



Family AND Consumer Sciences Extension



Strategic Plan



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Acknowledgements

Throughout the history of the University of Kentucky Family and Consumer Sciences (FCS) Extension there have been many people who have laid the foundation and provided leadership to advance the FCS program. Currently, led by 126 agents, 86 paraprofessionals, 31 professional staff, and 6 faculty, we are in the position to be innovative and creative change agents in Kentucky because of the many people who have given vision, leadership and sacrifice in their role as FCS, agents, faculty, state staff, and program assistants and administrators. We acknowledge the strength, wisdom and determination of those who preceded us with gratitude as we develop our next steps. Please join us in Building Strong Families for Kentucky.

FCS Strategic Plan Introduction

Our Commitment, Our Passion: Building Strong Families for Kentucky

The kind of commitment I find among the best performers across virtually every field is a single-minded passion for what they do, an unwavering desire for excellence in the way they think and the way they work.

Jim Collins

The Idea

The process of building the University of Kentucky Family and Consumer Sciences Extension (FCS) strategic plan began in 2007 as FCS state staff elected to share state and national trends data with FCS agents from an integrated rather than a topical approach. Following up on the integrated trends presentation, state and county staff, working together, began framing our approach to planning local programming by systematically utilizing the visionary FCS philosophy of an interconnected and interdependent family and community systems model (Baugher et al., n.d.).

The Process

The concept of developing a FCS strategic plan was conceived during the School of Human Environmental Sciences (HES) “Charting our Course” visioning exercise that resulted in a unified School research, teaching and engagement plan called Positioning our Future 2007-2012. The three step process included 1) initial input and data gathering, 2) definition and formulation of the strategic plan and 3) finalizing the plan. Input was gathered from 135 FCS agents, fifteen Cooperative Extension Service (CES) administrators, three department chairs, 30 faculty and staff, nine faculty and staff from other College of Agriculture departments, 15 FCS State Advisory Council members, three Kentucky State University Extension professionals and numerous local stakeholders. As the priorities were defined and the initiatives finalized, feedback was sought during Fall District FCS agent meetings, CES Stakeholder Issues Flow process, FCS State Advisory Council meetings, Kentucky Extension Homemakers Association (KEHA) annual meetings and area meetings, KEHA Board meetings, monthly FCS contact agents’ meetings, FCS state staff meetings, HES All School Conference, the CES plan of work process, and CES administrative meetings. Initiative team leaders were identified from state staff and team members were recruited from internal and external partners, including county agents. Initiative team leaders committed to monthly meetings and a two day retreat to build and refine the framework. Many hours of planning, discussion, and synthesis of ideas have been shared to bring this plan to fruition.

The Plan

The FCS strategic plan currently includes seven initiatives that were identified as state-wide high priority needs that can be supported by University of Kentucky Extension faculty and staff expertise. Each initiative has defined goals that direct the outcomes of the overall plan. The strategic plan currently includes two sections: logic models and an evaluation matrix. Logic models have been designed for each initiative to aid FCS agents and assistants in local needs assessment,

program prioritization and implementation and evaluation of programs. In essence, the logic models provide a menu of choices for county staff and stakeholders as they develop and implement a local Extension plan of work. The strategic plan also includes an evaluation matrix to guide agents in measurement of annual outcomes at three levels: 1) knowledge, opinions, skills, aspirations (KOSA), 2) behavior/ practice 3) and Social Economic and Environmental Change (SEEC) levels. The matrix is designed using Cooperative Extension Service state and national indicators and features program questions as the main reporting mechanism. Other methods of collecting data for practice and SEEC level outcomes outlined in the logic models are being investigated by agents and state staff for inclusion in subsequent years.

Implementation Process and Timeline

The FCS Strategic Plan is being implemented in conjunction with the July 1, 2012-June 30, 2016 CES plan of work program planning process. FCS state staff developed a state and national trends overview from the initiative context for FCS agents. This overview included a web-based in-service in August 2011 with resources that could be localized during the stakeholder discussion process (background information, PowerPoint slide show, and potential discussion questions). The seven logic models, one for each initiative, distributed at HES All-School conference November 2011, are tools for agents to use to help guide discussions and FCS program decisions at the local level. The evaluation matrix, to be distributed January 2012 at seven district FCS meetings, outlines the FCS programs and resources that are available to be implemented July 1, 2012, which are designed to meet the strategic plan goals and outcomes. The indicators that measure the outcomes are included as well as the evaluation method and timeline for the each program listed. The evaluation matrix will be updated and disseminated annually in late November.

