacy to see if there is a build-up of chemical residue in the endocrine gland on the user. Report that and further research to the public.

3. Expand that training to point-of-purchase information for home use and commercial applicator use. Train local store sales clerks in the appropriate pesticide and herbicide to use and how to apply the product correctly so that they can better assist the home and commercial user.


5. Present programming on the proper disposal of chemical containers and left over chemicals to home and commercial users.
6. Develop programming on the effects of continuous contact with enclosed confinement buildings and waste pits. Resource persons: Gerald Bodman and Rollin Schnieder, Ag Engineering.

7. Work with clientele on product knowledge and safety as they look at organic and natural products versus ag products treated with chemical. Provide information to the users of chemicals concerning the withdrawal times, drifting, and leaching of products. Information needs to be supplied to both groups as to the length of residual. Resource persons: Entomology and Weed Science Dept’s; Larry Schultz could help with the environmental programs.

EVALUATION

Teams that select this issue area will be working with Kay Rockwell on a key report form to collect data to show significant change in behavior. They will list number of contacts, types of media and information distributed. It will include a phone survey to be conducted on a random sample of the clientele that participated in programs. An example of possible questions might be:

Thank You to the Factors That Effect a Healthy Lifestyle Committee: Susan Williams, Alice Henneman, Leanne Manning, Deb Schroeder, Charlotte Kern, Maureen Burson, Becky Versch, Dennis Bejot, Nancy Urbanec, Delmar Lange, Tom Leisy, Kay McKinzie, Dotti Callahan, Jane Munson, Norm Brown, and Cindy Hendricks.
RURAL REVITALIZATION - SOUTHEAST EXTENSION DISTRICT

The General Situation

Nebraska is facing major socio-economic changes that will continue throughout the foreseeable future. Many communities in Southeast Nebraska are experiencing population decline and reduced levels of local business activity. Public services are becoming more difficult for communities to support through taxes paid by fewer residents. A viable infrastructure of roads, schools, fire protection and other essential services are becoming more difficult to maintain.

Farm numbers continue to decline leaving fewer people to support schools, churches, government and businesses. The long term outlook for farm commodity prices would indicate farmers will be able to out produce the market demands for crops and livestock normally produced in the area, resulting in low commodity prices for the foreseeable future. Short term increases in commodity prices will occur based on drought and political activities both domestic and in other parts of the world.

A lack of employment opportunities force many people to seek employment in other areas of the country. This is especially true for young college graduates seeking employment in fields such as engineering and other specialized areas. The largest net out migration of Nebraskans during the 1975-1980 period was among 25 to 29 year olds with four years of college, followed by 30 to 39 year olds with college education.

Many highly trained young adults with leadership potential leave rural Nebraska, presenting a challenge for educators to develop stronger leadership from within those who remain.

In order to meet family living expenses, many farmers and farm wives have turned to off-farm employment to supplement their farm income. More farm wives are employed off farm than at any previous time. Competition for off farm employment is strong resulting in farmers and their wives often accepting low paying jobs. Some have turned to home based business and alternate speciality crops as a means of supplementing traditional farm income.

In 1978, twenty six percent of the farmers themselves worked one hundred days or more off farm. The range was from a low of 19.5 percent in Colfax County to 39.7 percent in Lancaster County. Since 1978, many additional farmers have been employed off farm.

In the Southeast Extension District, all counties have lost population from their peak year except Dodge, Douglas, Lancaster, Sarpy, Platte and Washington. The largest population decline came in Pawnee County. In 1980 Pawnee County's population was 33.4 percent of its peak year of 1910. Of those counties losing population, the average loss was 35.7 percent by the 1980 census year.
Major Area of Emphasis

The Southeast Extension District Rural Revitalization Committee has identified three major areas for program emphasis during the 1988-1991 period. These areas are listed below and described in detail later in this plan.

