



Extension Education in Kleberg-Kenedy County

Making a Difference

The Texas A&M AgriLife Extension Service has long been dedicated to educating Texans. Extension education evolved nationwide under the 1914 federal Smith-Lever Act, which sought to extend university knowledge and agricultural research findings directly to the people. Ever since, Extension programs have addressed the emerging issues of the day, reaching diverse rural and urban populations.

In Texas, all 254 counties are served by a well-organized network of professional Extension educators and some 100,000 trained volunteers. Extension expertise and educational outreach pertain to the food and fiber industry, natural resources, family and consumer sciences, nutrition and health, and community economic development.

EXTENDING KNOWLEDGE *Providing Solutions*

Among those served are hundreds of thousands of young people who benefit annually from Extension's 4-H and youth development programs.

Texans turn to Extension education for solutions. Extension agents and specialists respond not only with answers, but also with resources and services that result in significant returns on the public's investment. Extension programs are custom-designed for each region of the state, with residents providing input and help with program delivery. Here are just a few highlights of Extension impacts on this county and its people.

Kleberg-Kenedy County – Summary of 2016 Educational Contacts

Total Contacts: 10,682

- Educational Events: 7,273
 - Male: 3,637, Female: 3,636
 - Adult: 1,877, Youth: 5,396
 - White: 1,636, Black: 309, Hispanic: 5,292, Asian: 27, American Indian: 9
- Other Contacts: 3,409

Contact Hours: 16,961

Newsletters (4-H and Agriculture): 7

EFNEP (Nutrition) Families: 152

EFNEP Youth: 1,449

News Articles/Releases/Calendar: 55

4-H Members: 488

4-H Clubs: 24

4-H Managers/Leaders: 33

Curriculum Enrichment Participants (Youth): 2,048

Special Interest Participants (Youth): 912

Master Livestock Mentors: 5

Master Gardeners: 10 Interns: 6

Kleberg Extension Education Association: 15

Extension Quilters: 15

Crops Tour/Pesticide Trainings/CEU: 12

Lawn/Garden Visits: 38

Kleberg-Kenedy County Program Highlights

Traditional 4-H Program:

- Membership: 488
- Clubs: 24
- Club Managers and Project Leaders: 33
- Direct Volunteers (Adult and Youth): 309
- Top 5 Projects: Livestock, Food and Nutrition, Photography, Leadership, and Community Service
- Project Knowledge/Information: Educational opportunities through workshops, clinics, and trainings are provided annually to members, families, and volunteers
- Community Service:
 - Over 450 pounds of non-perishable food items were collected and donated to local food pantry
 - 45 Christmas gifts donated to Child Protective Services for kids in foster care
 - Over \$830 were donated to purchase 44 Thanksgiving Meals to less fortunate families identified by the County Indigent
 - 14 youth and adult volunteers served over 1,000 meals at the Corpus Christi Feast of Sharing event on Christmas Eve
 - Numerous community volunteer activities and beautification projects collaborated with the Kingsville Parks and Recreation Department were supported by 4-H Clubs
- Volunteers (judges, leaders, managers, and partners) are recognized at every achievement and community event.
- Achievement Awards Banquet recognizes members and adult volunteers for their involvement in the 4-H program.
- Master Livestock Volunteers assist Extension Faculty in conducting workdays and clinics which allows new families to have a good experience as they start their 4-H career. Families continue to praise clinics for guiding and increasing their knowledge in the project.

Youth Outreach Programs (community and school based programs):

- Outreach programs conducted in 2016:
 - Summer camps in collaboration with the City of Kingsville Parks Department provided life skills, nutrition and physical activity, and recreational points of interest
 - Gardening and Horticulture (LGEG) provided practical experiences to elementary age students
 - Food and Nutrition (Kitchen Wars) program provided a fun experience to youth on food safety, dietary guidelines, reading food labels, and food choices
 - Leather work provided hands-on in crafting items and using different tools

Agriculture and Natural Resources:

- Turfgrass Workshop coordinated with Extension specialist to provide an opportunity for municipalities, commercial lawn services, and residents to learn about pest and disease management, types of turfgrass, nutrition, and maintenance.
- Social media including county website are updated regularly to provide important information to the community.