Summary

Family and Consumer Sciences Extension firmly believes that this Strategic Plan development process will result in a more advanced, interdisciplinary vision for our entire system of our mission of helping Kentucky individuals, families, and communities create more abundant lives and healthier environments. We eagerly look forward to implementing this strategic plan toward the accomplishment of this mission.

References

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Initiative 1 Making Healthy Lifestyle Choices

Family and Consumer Sciences Extension encourages families to make proactive choices to improve individual health and well-being, whether choosing a low fat, nutritious diet, increasing health literacy for chronic disease prevention, or participating in regular physical activity.

GOALS

- 1.1** Apply knowledge and skills to think critically, to solve problems, and to make informed decisions regarding healthy lifestyle choices.
- 1.2** Manage healthy weight throughout the lifecycle through healthy lifestyle choices.
- 1.3** Increase promotion and practice of physical activity daily.
- 1.4** Reduce chronic disease risk, debilitation, and premature death by practicing healthy lifestyle choices.



Initiative Team

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Making Healthy Lifestyle Choices

Situation: The obesity epidemic threatens the quality and years of life of Kentuckians. Obese individuals are at increased risk for many chronic health conditions, including type 2 diabetes, heart disease, stroke, and some types of cancers. The obesity rate in Kentucky increased 90 percent over the last 15 years. Thirty percent of individuals in the Commonwealth report no leisure-time physical activity. Increased consumption of unhealthy food, stress, and built environments that promote physical inactivity are largely responsible for the obesity epidemic. As a result, Kentuckians are dying from heart disease and cancer at higher rates than all Americans and they have a lower life expectancy, 75.5 years, compared to 78 years for Americans. Minorities and individuals residing in Appalachia bear a heavier brunt of the obesity and chronic disease burden. The goal of the Making Healthy Lifestyle Choices Initiative is to reverse these trends by working with various organizations, agencies, and groups to promote the health and wellness in all Kentuckians.

INPUT	OUTPUTS	
	Activities	Participants
<ul style="list-style-type: none"> • Kentucky Cooperative Extension Service (CES) agents, program assistants, specialists and volunteers • Kentucky CES publications and resources • eXtension resources • Health Education through Extension Leadership (HEEL) • Local, state, and federal health agencies • United States Department of Agriculture • Public and private health organizations • Registered dietitians • Medical professionals • Chronic disease advocacy organization • Kentucky Diabetes Network • Non-profit agencies • Kentucky Extension Homemakers Association (KEHA) • Business • Community and faith-based organizations 	<p>Develop nutrition messages and programs that allow individuals to make informed decisions regarding healthy lifestyle choices</p> <ul style="list-style-type: none"> • Making Healthy Food Choices • Balancing Calories and Managing Weight • Truth or Consequences • Blue to You 	<p><u>People</u></p> <p>Individuals and families</p> <p>Low-income individuals</p>
	<p>Healthy weight throughout the lifecycle And childhood obesity</p> <ul style="list-style-type: none"> • Family Mealtime • Got Vegetables? <p>Youth wellness</p> <ul style="list-style-type: none"> • Body Works • Wildcat Way to Wellness • Literacy, Eating, Activity for Primary Youth Health (LEAP) • Professor Popcorn <p>Adult weight management</p> <ul style="list-style-type: none"> • Weight the Healthy Series (WTRS) • Wellness in Kentucky • Second Sunday • Get Moving Kentucky • Community Walking and Fitness Programs 	<p>Policy makers</p> <p>Current and potential program users</p> <p>Key stakeholders</p> <p>Health professionals</p> <p>Child care providers</p> <p>Minority groups</p>
	<p>Practice and Promotion of Physical Activity</p> <ul style="list-style-type: none"> • All Star Dad (social marketing campaign) • Families on the Move • Mind and Body Connection • Get Moving Kentucky (GMK) • Wildcat Way to Wellness • Matter of Balance • Second Sunday 	<p><u>Organizations</u></p> <p>Faith-based organizations</p> <p>KEHA</p> <p>Schools</p> <p>Professional organizations</p>
	<p>Reduce Chronic Disease Risk and Debilitation</p> <ul style="list-style-type: none"> • Taking Ownership of Your Diabetes Curriculum • Strong Women Healthy Heart • Ovarian Cancer Screening • Chronic Disease Self- Management Program • Second Sunday • Growing Healthy Kids in Kentucky • Farm to School • Health Literacy Training 	<p>Human and social service agencies</p> <p>Businesses</p> <p>Community coalitions & organizations</p> <p>Government</p>