1. Retaining dollars in the local community.
2. Leadership Development.
3. Local government efficiency.

RETAINING DOLLARS IN THE LOCAL COMMUNITY

Situation

Economic and societal changes are challenging communities with some very difficult and fundamental issues regarding their economy, their facilities, and their services. As noted above, populations have declined in many rural communities. The number of businesses and the number of farms have decreased as well, and land values in the community and in the country have impacted the individuals economic position, as well as, the capacity of the governmental unit to raise revenue. There are simply fewer people, and fewer real purchasing dollars in many of our communities. The dollars that are there are often from a different economic base than in the past. Both the economic base and the economic opportunity need to be considered as a community plans for its economic future.

One aspect of the Southeast Nebraska Rural Revitalization program is to teach community leaders methods to assess their community -- the economic base and its strengths and weaknesses, to analyze alternatives for economic development, select the opportunity most appropriate, and to develop and implement the plan. The tasks of the Southeast Extension staff is to identify key groups, agencies, and individuals to interact and to become involved in community economic development. The primary emphasis of Retaining Dollars in Your Local Community will be to maintain and/or develop expanded business goods and services opportunities and thereby retain dollars and jobs in the community.

OBJECTIVES:

1. As a result of this program, 60% of those participating in Extension Improved Business workshops will report increases in gross income and profitability.

2. Of those participating in the new entreprenuership program, 80% will report that Extension training made a significant impact in their decision to start or not start a business.

3. A minimum of ten multiple employee businesses will be developed within the Southeast District, and ten single (family) entreprenuerships will be developed in the areas of service, tourism, and value-added. These business development-expansions will provide a minimum of 500 employment opportunities.
4. Through collective buying within several communities, small businesses participating will see a 10% decrease in wholesale prices in joint purchase project.

5. A minimum of five new communities will share professional expertise (medical, dental, accounting, law, etc.) between themselves to broaden the service base and retain a greater portion of shopping dollars in the local community involved.

Action Plan

To accomplish the objectives as outlined above, the following are among the actions to be taken.

1. Teach good business management practices:
      A program designed to assist and train business owners in management techniques. The six-week course has a fee of $150/business. The course is also available for credit through the Division of Continuing Studies. (There would be an additional tuition expense if taken for credit.)
      Contact: Gwen Meister, 327 Filley Hall, UN-L 0922, 472-1941
   b. Customer Relations, Spring 1989+
      A program designed to strengthen the customer-business owner relationship to enable the owner to enhance sales and retain dollars in the community while meeting the customers' needs. The program will consist of videos, suggested films and written materials.
      Contact: Wanda Leonard, 209 Mussehl Hall, UN-L 0714, 472-3674
      Needed Resources: Funds to purchase existing films/videos. Approximately $500.00.
   c. Marketing - Fall 1989
      A program to be developed based on a regional business marketing team project. The project is developing resource suggestions and training for personnel working with business marketing.
      Contact: Wanda Leonard, 209 Mussehl Hall, UN-L 0714, 472-3674
   d. Cooperative Buying
      As identified by local extension staff and others participating in business management planning process, a group of similar businesses will be encouraged to form a buying cooperative to enable larger quantity purchases. The proposal, agreement and distribution methods will be developed by extension personnel and others as needed.

2. Teach communities to assess and analyze their economic base:
   a. Take Charge - Economic Development for Small Communities
      This is a regionally developed program to be available Spring 1989. The delivery of the program is designed to be led by county extension staff and/or community leaders. It is written in a step-by-step format. The material was developed to be used in communities ranging from 500-2500 population.
The sections in the three-ring binder include:

1. Where Are We Now (assessment).
2. Where Do We Want To Be (strategies).
3. How Do We Get There (implementation).

Contact: Wanda Leonard, 209 Mussehl Hall, UN-L 0714, 472-3674

Resources Needed: Training materials for staff.

b. Develop Local Area Steering/Study Committees

These individual committees will develop an understanding for the need to assess, to plan and to develop an action plan for their community's future. Each committee's plan will be unique to the community. The local extension personnel will assist in identifying and obtaining education to complete the action plan. (The Take Charge Program explained above, could be utilized as a model.)

