

ROAR: RECOGNIZING OPPORTUNITIES ACHIEVING RESULTS



Durham County Cooperative Extension
2015 Report to the Community

MESSAGE FROM THE DIRECTOR



Durham County Cooperative Extension ROARS!

Once a year, Durham County Cooperative Extension provides a Report to the Community to highlight the activities, achievements, and impact of our work. This year's report theme, ROAR: Recognizing Opportunities Achieving Results, characterizes our efforts to provide the community a summary of our innovative programs, significant outreach, partnerships and opportunities that translate into measurable results.

Results matter to our citizens—whether they are our youth, parents, seniors or disabled that reside in the far-most corners of Durham County or within the city center. **Results matter to our business community**—seeing our efforts to help propel and sustain quality programs and services that promote greater investment and increase revenues to strengthen our Durham County economy.

Results matter to our partners and organizations that join with us in seeking grants, expanding outreach and engagement with leaders to support our initiatives or bringing to the table new opportunities to grow. **Results matter to our volunteers**—whose dedication, commitment, dynamic energy, extra hands and level of expertise make the difference.

Results matter most to us as we strive to bring the collaborative benefit of our reach and resources to the community. Results matter most to Durham County Cooperative Extension because we are entrusted with the most valuable asset, our community. The Extension family stands, strengthened in achieving our mission with a dynamic staff empowered by the leadership and support of our County and State officials.

Yes, Durham County Cooperative Extension ROARS! In this report, you will see that the key achievements, milestones, and results of our work are in concert with the Durham County Strategic Plan. Extension delivers concrete results in all of the five priorities of the Strategic Plan: Community and Family Prosperity and Enrichment, Health and Well-Being for All, Safe and Secure Community, Environmental Stewardship, and Accountable Efficient and Visionary Government. Extension continues to maximize resources and implement effective, efficient, and innovative programs that enhance the quality of life of Durham County residents. The value added to the Durham community comes from the investment, the services and the results we achieve. **Continue to watch us ROAR!**

Sincerely,

DELPHINE A. SELLARS, *Director*
Durham County Center
NC Cooperative Extension

SPECIAL NOTE OF THANKS!

On behalf of the Extension staff and leadership, we want to take this opportunity to acknowledge the Durham County Commissioners and County Government for their continued support of Cooperative Extension following a reduction in state funding over the past year. At the State level Cooperative Extension is evolving after a period of rebranding and refocusing of Extension services statewide. With the support and investment of Durham County, our stakeholders will continue to see the quality services they have come to expect delivered with care, resulting in positive community outcomes.

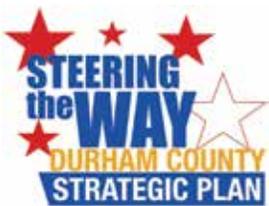
ABOUT US

Durham County Cooperative Extension creates opportunities for lifelong learning and connects residents with resources to improve quality of life. We are a part of NC Cooperative Extension, an educational partnership between counties and our land grant universities—NC State and NC A&T and the United States Department of Agriculture (USDA).

Our staff provides research-based education and other services, through workshops and trainings as well as customized services based on community needs and interests. Our programs are free or low-cost. Cooperative Extension serves Durham County through several program areas:

- 4-H Youth Development
- Project BUILD
- Community Outreach
- Welcome Baby
- Family and Consumer Science
- Consumer Horticulture
- Community Transportation / Durham County ACCESS

In 2014 Extension program areas generated just over \$1.3 Million in grants and other fiscal resources. Cooperative Extension staff made more than 30,000 face-to-face contacts with Durham County residents. Extension hosted 708 community events and meetings in our offices during the day, evening, and weekend—maximizing the use of our physical resources.



In the pages that follow, you will learn how Extension programs have an impact in the Durham Community and meet state and local goals, such as our five **Durham County Strategic Plan Goals:**



GOAL 1:
**COMMUNITY AND
FAMILY PROSPERITY
AND ENRICHMENT**



GOAL 2:
**HEALTH AND
WELL-BEING
FOR ALL**



GOAL 3:
**SAFE AND SECURE
COMMUNITY**



GOAL 4:
**ENVIRONMENTAL
STEWARDSHIP**



GOAL 5:
**ACCOUNTABLE
EFFICIENT AND VISIONARY
GOVERNMENT**

4-H YOUTH DEVELOPMENT



The Durham County 4-H Youth Development Program offers youth clubs, summer camps, special interest programs and life skill activities for children and youth ages 5–19. Extension Educators and volunteers help youth gain knowledge, skills, and experience that help them become responsible citizens and leaders to reach their dreams.

4-H works with organizations that request services or educational workshops and fine-tune our approach to fit the needs of the group. In the community, 4-H screens and trains adult volunteers to lead youth clubs that instill respect, commitment and communication in youth as they learn leadership and team work through service learning and hands-on projects.

4-H is often identified by its green four-leaf clover with an H on each leaf. The four H's stand for Head, Heart, Hands, and Health. 4-H'ers get involved with a variety of topics from technology & engineering to entrepreneurship, food & nutrition, art, health, community services, environmental education and much more.