Making Healthy Lifestyle Choices

ASSUMPTIONS: (a) Individuals, families and groups will invest time and resources in delivering the programs (b) Participants will gain knowledge from the program that will result in changes in attitude, skills and behaviors;(c) Behavioral changes will lead to improvement in the quality of life for Kentuckians (d) Collaborative and integrative approaches and models will be used to solve problems.

EXTERNAL FACTORS: Local, state and/or federal funding, built environment, local, state and national policies influence healthy lifestyle choices.

OUTCOMES

KOSA Initial	Behavioral Practices Intermediate	SEEC Long-term
<p>Change in awareness, knowledge, opinions, skills, and attitudes needed to make informed choices regarding:</p> <ul style="list-style-type: none"> • Healthy lifestyle choices • Childhood and youth obesity • Adult weight management • Healthy aging • Practice and promotion of daily physical activity • Policies that that reduce the level of obesity • Reduction of chronic disease 	<ul style="list-style-type: none"> • Practice healthy food choices and strengthen individuals' ability to build healthy eating plans and patterns. • Maintain appropriate calorie balance during each stage of life: childhood, adolescence, adulthood, pregnancy and breastfeeding and older age • Practice of physical activity in families and communities and decreased time spent on sedentary behaviors • Community members advocate for policy • Changes related to obesity, physical activity and healthy eating. • Strengthen community coalitions or partnerships to address obesity, physical inactivity and chronic disease. • Practice healthy lifestyle decision-making that strengthen individuals' ability to cope with normal life stressors. 	<ul style="list-style-type: none"> • A decrease in the number of obese and overweight children, youth, adults and elderly • Increase in the practice and promotion of physical activity and healthy eating daily • Improvement in the built environment to promote physical activity and healthy eating • Improvement in the mental health and well-being of Kentuckians • Manage and prevent the risk, debilitation, and premature death related to diabetes, cancer, heart disease, stroke and hypertension • Increase the estimated health savings in dollars for chronic disease. • Increase policies that address obesity, physical inactivity and promotion of poor nutrition

“What aspects of Making Healthy Lifestyle Choices, has bubbled up as a priority for my work in the next four years?”

Initiative 2 Nurturing Families

Family and Consumer Sciences Extension focuses on individual and family development by promoting effective communication, understanding developmental ages and stages, appreciating individual and cultural differences, developing a strong value system, making wise decisions, and encouraging a supportive environment.



GOALS

- 2.1 Strengthen** family nurturing attitudes and behaviors by caring for the health and well-being of each individual throughout the lifespan.
- 2.2 Build** personal strengths, interpersonal communication, and life skills to strengthen families.
- 2.3 Foster** the optimal development of children and youth.
- 2.4 Practice** wise parenting skills.
- 2.5 Build** community capacity to nurture all families through appropriate collaborations and programs.

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Nurturing Families Initiative

Situation: Healthy couple and parenting relationships and resulting family stability benefit the well-being of adults and children. Co-habiting, same-sex, divorced, widowed and single households are the new majority. Stresses on military families are more difficult and prolonged because of the demands on military personnel to serve multiple deployments, frequently in combat zones. Children who live absent from their biological fathers are two to three times more likely to be poor, to experience educational, health, emotional and behavioral problems than their peers who live with their married, biological (or adoptive) parents. In 2009, 26 percent of Kentucky children lived in poverty, ranking Kentucky 48th in the nation. Children who start kindergarten with delayed development and fewer assets are by far more likely to repeat grades, get tracked into lower-tier classes and drop out of high school than more advantaged children. More than half of Kentucky's 56 judicial circuits have some form of mandated divorce education; more such education is needed.