- Pesticide Education (training, information, and CEUs) is a vital part of the local Extension programming effort. Private applicator trainings are conducted in the spring, summer, Fall, and as needed for residents interested in obtaining a license. Pesticide CEUs continue to be offered through educational programs. Agent provides information and resources on Commercial and Structural pesticide for those interested in licensure.
- Water Education (Conservation and Quality) is a relevant topic for local residents. Collaborations with adjacent County Extension Offices (Brooks, Duval, Jim Hogg, Jim Wells, Kenedy, Kleberg, and Live Oak) have provided additional resources and better programming efforts. Below is detailed information on the results of the program.
- Soil Campaign (Coastal Bend Soil Testing Campaign) continues to be coordinated by agent with Extension specialist. The campaign offers producers in the Coastal Bend Area (Aransas, Bee, Live Oak, Nueces, San Patricio, Jim Wells, Kleberg, Refugio, and Kenedy) a reduced rate on submitting soil samples. Soil testing allows producers to make relevant decisions to their respective operation which directly impacts their financial margin.
- Row crop demonstration trials allows producers to make variety seed selection for next year's season. Agent collaborates with local agriculture committee, producers and seed/fertilizer companies. Agent involves Extension specialists and other experts to assist with demonstration plots and educational programs.
- Agent collaborates with numerous state, federal, and private sector (USDA, FSA, NRCS, TAHC, TDA, STCGA, etc.) agencies, organizations, and companies to provide quality, relevant information/resources on improving the lives of people. Program partners provide additional resources and information to local residents in the area of Agriculture and Natural Resources.
- News articles/releases with relevance on local issues. Articles support agriculture, natural resources, horticulture, 4-H and youth development, family and health. Events and activities are marketed in the community calendar section of the local newspaper.

Community and Economic Development:

- Programs delivered to community civic and social clubs.
- Partnerships with Chamber of Commerce on community programs have provided awareness of Extension's commitment to the local community.

Healthy South Texas:

- Walk Across Texas involved 188 participants who walked a total of 22,074 miles in the course of the 8 week program. Data indicated a potential economic impact for participants of \$1,398,364.
- "Learn, Go, Eat & Go!" impacted elementary students including a youth church group. Students learned:
 - about new vegetables
 - the importance of eating healthy and exercising
 - how to grow a garden

- “A Fresh Start to a Healthier You” impacted Head Start parents and R.E.A.L. Transportation participants. Hands-on activities included how to incorporate healthy eating and living at home with their families, food safety, My Plate food groups, and budgeting.

Expanded Nutrition Program:

- 152 families were reached through the Expanded Food and Nutrition Education Program (EFNEP).
- 1,449 youth participated in a series of educational learning sessions in the areas of: Good nutrition, food safety, and physical activity.
- Adult participants increased their knowledge in:
 - Fruit and Vegetable consumption
 - Planning meals in advance
 - Using Nutrition Facts on food labels to make healthy choices
 - Food Safety Practices

Partnership/Collaborators:

- Extension sponsored programs are important in providing quality, relevant educational information to the citizens of Kleberg and Kenedy County. Without the collaboration and support of educational programs, the Extension Service would struggle to succeed. The following highlights a list of program partners: Kingsville Parks Department, Public and Private Schools (KCWCISD, RISD, RISD, KISD, SGISD, Epiphany, St. Gertrude, Pan American, Kingsway Academy, etc.), Institutions of Higher Education (Coastal Bend College and Texas A&M University Kingsville), Caesar Kleberg Wildlife Research Institute, Naval Air Station Kingsville, WIC, LULAC, Chamber of Commerce, Texas Department of Agriculture, Farm Bureau, Farm Service Agency, Natural Resources Conservation Service, City-County Health Department, H.E.B., Brookshire Foundation, Gulf Coast Coop, local agriculture producers, seed and fertilizer companies, city and county emergency management coordinators, Kleberg Extension Education Association, Extension Quilters, Kleberg Trap and Skeet Range, L.E. Ramey Golf Course, Kleberg Bank, First Community Bank, National Weather Service, Methodist Child Development Center, Marc Cisneros Center Young Children, Boys and Girls Club, Registered Home Child Care, Wesley Nurse, Christus Spohn Rehabilitation Center and numerous others that supported and made 2016 successful.

2016 Kleberg-Kenedy County Water Education (Conservation and Quality) In-depth Plan

Developed by:

Frank Escobedo

Kleberg-Kenedy County Extension Agent – Ag/NR

Relevance

According to the United States Census Bureau, the population is growing at a rate of 1% each year. With the current population documented at just over 320 million, by year 2025, this will increase to 350 million. With an increasing population, water conservation and quality continue being topics of discussion throughout Texas and the Nation. This is certainly no exception locally. Through the local Community Forums, Kleberg and Kenedy County residents identified water conservation and quality as a major issue.

The Leadership Advisory Board (LAB) prioritized water education as a top issue facing local municipalities and private water well owners. Municipality water users are concerned with best conservation practices. Private well owners depend on water for human and livestock consumption as well as for irrigation and recreational use. These water well owners are concerned with conservation practices as well as contaminants (arsenic, nitrate, fecal coliform bacteria, and salinity) due to the effects of the previous drought.

