

Cooperative Extension



Report to
the
Community

2014

*Educating, Embracing and
Empowering the Durham
Community*



Message from the Director

May 1, 2014

Dear Colleagues, Friends, and Community Partners,

NC Cooperative Extension in Durham County continues to reach out, change lives, and improve our economy and quality of life for Durham's citizens. In 2014 we celebrate the 100 year nationwide anniversary of the Cooperative Extension System. Thank you for your engagement in the work of Durham County Cooperative Extension.

I hope you find the *2014 Report to the Community: Educating, Embracing and Empowering the Durham Community* helpful to you in understanding the depth and breadth of Extension's work in Durham County. Extension continues to implement effective, efficient, and innovative programming that supports local priorities and connects with the strengths of our families and neighborhoods. The human impact of our work clearly supports our Durham County Strategic Plan and state goals for community and family prosperity.

Sincerely,

Delphine A. Sellars, Director
Durham County Center



Connecting with County and Community Priorities



Community and Family Prosperity and Enrichment

Durham Extension provides access to educational opportunities and empowers citizens to improve their quality of life.

- Between July 1, 2012 and June 30, 2013, **Durham County ACCESS** provided 183,820 rides to Durham County residents for employment, medical purposes, and other needs.
- Caregivers completing **Incredible Years BASIC Parent training** at Welcome Baby reported statistically significant increases in Positive Parenting Behaviors.
- **Family & Consumer Educators** served 190 Vocational Rehabilitation clients through classes in budgeting, stress management and goal setting strategies for job seekers.
- Four 6-week series of **Powerful Tools for Caregivers** provided guidance in self-care, stress management, communication, and long-term care for chronically ill loved ones. Participants reported less stress and more confidence in caregiving.
- More than 6000 students participated in **Kids Voting City Council Elections** through a candidate forum and an authentic voting experience.
- **Kids Voting Durham** developed curriculum and lessons and trained over 100 Durham Public school teachers in teaching and deliberating controversial issues in the classroom to better prepare them to implement Common Core standards.
- More than 95% of parents receiving training through **Parent and Family Advocacy and Support Training** (PFAST) and Latino PFAST (LPFAST) reported increased confidence and competence in building partnerships with their child's school to support school success.
- Sixty-five youth aged 5-17 participated in a **4-H Summer Fun Camp** with topics such as financial literacy, sewing, computer programming & assembly, weather experiments, and rocket building.
- Family and Consumer Sciences partnered with DSS case workers to train them in **financial management strategies** to teach 520 low income families the financial skills needed to eventually become self-sufficient and financially stable.
- High school students gardened in ten **Briggs Avenue** plots and developed their leadership skills.



Safe and Secure Community

Durham Extension partners with the community to improve safety and security for vulnerable and disconnected children and youth.

- During 2013, **Project BUILD** served 116 youth between the ages of 10 and 21 through its collaborative gang prevention and intervention program. 83% of Project BUILD clients had no new adjudications, and 78% had no new court referrals while they were participating in the program.
- Project BUILD implemented partnerships with five schools in Durham to **address the needs of gang-involved youth at high risk of suspension, expulsion or dropping out of school**. Outreach workers work with students to provide behavior coaching and encourage educational success.
- 100% of **Car Seat Safety Class** participants surveyed reported using the car seat properly 3 or more months after completing the class.
- **Cribs for Kids Durham** facilitated safe sleep education training for 126 families with infants.

Welcome to 721 Foster Street

The Demonstration Garden

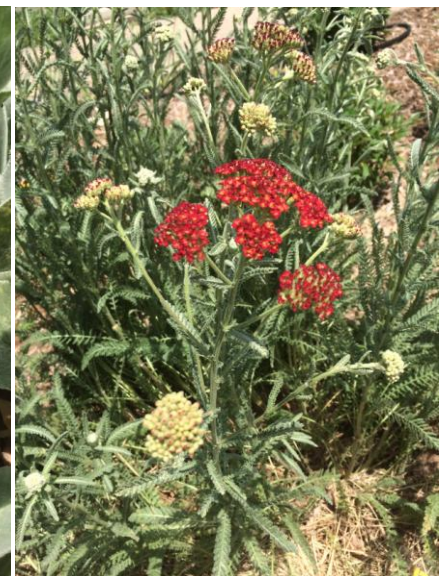
Visitors to Cooperative Extension will notice the wonderful plants in front of our building. Our Master Gardeners maintain a Demonstration Garden for the public to learn about a variety of seasonal plants—many are drought tolerant.

Stop by and ask questions at the Master Gardner Office and take a look at the carefully labeled plants to get ideas for your garden.

The Giving Closet

In 2013, Welcome Baby's Giving Closet provided free maternity and children's clothing and baby equipment to over 873 Durham families.

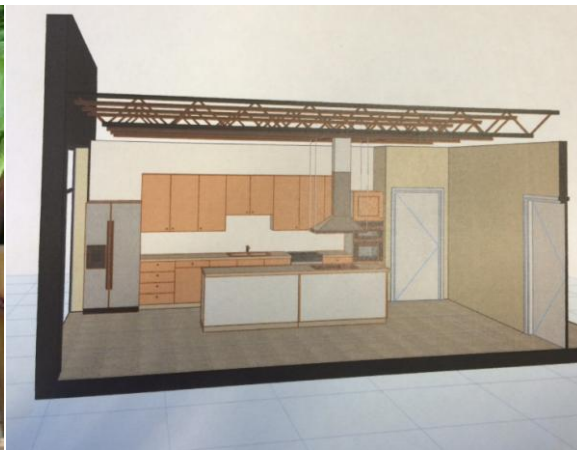
Volunteers and Staff receive and sort donations for children from infants up to five years of age. The Giving Closet accepts clothes, equipment, supplies such as diapers, and maternity clothes.