INPUT	OUTPUTS	
	Activities	Participants
<ul style="list-style-type: none"> • Kentucky Cooperative Extension Service (CES) agents, program assistants, specialists and volunteers • Kentucky CES publications and resources • eXtension resources • Extension resources from other states • Department of Family Sciences faculty • Early Care and Education Child Care Training • Training in Practice Project • National online, research-based resources: CYFERnet, eXtension, National Network for Child Care • Kentucky Extension Homemakers Association (KEHA) • Scholarly family life journals • Community partners, i.e., Family Resource & Youth Services Centers (FRYSCs), public health departments, mental health professionals, social services agencies, public libraries, faith communities, businesses, Head Start and community volunteers 	<p>Strengthen family nurturing attitudes and behaviors by caring for the health and well-being of each individual throughout the lifespan.</p> <ul style="list-style-type: none"> • Home Is Where the Health Is • Keys to Great Parenting (Keys 1 & 7) • Just-In-Time Parenting • Universe of Possibilities (Modules 2, 3, 7) • Fathers Reading Everyday (FRED) 	<p><u>People</u></p> <p>Diverse parents and other adults (married couples, single, separated or divorced, foster, adoptive, step-parents, very young parents, fathers, relatives, military)</p> <p>Children and youth participating in concurrent children's educational programs</p> <p>Couples in relationship</p> <p>Community employees taking child care and parental roles, such as:</p> <ul style="list-style-type: none"> • Child care providers and/or Head Start teachers • Faith-based volunteer educators • Family service workers
	<p>Build personal strengths, interpersonal communication and life skills to strengthen families.</p> <ul style="list-style-type: none"> • Keys to Great Parenting (Keys 2, 4, 5) • Traveling Light: Family Language Fun to Go • Just-In-Time Parenting • Extension Homemakers Support Military Families • Universe of Possibilities (All modules) • Truth or Consequences • Blue to You 	
	<p>Foster the optimal development of children and youth</p> <ul style="list-style-type: none"> • Keys to Great Parenting (Keys 3, 4, 5, 6) • Traveling Light: Family Language Fun to Go • Grandparents and Grandchildren Together • Feed Hungry Young Minds through Storybook Adventures • Just-In-Time Parenting • Operation Military Kids • Nurturing Parenting Program • Early Care and Education Child Care Training 	
	<p>Practice wise parenting skill</p> <ul style="list-style-type: none"> • Keys to Great Parenting (all Keys) • Home Is Where the Health Is 	
	<p>Build community capacity to nurture families through appropriate collaborations and programs</p> <ul style="list-style-type: none"> • Families Find Quality Time Volunteering Together (University of MN Extension fact sheet) • Early Care and Education Child Care Training • How to Help Military Families series • Extension Homemakers Support Military Families • Grandparents and Grandchildren Together 	

Nurturing Families Initiative

Assumptions: It takes a “village” (community) to adequately support families in rearing children. Everyone who takes a parenting role has at some point the intention of loving children and doing a good job of rearing them. Raising a family is a strenuous, long-lasting job at best. Extension has helpful resources to offer.

External Factors: The larger environment that influences the family consists of community social, economic and built infrastructure; cultural beliefs and customs; natural climate; state and national laws and policies that may or may not be family friendly; presence of jobs or none; international peace or war.

OUTCOMES

KOSA Initial	Behavioral Practices Intermediate	SEEC Long-term
<ul style="list-style-type: none"> • Intends to keep healthy snacks on hand • Commits to set family rules regarding eating together, limiting screen time, active play and exercise, set routines • Intends to manage stress; make time for self; listen, talk, bond with family members; read with child daily; teach responsibility in use of money, time, etc. • Describes child’s developmental levels relative to averages • Verbalizes realistic behavior expectations • Lists developmentally appropriate playthings • Discusses discipline vs. punishment, and preventive and positive discipline techniques • Commits to using logical consequences for misbehavior • Intends to contact community agencies for assistance • Intends to participate in volunteer activities 	<p>The number of people who:</p> <ul style="list-style-type: none"> • Served healthy snacks and meals • Set and used family rules, routines and limited screen time • Ate family meals four or more times a week • Reduced stress levels, made time for selves, and/or made wise decisions about money, time, etc. • Played with child daily • Reported child’s developmental progress over time • Identified realistic expectations for child’s tasks • Reported using preventive and positive discipline techniques in response to misbehavior, and setting and enforcing logical consequences • Practice skills to strengthen and sustain relationships • Accessed community agencies when needed • Engaged in community outreach activities 	<p>Kentucky families are able to:</p> <ul style="list-style-type: none"> • Care for the physical and mental health and well-being of each individual over the long term • Build personal strengths and self-control, interpersonal communication, life skills including wise decision-making. • Reach out with empathy to people of diverse cultural, ethnic, racial groups and those experiencing severe stress • Foster the optimal development of children and youth • Practice parental leadership skills • Access community resources when needed • Become volunteers to make their community a better place to live for everyone

“What aspects of Nurturing Families, has bubbled up as a priority for my work in the next four years?”