Economic Data Base Studies will be an option for the steering committee. The Data Base Study would utilize population, income and enterprise information available from Census Data, Bureau of Business Research, and survey. The study would be specific to a county or area.

In communities where the committee determines feasible, a joint sharing of professional expertise will be developed.

c. Retention and Expansion - Improving the Business Climate.

This program is primarily designed to stabilize and increase local employment opportunities. Communication tools are proposed which place emphasis on economic development activities designed to maximize "growth from within" or the expansion and retention of established firms.

Contact: Duane Olsen, 225 Filley Hall, UN-L 0922, 472-2041
or Robert Blair, Nebraska Department of Economic Development, State Office Building 68509, 471-3775.

3. Consider Multiple Economic Development Options:

a. Tourism

Assist communities, counties or areas in identifying potential tourism development in the local areas.

One general topic in this area is Bed and Breakfast operations. Other topics - camp sites, recreational equipment rentals, and so forth, could be considered.

A marketing pamphlet for the area (multi county - multi-state) could be developed in cooperation with Department of Economic Development-Tourism Division.

b. Home Based Business

This program assists individuals in determining whether they should or should not engage in a business start-up, and if yes, the program provides information on: finance, taxes, legality, insurance, record-
keeping, pricing, marketing, and advertising.

The current staffing within CS-UN-L is limited in this area. This program has potential to be co-taught with agent/specialist.

Contact: Wanda Leonard, 209 Mussehl Hall, UN-L 0714, 472-3674

Resources Needed: Additional staff time or video tapes.

c. Incubators
In those communities where a business incubator possibility exists, efforts will be made to determine feasibility. If negative, other economic options will be considered. If positive, efforts will be made to bring the incubator concept to reality.

d. Regional Marketing
Multi-community, multi-county business groups will be encouraged to develop joint marketing and promotional information. The information will coordinate community events, games, sales, promotions and happenings. It will promote and facilitate economic benefit to the area through encouraging local patrons to support local establishments and sponsored events.

EVALUATION
Pre-test/Post-test will be incorporated in selected area.

Observation and participation will be documented in the Cooperative Buying, Steering Committees and Regional Marketing area.

New business starts will be documented.

Surveys will be conducted with those who have participated as respondents.

Resources Needed: Funds for survey mailings, and computer analysis.

Estimated cost for the three year period - $1000.00.

LEADERSHIP DEVELOPMENT

Situation: Development of leadership within communities has been identified as an essential component of Rural Revitalization in Southeast Nebraska. Many young adults with established leadership skills leave rural communities to seek employment elsewhere. Local people are needed to assure leadership in rural development, churches, schools, organizations and governmental units.

Action: The Southeast Extension District Leadership issue team has developed an excellent plan of action, thus the Rural Revitalization committee recommends utilization of their plan to meet the initial Rural Revitalization needs.
LOCAL GOVERNMENT EFFICIENCY

Situation: All citizens are part of several governmental units. Understanding these units and their functions is a challenge for most people. Citizens and governmental staff are being challenged to find ways to reduce cost while maintaining desired services and facilities.

Objectives:
1. For county officials to become aware of and/or to utilize existing computer models for road and highway planning.
2. For Extension Agents with a lead role in Rural Revitalization to increase their involvement in community revitalization activities.
3. Pilot a minimum of one youth program on local government functions and youth responsibilities as citizens.

Action Plan:
1. Utilize the Nebraska Rural Transportation Model where applicable. This model can be useful as county officials plan future road improvements and budgets.
2. Develop rapport with elected officials and community leaders by participating in meetings, visiting officials and supporting community activities.
3. Investigate the incorporation of local government learning modules to enhance County Government Days programs. (1988-89) Program to be delivered 1989, if accepted. If county government modules teaching method is not accepted, alternate methods will be explored.

 Needed Resources
1. Training for agents and/or end-users on using the transportation computer model.
2. Pilot local government learning modules will be developed using existing resources. If evaluations of pilot programs are positive, funds for printing and materials will require approximately $2,000.00.