Stakeholders and residents across the area have similar concerns. For this reason, the implementation of water education continues to be a vital part of this multi-county effort that addresses best conservation practices and health concerns.

Response

With drought conditions improving, water education continues to be at the forefront across the state. Through the adoption of the Water Education Plan which involves Extension and external resources, approximately 10,500 newspaper subscribers were provided with research based information on best water conservation practices. This included information related to Water Conservation in the Home, Rainwater Harvesting, and Landscape Use.

Twenty one different individuals submitted a total of 31 water samples for screening. Water samples were collected following Texas A&M AgriLife Extension Water Specialist, Dr. John Smith, procedures for collecting and submitting water samples. Extension agents from the surrounding area collected water samples from their respective county. Agents understand the significance of collaborating water educational efforts in their counties. Well owners received their water well results and were provided with a one-on-one consultation explaining the contaminants screened and options available to correct water problems, if needed. Educational resources (*What's In My Water*, *Private Drinking Water Well Basics*, *Drinking Water Standards*, *Drinking Water Problems: Nitrates*, *Disinfecting Water Wells by Shock Chlorination*, and *Drinking Water Problems: Arsenic*) were provided to water well owners, if samples were not within Environmental Protection Agency (EPA) and/or Texas Commission on Environmental Quality (TCEQ) water standards.

Results:

Participants were given a retrospective survey during the consultation. The survey focused on their knowledge of contaminants and water standards, and adoption practices before and after the program. Fifty percent of the participants completed the survey. Below is a summary of the results:

- 80% increased their knowledge of Arsenic
- 70% increased their knowledge of Nitrates
- 50% increased their knowledge of Fecal Coliform Bacteria
- 56% increased their knowledge of Salinity
- 90% increased their knowledge of EPA/TCEQ drinking water standards
- 50% increased their knowledge of testing their well once a year
- 90% increased their knowledge of best management practices
- 60% change in their knowledge of the value of participating in this water well screening campaign
- 60% indicated they will definitely screen their water annually
- 40% indicated they will definitely pump their septic system regularly
- 20% indicated they will definitely plug or cap abandoned wells on property
- 60% indicated they will definitely apply best management practices to address high arsenic levels
- 60% indicated they will definitely apply best management practices to address high nitrate levels
- 80% indicated they will definitely apply best management practices to address positive fecal coliform bacteria
- 60% indicated they will definitely apply best management practices to address high salinity levels
- 70% indicated they will definitely use AgriLife Extension for water screening

Overall, 90% of the participants increased their knowledge of the program while 80% will adopt a best management practice. Water well owners understand that the water screening numbers change from year to year. There is also an increase in knowledge on applying the educational publications they received to help make the water safer to drink.

Future Plans:

Through collaborations, this program continues to serve as an awareness and educational effect to the citizens of the county. A planning meeting with Texas A&M University Kingsville College of Engineering indicates a partnership that will increase the degree of the program in 2017. Collaborations with the Healthy South Texas program will provide a new avenue to the Water Education plan on health related issues. In addition, the South Texas Water Authority has indicated financial assistance for next year's program.

2016 Kleberg-Kenedy County Herbicide Resistance and Education In-depth Plan

Developed by:

Frank Escobedo

Kleberg-Kenedy County Extension Agent – Ag/NR

Relevance

Herbicide resistance continues to be a major concern across the nation's agriculture community. Numerous scientific journals, publications, and magazines highlight the frustration agriculture producers and researchers experience in their operation and research trials, respectively, with herbicide resistance weeds. Locally, Kleberg-Kenedy County producers have great concerns with herbicide resistance weeds in their row crop operation which adversely affects their yields and economic threshold. In an effort to assist local producers with these concerns, educational programs including research studies have provided awareness and direction to herbicide resistance.

Response

Through previous program evaluations and conversations with producers, the local agriculture committee, United States Department of Agriculture-Natural Resources Conservation Service, seed and chemical representatives, and support from Extension specialists have incorporated educational opportunities targeting herbicide resistance. Educational presentations were coordinated with specialists knowledgeable on the different strategies producers can utilize to manage herbicide resistance. This included chemical rotations with different modes of action. Research studies were provided to local producers through direct correspondences on ways to manage weed populations. During the local row crop field tour, experts also discussed the use of chemical and mechanical methods to manage weed populations.