Initiative 3 Embracing Life as We Age

Throughout all life stages, it is important to acknowledge and celebrate the changes that accompany aging. Family and Consumer Sciences Extension help individuals, families, and communities manage the challenges and discover the positive aspects of life transitions and growing older.

GOALS

- 3.1** **Adapt** lifestyles to promote healthy aging.
- 3.2** **Adjust** and manage environmental factors to promote independent aging.
- 3.3** **Practice** healthy communication and enhance relationships to promote quality aging.



Initiative Team

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Embracing Life As We Age Logic Model

Situation: People are living longer. Kentucky’s current population of seniors (65+) is 13.3%, a number that is expected to double in the next 40 years due to the aging Baby Boomers (post WWII babies born between 1946-1964). Approximately 25% of Kentucky’s population includes Boomers, who, in 2011, started turning 65. Meanwhile, babies born in Kentucky in 2011 are projected to live to be 75 years old (3 years younger than the national average). Whether it is the graying of America or extended life expectancies, aging is a lifespan process. Therefore, it is important to acknowledge and celebrate the changes that accompany aging, in regard to health, independence and life quality throughout all stages of life. The goal of the *Embracing Life As We Age* Initiative is to develop programs and work with other FCS initiatives to help individuals, families and communities manage the challenges and discover the positive aspects of life transitions and growing older.

INPUT	OUTPUTS	
	Activities	Participants
<ul style="list-style-type: none"> • Kentucky Cooperative Extension Service (CES) agents, program assistants, specialists and volunteers • Kentucky CES publications and resources • eXtension resources • National/State trends • 2007 CES Issues Flow • 2009 Agent Needs Assessment • 7 FCS Initiatives • Julie Zimmerman (Community Development) • Kentucky Extension Homemakers (KEHA) • Health Education Through Extension Leadership (HEEL) • Department for Aging and Independent living & Area Agencies on Aging • UK College of Public Health • UK Sanders-Brown Center on Aging 	<p>Adapt lifestyles to promote <u>healthy aging</u>:</p> <ul style="list-style-type: none"> • Stand Up to Falling • Keys to Embracing Aging • Memory Banking; • Home accessibility/Age Simulation • Living with Loss 	<p><u>People:</u></p> <p>65+</p> <p>Baby Boomers</p> <p>Family caregivers</p>
	<p>Adjust and manage environmental factors to promote <u>independent aging</u>:</p> <ul style="list-style-type: none"> • Stand Up to Falling • Walk In My Shoe • Home Accessibility/Age Simulation • Living with Loss 	<p>Formal caregivers</p> <p>Children of aging parents</p> <p>Health care providers</p> <p><u>Organizations:</u></p>
	<p>Encourage people to practice healthy communication and enhance relationships to promote <u>quality aging</u>:</p> <ul style="list-style-type: none"> • Memory Banking; • Home accessibility/Age Simulation • Keys to Embracing Aging • Living with Loss • Caregiving and Alzheimer’s disease program 	<p>KEHA Members</p> <p>Local civic and social organizations</p> <p>Chamber of Commerce</p> <p>Faith-based organizations</p>
	<p>Integrate/collaborate with the other FCS Initiatives in regards to an aging related program & audience</p>	<p>Stakeholders</p>