RESULTS

- Reached over 600 youth in STEM (Science, Technology, Engineering, and Math) programming initiatives.
- Doubled the number of Durham County 4-H clubs in the past year—adding afterschool clubs, general interest, and special topic clubs like horses and poultry.
- Trained 28 adult volunteers and educators to use 4-H curricula and kits ranging from rain-water harvesting and energy conservation to career readiness and leadership.
- Expanded partnerships with Durham Public Schools, Durham Parks and Recreation, Charter Schools and individual organizations and institutions.



PROJECT BUILD



Project BUILD (Building, Uplifting and Impacting Lives Daily) provides intensive gang intervention and prevention services to youth at high risk of gang involvement to positively engage and redirect youth. The goal of these services is to reduce crime in the community and improve educational and social outcomes for the youth involved in the program. During 2014, Project BUILD served 130 clients between the ages of 12 and 22.

Along with dedicated staff, Project BUILD works with the support of an Intervention Team of committed community members representing law enforcement, schools, mental health, juvenile justice, faith community and others who meet bimonthly to plan positive interventions and address challenges to support the needs of the youth in the program.



RESULTS

- Made 4,137 contacts with youth participants.
- Increased service delivery to clients through use of a new web-based case management system.
- Developed a week-long employment readiness program–Durham Work Opportunity and Readiness for Career (D-WORC) with 25 hours of training for individuals age 14–24.
- Provided summer camp for program participants with tours to colleges, cooking classes, and outdoor recreation with the City of Durham Parks and Recreation Outdoor Recreation program.
- Reached out to the community to “adopt” youth and families for Christmas–fourteen different organizations adopted 31 families, providing over \$9,000 in donations.



COMMUNITY OUTREACH



Community Outreach develops the ability of youth and adults, groups, and the community to build skills and to address and resolve issues. Outreach is a mechanism through which Extension builds community capacity that encompasses all of its program areas. Key programming includes:

PARENT AND FAMILY ADVOCACY through Parent & Family Advocacy and Support Training (PFAST), Latino PFAST (LPFAST) in Spanish, and Parents as Leaders (PAL) are multi-week training series that support parents in better navigating their public schools to help their child succeed and advocate on behalf of their child and others.

KIDS VOTING DURHAM helps young people understand and believe in the power they have as active citizens and informed voters. Through a combination of classroom curriculum, hands-on experience and interaction with decision-makers, family education, and an authentic voting experience, Kids Voting ensures Durham's young people experience effective civic engagement from a young age.

CUSTOMIZED TRAINING AND SERVICES in Team Building, Leadership Development, Facilitation, Strategic Planning, Decision Making, Board Development, and more build skills and capacities of individuals and groups.



RESULTS

- Provided team building sessions to develop team cohesion and effectiveness using tools such as the Real Colors Inventory to groups in DSS and CJRC.
- Increased the confidence and competence of more than 95% of parents receiving training through PFAST and LPFAST in building partnerships with their schools to support their child's success.
- Celebrated 15 years of Kids Voting Durham with a Proclamation from the Durham County Commissioners and an anniversary celebration hosted by the Kings' Daughters Inn.
- Facilitated over 10,000 students participating in Kids Voting Durham Candidate Forums and Elections in May for School Board and in the November General Elections.
- Initiated 6 listening sessions on school discipline and suspension with middle and high school students to voice their experiences and views.
- Assisted four local grassroots organizations in obtaining their 501(c)(3) status and implementing nonprofit management best practices.



WELCOME BABY



The Welcome Baby Family Resource Center offers emotional and practical support, child development education, and prevention services designed to strengthen families and caregivers with young children ages birth to 5 years. All services and programs increase families' capacity to nurture and prepare their children for success in school and are offered in English and Spanish. Programs include supportive classes and workshops such as Incredible Years, Motherread, and Positive Discipline along with services like the Giving Closet and Cribs for Kids. Welcome Baby has been a part of the Durham community for over 25 years.



RESULTS

- Increased Positive Parenting Behaviors by 21% by caregivers completing Incredible Years BASIC Parent training, exceeding statewide averages.
- Engaged 99% of families completing Motherread Literacy in more literacy activities with their children.
- Distributed 318 infant seats and 21 booster seats to families with 100% of Car Seat Safety Class participants using the seat properly 3 or more months after completing the class.
- Provided free maternity and children's clothing and equipment to over 1,000 Durham families through the Giving Closet.
- Facilitated safe sleep education training and pac n play distributions for 126 families through the Cribs for Kids Durham program to increase safe sleep practices and reduce the risk of Sudden Infant Death Syndrome (SIDS).



Family and Consumer Sciences (FCS) staff provide research-based programs in a variety of areas, from Food and Nutrition to E-conservation and Financial Resource Management as well as Grandparent and Caregiver Support. From FCS's start with home demonstration canning clubs around 100 years ago, the Family and Consumer Sciences program of NC Cooperative Extension in Durham and across the state addresses the evolving needs of North Carolina families. Statewide, FCS Agents provide Food and Nutrition programming to help people of all ages make sensible choices for a lifetime of good health.