Evaluation
1. Transportation Model: Evaluation will be determined by the number of units that utilize the model and by estimations of dollars saved by its use.
2. Developing Rapport: Extension Agents will be surveyed to determine the number of contacts made and results.

GENERAL NEEDS

Internal Communications:
1. We recommend that a statewide Rural Revitalization newsletter be established to help keep staff informed regarding revitalization activities. Emphasis should be placed on what is available, how to organize and conduct activities, what is working, what is not working and other information pertinent to Rural Revitalization.
Computer Up-Grading:
1. Many microcomputers found in Extension Offices need to be modernized in order to utilize currently available programs, i.e., Transportation Model requires color monitor.

Establish Satellite Viewing
1. Satellite viewing sites are needed in each county in order to fully utilize this delivery method; and to improve efficiency.
This plan of work is to supplement the Enhancing Water Quality Nebraska Priority Initiative Plan of Work. The Southeast District Maintaining Good Water Quality team has reviewed the Enhancing Water Quality plan and supports the objectives and plan of action outlined. This District plan emphasizes activities that the team feels are especially appropriate in the Southeast District.

Increasing levels of contaminants from many sources, including agriculture and industry, are being found in the ground water and surface water of Southeast Nebraska. The Department of Health randomly sampled 168 domestic wells in seven southeast counties in 1987. Excessive bacterial contamination was found in 17% of the wells, 30% had nitrate levels greater than 10 mg/l, and 11% had traces of a pesticide present. In a 1981-1982 study, the Conservation and Survey Division sampled 268 wells in Richardson, Pawnee, Johnson and Nemaha counties. Coliform bacteria were present in 62% of the wells and 37% had nitrate levels greater than 10 mg/l. The study indicated that most of the nitrate contamination resulted from point sources.

Ground water contamination is a special concern since contaminants are extremely difficult and expensive to remove. Essentially, all of the rural domestic water in Southeast Nebraska is supplied by ground water. Approximately 50% of the water delivered by the Metropolitan Utilities District (MUD) in the Omaha area comes from ground water in the Platte River Valley. The primary source of the Lincoln Water System's ground water is also the Platte River Valley. MUD and the community of Blair also use surface water from the Missouri River for domestic water.

Adequate supplies of good quality water are needed to meet the immediate and long term needs of Southeast Nebraska. With a current population of approximately 950,000 and a significant industrial base, the demand for adequate, good quality water in Southeast Nebraska is critical and the demand can be expected to increase. It is estimated that 80% of the Southeast Nebraska population is served by a public water system and 20% is served by private wells. The large population means that waste disposal will be an increasing concern for Southeast Nebraska communities as they strive to protect ground water quality. Prevention of contamination will be a key to assuring that adequate, good quality water supplies are available.
Objectives

1. Providing a safe, adequate domestic water supply for human and livestock use in Southeast Nebraska.
   a. Fifty percent of the general public contacted by this program will develop an improved understanding of the occurrence and nature of the water resources that provide domestic water.
   b. Private water supply owners will gain knowledge about the importance of proper well construction and maintenance to insure a safe water supply. Four hundred replacement wells with proper construction will be constructed in Southeast Nebraska during the next four years.
   c. The number of private water supply owners testing their water supply for contaminants will be increased by 25% during the next four years. Private water supply owners and the general public will develop an understanding of the known potential effects of contaminants in domestic water supplies on human and animal health.
   d. Forty percent of the domestic water users contacted will be able to select the best alternatives, including treatment processes, for providing a safe and adequate water supply.

2. Nitrates in ground water.
   a. Fifty percent of the public contacted by this program will develop an improved understanding of the occurrence of nitrate in ground water as a result of the use of nitrogen fertilizers in farm and urban settings and from other agricultural activities.
   b. Landowners and farm operators will adopt nitrogen use and water use best management practices to protect water quality and assure crop production on 1,000,000 acres during the next four years.
   c. Homeowners, institutional grounds keepers, lawn services and commercial horticulturalists that are contacted will adopt improved nitrogen management practices for turf grass that will help protect water quality and at the same time provide for an aesthetic landscape setting.