Embracing Life As We Are Age Logic Model

Embracing Life As We Are Age Logic Model		
<p>ASSUMPTIONS</p> <ul style="list-style-type: none"> • ___% of people in ___ County are 65 and older. • ___ % of people are projected to be 65 by 2050. • Counties may vary in terms of investment, resources, and buy-in • Future gray of America will redefine expectations for retirement and aging. They will include empowered elderly consumers who demand more and better information, choice and control • Counties will acknowledge and enfold the socioecological model under the premise that everyone in a community has a contribution to make to healthy aging and should be informed/empowered to take action within his/her sphere of influence • A community working collaboratively can create safer environments and increase available and accessible programs and services that are integrated across sectors, therefore promoting healthy aging, independent aging, and quality aging 	<p>EXTERNAL FACTORS</p> <ul style="list-style-type: none"> • The aging population is growing rapidly (it is expected to nearly double in the next 40 years) • Due to difficult economic conditions in many counties and communities, funding/resources may not be available • Social and lifestyle factors can affect the health and well-being of older Americans • Health care costs continue to rise 	
OUTCOMES		
KOSA Initial	Behavioral Practices Intermediate	SEEC Long-term
<p>Change in awareness, knowledge, and aspirations related to <u>healthy aging, independent aging</u> and <u>quality aging</u>:</p> <ul style="list-style-type: none"> • Risk of falling • Healthy lifespan behaviors • Life story and legacy • Ageism • Empathy • Death, dying, loss and bereavement. • Healthy eating and food safety • Age-related family issues (e.g. dementia, power of attorney, living wills, failing health, end-of-life) 	<p>Change in behavior related to <u>healthy aging, independent aging</u> and <u>quality aging</u>:</p> <ul style="list-style-type: none"> • Change behavior to decrease risk of falling. • Increase communication and enhance relationships and social support. • Enhance brain activity • Improve mental health • Create a legacy • Increase skills to interact/work with older adults • Make healthy eating choices and follow safe food handling practices • Work as a family unit to acknowledge and embrace aging issues 	<p>Change in social, economic, and environmental issues related to <u>healthy aging, independent aging</u> and <u>quality aging</u>:</p> <ul style="list-style-type: none"> • Decrease falls • Decrease obesity • Decrease # of individuals with chronic disease • Increase physical activity • Increase estimated health savings • Increase caregiving knowledge and quality relationships • Improve financial education • Improve healthy homes and communities • Improve quality of life for Kentucky's aging families • Build strong KY families • FCS Extension becomes a state leader in aging education

“What aspects of Embracing Life as We Age, has bubbled up as a priority for my work in the next four years?”

Initiative 4 Securing Financial Stability

In the current economy, financial stability is important. That stability rests with families securing and managing their basic human needs of food, clothing, and shelter. Increasing buying power with wise consumer decision-making, avoiding pitfalls of overextended credit, developing saving habits, and managing financial risks are topics taught by Family and Consumer Sciences Extension.

GOALS

- 4.1** **Articulate** and apply smart financial behaviors related to goal setting, budgeting, analysis of credit and contracts, risk management, saving and investing, and use of financial services.
- 4.2** **Develop** smart financial behaviors related to wealth management strategies including: retirement, estate planning and investing.
- 4.3** **Adopt** smart financial behaviors related to consumer protection including: laws and rights, fraud and services.
- 4.4** **Use** information and technology related to consumption of goods and services including shopping decisions and conserving resources.



Initiative Team

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Securing Financial Stability

Situation: Kentucky consistently lags behind other areas of the United States in household income indicators, including personal income, population living below the poverty line, unemployment and revolving debt loads.

INPUT	OUTPUTS	
	Activities	Participants
<ul style="list-style-type: none"> • Kentucky Cooperative Extension Service (CES) agents, program assistants, specialists, and volunteers • Kentucky CES publications and resources including: <ul style="list-style-type: none"> - Managing in Tough Times (MITT) Initiative - MoneyWi\$e website - Ky. High School Financial Planning Program (KHSFPP) website - Community and Economic Development in Kentucky (CEDIK) Initiative • eXtension resources • Family Development & Management (FDM) • Local, state and federal resources <ul style="list-style-type: none"> - KY Attorney General’s Office - KY Housing Authority - Security and Exchange Commission (SEC) - Federal Deposit Insurance Corporation (FDIC) - U.S. Census Bureau - Federal Trade Commission (FTC) - National Endowment for Financial Management - National Consumer League • Extension Disaster Education Network (EDEN) • Jump Start Coalition • Non-profit organizations (e.g. AARP, United Way, faith-based organizations) 	<p>Financial Literacy for Youth</p> <ul style="list-style-type: none"> • Thrive by five • Small Steps to Health and Wealth for Youth • Reality Store • High School Financial Planning • Planning Ahead for Education • Kentucky Saves Piggy Bank Contest • State Fair Poster Contest • Future 4-H Millionaire Club 	<p><u>People</u></p> <p>Youth, preschool to through grade 12</p> <p>Low Income/Low Literacy adults</p>
	<p>Financial Literacy for Young Adults & General Public</p> <ul style="list-style-type: none"> • Real Skills for Everyday Life • Small Steps to Health & Wealth • Online Challenge • Wildcat Way to Wellness • America/Kentucky Saves • Make Your Money Work • “Bits and Tips” • FDIC MoneySmart • Love Your Money College Student Investor Ed Program • Financial Management Seminars • Couponing 101 • Moneywi\$e • Risk Management 	<p>College Students</p> <p>General Public</p> <p>Young adults</p> <p>Retirees</p> <p>Stakeholders</p>
	<p>Consumerism</p> <ul style="list-style-type: none"> • Identity Protection • Consumer Rights • Health Rights & Protection • Technology Protection • Tricks of the Trade: Outsmarting Investment Fraud (FINRA) • Adjusting to Rising Fuel/Food Costs • Couponing 101 	<p><u>Organizations</u></p> <p>Community partners</p> <p>Businesses</p>
	<p>Employability and Entrepreneurship</p> <ul style="list-style-type: none"> • Real Skills for Everyday Life 	
	<p>Savings and Investments Education</p> <ul style="list-style-type: none"> • Individual Development Accounts • Retirement & Investing • America/Kentucky Saves Living on a Fixed Income • Estate Planning Workshops 	