RESULTS

- Partnered with the Durham Department of Social Services to hold 4 train-the-trainer Money Smart financial literacy series for 77 DSS case workers serving 616 low-income families.
- Reduced energy costs for homeowners attending conservation workshops through the E-conservation program with a cumulative annual reduction of \$11,550 and 41 metric tons of carbon emissions among all homeowners.
- Generated \$51,588 in food purchasing power for the eligible seniors who qualified for and received an average of \$96.00/month in food stamp benefits after participating in the More in My Basket (MIMB) program.
- Shared the Color Me Healthy program with Head Start school children resulting in a 100% increase in physical activity and the children's willingness to try eating more fruits.
- Served 175 Vocational Rehabilitation clients through classes in Stress Management and Goal Setting for Job Seekers and in Understanding & Planning a Budget.
- Improved outcomes for caregivers through three 6-week series of Powerful Tools for Caregivers with participants reporting less stress, fewer health issues, and more confidence in care.



CONSUMER HORTICULTURE



The Consumer Horticulture program provides research-based gardening information to the public—both consumers and agriculture professionals—such as educational workshops, soil testing, pest identification, professional pesticide certification, support for farmers, and much more. Master Gardener and Extension Gardener programs educate consumers on plant care, landscaping, and other concerns through the Master Gardener Office, workshops, classes and community events. Volunteers receive training in horticulture and complete volunteer service and continuing education requirements.



RESULTS

- Donated 5,628 hours of volunteer time valued at \$118,188 and attended 1,136 hours of continuing educational opportunities by 83 Master Gardener Volunteers.
- Generated a total of 7,768 contacts—Master Gardener Volunteers gave 47 presentations to 793 individuals, provided advice to 3,745 individuals at plant information booths at 90 events, and answered 3,230 calls and emails.
- Offered the two-day Urban Tree Keeper Volunteer training for 25 individuals who agreed to donate 15 hours each to the joint Durham City /County initiative to expand the number of urban trees.
- Launched the first radio show in the country operated completely by Master Gardener Volunteers—Getting Dirty with Durham County Extension Master Gardeners Radio Show gettingdirtyradioshow.org with more than 4,000 podcast downloads in the first six months.
- Installed an orchard and vineyard demonstration garden with volunteer labor at the Briggs Ave Community Garden with an open air pavilion and grill funded with \$42,000 in grants and donations.
- Provided 2 GAP (Good Agricultural Practices) Safety Trainings to 23 Durham farmers in partnership with the Durham Soil and Water Conservation District.



TRANSPORTATION

Transportation through Durham County ACCESS improves the quality of life of Durham County residents by providing safe and accessible transportation to seniors, individuals with disabilities, residents going to work, and the general public in rural Durham County. Durham County ACCESS is a proud partner in a coordinated network with the City of Durham's Go ACCESS transportation program.

Durham County ACCESS works hand in hand with social and human services agencies to meet the transportation needs of clients served by their agencies. All Durham County ACCESS vans are wheelchair accessible. Interested individuals must complete an application and receive approval to initiate service. Durham County ACCESS receives funding from federal, state, and local grants to support this broad level of transportation services and is supported by a 7-member transportation Advisory Board appointed by the County Commissioners.



RESULTS

- Completed over 64,000 coordinated trips, serving over 20,000 seniors.
- Donated two retired ACCESS vans to the community-based CAARE program to support clients with health and work-related transportation needs.
- Initiated a Farmers' Market "Market to Market" service in partnership with the Rougemont Ruritans—connecting Northern Durham residents with the Durham Farmers' Market.
- Received awards of over \$1.0 million in Local, State, and Federal funds for continued investment in transportation programs and services.
- Provided nearly 3,500 trips to work.
- Put 4 new vehicles in service for service expansion.



PROGRAM SUPPORT

Cooperative Extension celebrated 100 years of service across the United States in 2014. For its entire history, an essential component of Cooperative Extension’s success in Durham and across NC is community support. Durham County Cooperative Extension works with the power of trained volunteers and community advisors—Advisory Board Members, Master Gardener Volunteers, 4-H Club Leaders, interns, and many other volunteers work with staff to meet community needs.

In 2014, hundreds of Extension volunteers contributed more than 55,158 hours of service valued at more than \$500,000 dollars. Thank you volunteers!

OUR ADVISORY LEADERSHIP BOARD

Cooperative Extension’s Advisory Board is a volunteer-led, community-based Board working year-round to advise, support, and continuously improve all of Cooperative Extension’s programs to benefit Durham residents.

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

IN MEMORIAM: KAREN THOMPSON
for her years of service to Cooperative Extension
and most importantly to Durham’s at-risk youth



OUR STAFF

More than 30 Extension staff members work across program areas to provide excellent and efficient services to Durham residents. Our Educators are available to answer questions on a variety of topics.



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