2014 Priority: Connecting Local & Healthy Foods and Nutrition

The proposed Cooperative Extension Food Lab or "teaching kitchen" connects the needs of the community with local food and nutrition education. The Food Lab connects with 4 of 5 county goals, increasing access and knowledge of health, nutrition, and food safety for families--adults and youth.

Currently, there are no consistently available facilities for this type of education and a fully operational demonstration lab would allow for expanded services as well as potential revenue.



Health and Well-being for All

Durham Extension improves quality of life through preventive educational services to improve health.

- Durham 4-H collaborated with John Avery Boys and Girls Club to **install a vegetable garden** which is now used by 120 youth who have learned through workshops about plants and caring for the garden.
- In partnership with the Durham Housing Authority, Cooperative Extension hosted a **hands-on healthy holiday meal preparation class** for residents of McDougald Terrace and participated in a Health and Wellness Fair that served over 100 residents.
- The **More in My Basket** (MIMB) program addresses food insecurity and health by educating elderly adults about the benefits the Supplemental Nutrition Assistance Program (SNAP). 57% or 45 program participants applied for SNAP benefits equating to an aggregate total of \$4,200/month or \$51,588/year in food purchasing compensation.
- 250 participants sampled a lush tomato salad or stir fry at the annual Durham Recovery Celebration along with **learning the importance of nutrition and recovery**.
- Durham Cooperative Extension offered a series of **food preservation demonstration sessions** at the Durham Farmers Market. Market attendees gained general knowledge of preserving food along with sampling salsa and jams.
- Following significant changes to North Carolina's food code that requires restaurants and food trucks to improve food safety for diners, 215 food handlers participated in one of three **ServSafe trainings** with Durham and Orange Counties.



Accountable, Efficient and Visionary Government

Extension is committed to the pursuit of excellence through collaborative leadership, exceptional customer service and responsible and innovative use of resources.

- Cooperative Extension **generated approximately \$1,670,000 in additional fiscal resources** through the acquisition of grants, donations and fees to support programming.
- **Volunteers dedicated more than 49,500 hours** to Cooperative Extension, the equivalent of \$235,569 of their time in dollars.
- The staff at Durham Extension had **face-to-face contact with the over 28,250 residents** in 2013. Through the use of technology, publications and social media, we reached 69,864 individuals.
- All program areas are supported by **community-based advisory boards** providing guidance and support. More than 60 community members serve in this advisory leadership capacity.
- Project BUILD implemented a **web-based case management system** to provide real-time tracking of service delivery and client outcomes resulting in a 100% increase in client contacts.
- Extension Community Outreach worked with three DSS teams to implement team building sessions to **develop team cohesion and effectiveness** using tools such as the Real Colors Inventory.
- In 2013 the **Extension and Community Association (ECA)**, a dedicated group of trained volunteers, celebrated a century of service to the Cooperative Extension Service. Durham honored their legacy through a special centennial celebration.
- **Welcome Baby Family Resource Center** is celebrating its 25th Anniversary having served families with more than 37,500 children, distributed 13,610 new car seats, delivered 650,000 developmental newsletters, visited 15,600 families in the hospital for the birth of a baby, provided 351 Pack n' Play cribs with safe sleep training & received 41,000 hours of service from volunteers.



Environmental Stewardship

Durham Extension protects our environment through education, enhancement and conservation of our natural resources.

- In 2013, 2,828 individuals attended one of sixty-one **Extension Gardener** presentations in Durham County. 3,452 people received a one-on-one consultation at one of eighty-four Plant Information Question & Answer booths. 1,037 individuals received help from our office help desk & hotline.
- At the **Briggs Ave Community Garden**, thirty-four families grew their own vegetables and reduced their annual grocery bill by an estimated \$250/family.
- In collaboration with teachers and the Hispanic Leaders of Tomorrow Club at Neal Middle School, **Durham County 4-H** helped students plan and carry out a volunteer day at the school with 89 volunteers who build rock walls, spread mulch, cleaned flower beds, and planted trees.
- Twenty-seven individuals participated in the **Extension Master Gardener Training Program**. A total of 87 gardeners completed the requirements to remain certified and continue as volunteers.
- Ninety-seven licensed pesticide applicators received a total of 300 credits towards **Pesticide License Recertification** to legally and safely apply pesticides.
- **4H Soil Solutions Train the Trainer Workshops** empowered thirty-two environmental educators and DPS after-school program staff with hands-on curriculum training.
- Though the **NC Radon Program**, 35 homes with abnormal radon exposure were retrofitted, saving \$10,000,000 in homeowner property values and preventing possible health concerns.



Advisory Leadership

Many thanks to our Advisory Leadership Board for their work to advise, support and continuously improve the services of Durham Cooperative Extension to meet the needs of our community.

Theresa T. Clark
Mary Flounoy
Rosemarie Gulla, Chair
John Heffernan
Denice Johnson
Faye Lanier
Cheryl Lloyd LeMay
Evelyn Scott
William A. Thomas
Karen Thompson
Sonya Tilley
Ana Velasquez
Nancy Wykle

Contact Us:

Durham County Cooperative Extension

721 Foster Street
Durham, NC 27701
(919) 560-0525

<http://durham.ces.ncsu.edu/>

www.facebook.com/DurhamExtension

Staff and trained volunteers can answer questions and connect Durham County residents with community resources. Call us or visit our website.

Durham Cooperative Extension Staff

Extension Staff provide education and support to empower people and generate solutions. We bring expertise in *Early Childhood Development, Youth Development, Consumer and Family Education, Agriculture and Horticulture, and Community Capacity Building* to Durham County residents.

