

EXTENSION Today

IN LAWRENCE COUNTY

In Lawrence County we're growing ideas that make a difference in your life, your family, and your community. We have a dedicated staff of trained professionals delivering educational programs in agriculture and natural resources, family and consumer sciences, 4-H youth development, and community and economic development. The Lawrence County Cooperative Extension Office is your connection to the University of Kentucky and the world.

You'll see some key numbers in this report. But the numbers don't show you the people or the impact of our work. So the rest of this report shows the faces behind some of the numbers.

Pilot Program: Smoking Cessation

Kentucky is a national leader in rural adult smoking prevalence. In Lawrence County, 36% of adults smoke, while the state average is approximately 32% according to the US Department of Health and Human Services.

Lawrence County was selected to participate in a smoking cessation research project conducted by the University of Kentucky College of Nursing and the Health Education through Extension Leadership (HEEL) programs.

Nine focus groups themes emerged from the group discussions and story telling of current and former smokers. Focus group members were utilized in radio spots, newspaper ads, brochures, and posters in an effort to reach the public with their stories and messages of quitting smoking.

The local quilt guild gathered the focus groups' nine themes and composed a quilt reflecting the personal struggles and feelings of current and former smokers. This quilt is being used as an educational teaching tool at the Lawrence County Health Department for smoking cessations classes.



Lawrence County Quilt Guild
with Tree of Life Quilt

The impact of this study will, overtime, provide insight into how we can best assist current and former rural tobacco users in their struggle.

Reaching Out to Lawrence County



Educational Programs

Programs presented	350
Total participants	15,000

Educational Contacts

Clientele visits	1,250
Telephone consultations	11,250
Newsletters distributed	27,480

Volunteer Development

Volunteers	325
Volunteer hours	4,800

A Little Taste of Reality

According to the USDA, nearly 13% of Lawrence County is unemployed. With the promise of tough times ahead, it seems imperative to educate our youth of the importance of a good education to ensure that a job is in their future.

In an attempt to provide 8th grade students a "taste of reality" the Lawrence County Extension Office set up the Reality Store. Over 200 Lawrence County students chose a profession, received a salary to represent their profession and then had to visit a variety of booths each offering a small "dose" of reality.

At each booth students would make realistic purchases such as insurance, food, childcare, etc. These purchases were subtracted from their monthly salary.

Students quickly began realizing the careers that they had chosen could not support a family. One student was quoted as saying the event was "humbling!"

LEAP (Literacy, Eating and Activity for Primary)



*Aubrey McCreary,
Preschool student enjoys
fresh vegetables.*

LEAP (Literacy, Eating, and Activity for Primary) was presented at three elementary schools and five classrooms. Seven students from the Child Care Services Class in the Lawrence County High School were trained under the LEAP Program. These students went into three classrooms at Louisa West Elementary School and presented the LEAP Program to approximately 81 preschool children.

Six Easy Bites for Nine Eager Students

In some situations, children that receive special services within the school system do not always have the opportunity to participate in 4-H activities. Working with Special Education teachers at the Louisa Middle School, 9 students had a cooking school over a 7 week period.



LMS Principal and Student

During the 7 weeks, the students learned to measure, cut and make cooking decisions— skills that may seem easy to the average middle school student, but posed difficulty for these youth. Skills such as these were “learned well” as their teacher commented on the success of the students.

As a result of the classes, students cooked some foods and were able to present these as a meal to their families. The teacher remarked that she had not seen this level of emotion and excitement from her students in quite some time.

Farm & Home Field Day

Each year the Lawrence County Extension Office and a host of volunteers and community partners organize an annual Farm and Home Field Day. This year over 300 participants registered for the event.

John and Mary McGuire graciously hosted Farm and Home Field Day at their farm.

The Field Day tours included stops at Fallsburg Family Farms with the help of the Moore and Sexton families. At these stops participants saw and discussed a variety of issues concerning small fruit production: blueberries, blackberries, raspberries, and strawberries.

Programming Adds Value to Calf Crops

The livestock industry continues to play a vital role in the agriculture economy of Lawrence County. According to the 2007 Agriculture Census, of the 175 farms with livestock, 156 farms had heifers or cows that calved.

To assist local farmers improve production practices, the Lawrence County Extension Office and the University of Kentucky partnered with 2 beef producers to offer a series of hands-on demonstrations. The classes included: value of better genetics in the herd, estrous synchronization through the use of CIDRS and hormone injections, timed Artificial Insemination (AI), and palpitations.

After programming, several beef producers have discussed incorporating estrous synchronization into their herds. In addition, the 2 farmers that hosted the workshops have seen an increase in the value of their calf crop as a result of the AI calves.

Homemaker Leadership

The Lawrence County Extension Homemaker organization is a vital part of our County Extension Program. This leadership organization assists with promotion of programs and recruitment of diverse volunteers. The Homemakers play a vital role in a wide range of extension programs including but not limited to: Farm and Home Field Day, Community Baby Shower, 2nd Sunday, cancer awareness and much more.

With membership of 102 Lawrence County individuals, Extension Homemakers reported 2272 homemaker volunteer hours and 3000 community service hours through extension involvement.



*Lawrence County Homemakers
at the Annual Homemaker Meeting in Boyd County.*

Farmers Market

The recent trend to purchase local produce has placed the Lawrence County Farmers Market in a wonderful position to thrive. With a great facility, a prime location, a growing number of vendors and the commitment of our farmers to food safety, the market is in a position to grow.

The Lawrence County Farmers' Market Pavilion is a result of funding commitments from the State and Local Agriculture Development funds. This facility allows for the produce to remain high quality throughout the day (due to shade) and customers have a more comfortable shopping experience. As a result, total market revenues have stayed strong.

The Lawrence County Extension Service will continue to work with local producers to increase marketing opportunities for our "Kentucky Proud" produce.



*Joe and Thelma McGinnis
sell at Lawrence County Farmers' Market*

Increasing Fruit and Vegetable Consumption



Vegetable Promotion at BES

To address the lack of consumption of fresh fruits and vegetables among students in Lawrence County, the Extension Office is working in collaboration with Blaine Elementary School and the Lawrence County Health Department to encourage students to eat more fresh fruits and

vegetables. Blaine Elementary School provides fresh fruits and vegetables three days a week for snacks in the afternoon. The EFNEP (Expanded Food Nutrition Education Program) Assistant works with the Lawrence County Health Department to provide nutritional information on the fresh fruits and vegetables that the students sample. In addition, the EFNEP Assistant provides recipes, and information on storage.

The Lawrence County Cooperative Extension Service

We deliver information, education, solutions.

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State Chicken Champs

During the summer 17 youth participated in the Poultry Judging Contest and the Avian Bowl Contest at the Kentucky State Fair. After days of training from University of Kentucky Specialists and Extension Agents, 7 of 17 participants placed in the top 12 at the Kentucky State Fair. Of those 7 participants, 3 will be representing the state of Kentucky at the National Poultry Judging Contest and Avian Bowl Contest in the fall.

While judging chickens seems to be a specialized skill, the 4-H participants learn how to think about and make decisions in a logical manner and then defend their reasoning to a panel of judges.



*Lawrence County Poultry Judging Team and Avian Bowl Team
at the Kentucky State Fair.*