Results:

As a result of the educational efforts through the Annual Crop Field Day and Herbicide Resistance programs coordinated by the local agriculture committee, public and private companies, and specialists, the following describes the findings:

- 32 of the 60 (53.3%) individuals completed the surveys
- 97% anticipate benefitting economically from the programs
- 57% had an increase in crop rotation as it pertains to herbicide resistance
- 60% had an increase in knowledge on herbicide resistance
- 55% indicated they would incorporate different chemical modes of action into their operation
- 90% were satisfied with the timeliness of the information provided

Future Plans:

Although herbicide resistance is not a new topic, its relevance to row crop operations continues to cause concern with many local producers. Additional research studies and ongoing educational strategies will eventually assist in managing weed populations that are resistant to herbicides. Additionally, there might be possible collaborations with local producers, Extension specialists, and chemical companies on conducting demonstration trials on herbicide resistant weeds.

Acknowledgements:

Special thank you to the local agriculture committee, row crop producers, seed and chemical companies, government agencies, and Extension specialists for their knowledge and financial support with this relevant issue.



HEALTHY SOUTH TEXAS IN KLEBERG/KENEDY COUNTIES

Using the proven agriculture-based Extension model, Healthy South Texas is creating a new crop of health educators to engage Texans where they live and work to take control of their own health and wellness. Our comprehensive, multi-disciplinary team engages families, enhances education, promotes behavior change, and improves quality of medical care and health outcomes.

HEALTHY SOUTH TEXAS COALITION MEMBERS

Our county recruited, trained, and mobilized a community Healthy South Texas coalition, identifying the most critical health needs in our community and helping assess the best way to address those needs.

5 COALITION MEMBERS REPRESENTING:

Medical Professional (1)

Public Health Professional (4)



OVER THE COURSE OF THE 8 WEEK PROGRAM, 188 PARTICIPANTS WALKED A TOTAL OF 22,074 MILES.



Obstacle course and self-defense demonstration during Walk Across Texas finale.



In HST Year 1, including the cost of lost wages, the total potential economic impact for Kleberg-Kenedy Counties WAT! participants is approximately \$1,398,364.



In Year 1, the average weekly mileage of WAT! participants in Kleberg-Kenedy Counties improved 6.5 miles from week 1 to week 8.



It is estimated that 22 of the adults who completed the WAT! program could avoid or delay the onset of diabetes through increased physical activity.



EMPOWERING YOUTH

Healthy South Texas Youth Ambassadors are local, high-school age youth recruited by agents and trained to serve as a community health and wellness advocate. These ambassadors also assist county Extension agents in providing leadership to the youth components of Healthy South Texas.

- Two Kleberg-Kenedy County youth have been selected through the application process and trained.



DINNER TONIGHT/NUTRITION EDUCATION

Healthy eating begins at home and with Texas A&M AgriLife Extension Services Dinner Tonight! program, we make it easier for people to plan and cook healthy meals. Recognizing the challenges of busy families, this program uses face-to-face cooking schools and an all-access website to teach cooking tips and techniques, provide reliable nutrition information, address food safety concerns, and give guidance on food preparation.

Kleberg, Kenedy, Nueces, Brooks, Duval, and Jim Wells Counties partnered with the King Ranch to host a Wild Game Dinner Tonight Cooking School with more than 120 participants on August 10, 2016.

- Agents and specialists modified King Ranch recipes to meet the American Dietary Guidelines, filmed recipe demonstration videos for the Dinner Tonight website, published a wild game recipe publication, and established a partnership with the King Ranch for future worksite wellness programs.
- Cooking school participants indicated high levels of satisfaction with the event (98% mostly or completely satisfied), accuracy of information and instructor's knowledge (100% mostly or completely satisfied), and many indicated they learned about nutrients, meal preparation, and using healthy substitutions.



Dinner Tonight features wild game during healthy cooking school in partnership with the King Ranch.



HEALTH EDUCATION

- Through a partnership with the local Wesley nurse and R.E.A.L. transportation we have been providing participants in the program with access to 'Fresh Start To A Healthier You' nutrition classes. Participants indicated they learned more about selecting and preparing healthy foods for themselves and their families.



OTHER LOCAL PROGRAMS

- Implementation of the Learn, Grow, Eat & GO! program with church youth.
- Healthy South Texas and Texas Well Owner Network collaborated together to sponsor free water well testing (Arsenic, Nitrates, Salinity, E. Coli, and Coliform Bacteria) for residents.