3. Pesticides and other synthetic organic contaminants.
   a. Forty percent of the public contacted will develop an improved understanding of the issues and concerns relating to pesticides and other chemicals in ground water.
b. Forty percent of the landowners, farm operators, commercial applicators, homeowners, commercial horticulturalists, and others making pesticide applications that are contacted will adopt best management practices for pest control consistent with maintaining agricultural production and a desired environment while providing water quality protection.

4. Landowners and farm operators will develop an improved understanding of the relationships between runoff, erosion, and surface water contamination by fertilizers and pesticides.

5. The public will develop a better understanding of natural resources management and the development of public policy. The provisions for establishment of ground water quality special protection areas and water transfer issues in Nebraska will be included.

6. Thirty percent of the public and 50 percent of local governments contacted will improve their knowledge about waste management and disposal with respect to the protection of water quality.

Plan of Action

The activities spelled out in the state Plan of Work will provide the basic support for the Southeast District Plan. The SE district team will especially consider the following activities.

1. Extension agents will collect and develop information and data on the water resources available and being used in their program unit area.

2. Plan an annual water quality emphasis day in cooperation with public water systems and the media. The first observance should occur during April 10-16, 1989 in conjunction with Nebraska Ground Water Week.

3. Explore the development of a ground water visitor center in Eastern Nebraska, possibly at the Eastern Nebraska 4-H Center or Schramm, Platte River, or Mahoney State Parks.

4. Conduct training for Extension agents and Extension assistants on the 4-H school enrichment water education project. Develop a training program for teachers to be initiated in the summer of 1989. Explore the use of a camp setting for this training.

5. Study the potential for incorporating water quality programming in 4-H camping experiences.

6. Explore the potential for the production of television specials on water quality in cooperation with the commercial television stations.
7. Plan inservice training for Extension agents during the next three years to cover the following topics:
   a. resources, experts and publications available to assist with water quality programs,
   b. water quality programs of state and local agencies,
   c. well construction and what makes a well work,
   d. selection of water treatment equipment, and
   e. household and hazardous waste disposal.

8. During the next three years, develop packaged programs for Extension agents to use for public presentation on:
   a. what's in your water,
   b. nitrates,
   c. water treatment equipment, and
   d. household waste disposal.

9. Explore incorporating water quality information into the training provided for master gardeners.

10. The Southeast District will support a proposal to obtain funding for a water treatment equipment demonstration program.

11. The Southeast District will host a multi-state conference during 1989 or 1990 on hazardous waste disposal (agricultural, household, and urban) for local governments and agencies.

12. In target areas, conduct a program to promote testing of domestic water supplies. The typical program would consist of two meetings. Meeting one would include: discussion of the ground water supplies in the area, need for testing of domestic water supplies, how to collect samples, well construction, and provide sample kits to participants. Use coupons showing water testing cost as a gimmick to promote participation. Water samples would be collected at a central location following meeting one and taken to a testing lab. Meeting two would include: delivery of test results, interpretation of the test results, potential health impacts, and alternatives, including treatment, to solve problems. Develop materials to promote and support the program. Initial programs would be conducted in Fall, 1989.

13. Conduct field demonstrations in five locations each year to show the value of nitrogen fertilizer credits from residual soil $NO_3-N$ and from $NO_3-N$ in irrigation water, proper irrigation scheduling and nitrogen management.

14. Develop a demonstration and media program on proper fertilizer and pest control practices for urban lawns and gardens. Explore the potential for establishing demonstration lawns for showing alternatives for management that will save money and water and protect water quality.
15. Explore with Extension administration ways that the two current NebGuide series can be merged or cross-listed so that all water quality material can be easily retrieved.

16. Explore the potential for creating an information packet (similar to Communipak) that would go to all Extension staff. This is necessary because much of the water quality information will be used by all disciplines. A possible name for such a package might be "Unipak."

Evaluation

The evaluation data collected to support the State Plan of Work will be used to evaluate the District water quality effort. Individual program units may develop evaluation mechanisms to evaluate specific parts of the program.