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Making a Difference

Expanded Food and Nutrition Education Program Kleberg County Outcome Summary Report

SUPPORTING TEXAS FAMILIES WITH GREATEST NEED SINCE 1969

The Expanded Food and Nutrition Education Program (EFNEP) helps young families and youth with limited resources – those most at risk to suffer from hunger, food insecurity and the inability to connect with available support systems. EFNEP offers practical lessons in basic nutrition, food preparation, food budget management and food safety in settings convenient for the participants. EFNEP also includes a walking program for adult participants. Program graduates reflect significant, lasting improvement in eating behaviors and healthy food habits. Texas has a need for EFNEP – 2014 data show that 20% of Texas families with children under the age of 18 were living below poverty level, compared to 18% of U.S. families.

EFNEP REACHES DIVERSE AUDIENCES IN KLEBERG COUNTY

In Kleberg County, ethnically diverse EFNEP nutrition assistants reach youth and adult groups whose principal language may be English or Spanish.

In 2016,

- 152 families enrolled in EFNEP.
- 1,449 youth contacts were made through the EFNEP youth program.
- 71% of families were at or below 100% of federal poverty level.
- 90% of families were enrolled in one or more food assistance programs.
- 89% of EFNEP adult participants were Hispanic/Latino.
- 5% of EFNEP adult participants were Not Hispanic/Latino, White.

The Texas A&M Agrilife Extension Service provides equal opportunities in its programs and employment to all persons, regardless of race, color, sex, religion, national origin, disability, age, genetic information, veteran status, sexual orientation, or gender identity.

The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating

EFNEP MAKES A REAL DIFFERENCE

Adult Program:

Using “hands-on” experiences, EFNEP adult participants complete at least a six-lesson series on stretching food dollars, improving eating habits, and practicing food safety principles. As a result of participation in EFNEP the following food and nutrition behaviors were achieved:

- 88% with positive change in any food group at exit. Specifically, EFNEP participants consumed 0.9 more cups of fruits and vegetables at completion, compared to entry.
- 82% improved in one or more food resource management practices such as planning meals in advance.
- 88% improved in one or more nutrition practices such as using the “Nutrition Facts” on food labels to make food choices.
- 71% improved in one or more food safety practices such as thawing foods safely.

Youth Program:

The EFNEP – Youth program is directed toward low-income school-age youth. These students participate in a series of fun and educational lessons on good nutrition and food safety as part of summer programs, classroom and after-school activities. The following results show how youth participants’ food behaviors improved after attending EFNEP classes.

- 68% improved ability to choose foods according to the Dietary Guidelines.
- 40% improved their safe food handling practices more often.
- 24% improved physical activity practices.



VALUE

Expanded Food and Nutrition Education Program

These nutrition programs teach low-income audiences to prepare nutritious meals, stretch their food resources, improve their food-safety practices, and participate in regular physical activity. This not only improves the quality of life and reduces the risk of chronic disease for participants, but lowers public health-care costs.



4-H YOUTH DEVELOPMENT
Making a Difference in

Annual 4-H Program Summary

County 4-H Youth Involvement

- Chartered Community Clubs
- Members Enrolled in 4-H Clubs
- Youth Reached through Community-based Programs
- Youth Reached through School-Based Enrichment Curriculum

County 4-H Leadership, Advisory, and Support Organizations

- Youth Board Members attended Meetings
- County 4-H Council Members attended Meetings
- Adult Leaders & Parents Organization Members attended Mtgs

Total Youth Reached



of Youth Attending

Participation in County 4-H Events

County Participation in District Events

County Participation in State/National Events

Most Popular Club Projects in the County

Most Popular Curriculum in the County

County 4-H Volunteer Support

- Registered & Screened Volunteers Supporting Clubs
- Club Managers, Co-Managers, and Project Leaders
- Hours Contributed by Volunteers in Support of Clubs

Livestock Show Premium Sale Proceeds*

Includes all projects (4-H and FFA)

Value of Volunteer Time Supporting 4-H



County 4-H Leadership & Personal Development Programs

Attended State-level Leadership & Personal Development educational or competitive events
Attended District-level Leadership & Personal Development educational or competitive events
Attended District Leadership Lab
Received 4-H Scholarships valued at a total of

Local Training Opportunities for Youth and Adults

Significant Leadership & Personal Development accomplishments from county Events & Activities

County 4-H Agriculture & Natural Resource Programs

Livestock Projects (all species)
Participated in County Livestock Shows
Attended State-level Livestock Shows
Attended District-level Agriculture & Natural Resources educational or competitive events
Youth Trained through “Quality Counts” Program

Local Training Opportunities for Youth and Adults

Significant Agriculture & Natural Resource accomplishments from county Events & Activities

County 4-H Family & Consumer Science Programs

Attended State-level educational or competitive events
Attended District-level educational or competitive events

Local Training Opportunities for Youth and Adults

Significant Family & Consumer Science accomplishments from county Events & Activities

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