Securing Financial Stability

<p>Assumptions</p> <ul style="list-style-type: none"> • The economy will continue to be in an economic recovery for at least three to five more years. • Knowledge is the first step towards behavior change. • County Extension Agents will deliver programs to their counties based on local needs. • Agents will assist in the collection of outcome data. 			<p>EXTERNAL FACTORS:</p> <ul style="list-style-type: none"> • Financial background and experiences of county Extension agents and local clientele. • Local economic factors such as inflation, cost of living, unemployment, housing market, etc. 		
<p>OUTCOMES</p>					
<p>KOSA Initial</p>		<p>Behavioral Practices Intermediate</p>		<p>SEEC Long-term</p>	
<ul style="list-style-type: none"> • Teenagers and adults will show increased knowledge and skills related to managing available financial and non-financial resources. • Participants will increase understanding of their consumer rights and privacy protection measures. • Change knowledge, opinions, skills and attitudes to improve employability through practical living skills and continued education practices. • Increase financial literacy related to savings and investments. 		<p>Number of people who</p> <ul style="list-style-type: none"> • Adopt short, mid and long term financial planning strategies. • Adopt privacy protection measures; annual, semi-annual, or quarterly credit-checking practices; and better recognition of fraudulent attempts from outside sources. • Improve employability through practical living skills and continued education practices. • Demonstrate practical living skills related to economic or enterprise development, as well as seeking to ascertain advance education credentials. • Practice one or more resource management behaviors resulting in increased savings or investments. 		<ul style="list-style-type: none"> • Number of clientele reporting improved family financial stability and economic well-being. • Increase the number of clientele reporting improved privacy security measures and reduction in reports of financial fraudulent matters across the state. • Individuals and families are increasing their income as well as maximizing income resources consumption. • Improve the quality of life for Kentuckians resulting in stronger families. 	

“What aspects of Securing Financial Stability, has bubbled up as a priority for my work in the next four years?”

Initiative 5 Promoting Healthy Homes and Communities

Through Family and Consumer Sciences Extension, individuals improve safety in their home and decrease their environmental footprint. Community efforts are designed to promote healthy lifestyles throughout the lifespan.

GOALS

- 5.1** **Create** safe homes within environments that promote and support the physical and mental well-being of families throughout the lifecycle.
- 5.2** **Improve** the built and natural environment to increase active and healthy lifestyles.



Initiative Team

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Kelli Bonifer, Adair
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Brooke Jenkins, Magoffin
Peggy Powell, Montgomery
Tracy Thornton, Butler
Martha Yount, Breathitt
Joanne Bankston, KSU Financial Management
Bob Fehr, Bio-Systems Engineering Faculty
Amy Hosier, Family Sciences Faculty
Mark Purschwitz, Bio-Systems Engineering Faculty
Pam Sigler, FCS Extension
Connie Wheeler, FCS Extension

Promoting Health Homes and Communities Logic Model

Situation: Each decision individuals make has an impact on health and safety in the family, community and environment. Each year, on average, Kentuckians deal with 30-50 days associated with thunderstorms, 12 tornadoes and 3 fatalities related to tornadoes. Preparing for emergency situations can be crucial to survival and safety. Understanding how daily choices can impact our environment is vital to conserving and preserving our natural resources and ensuring a healthy environment for present and future generations. In 2008, Kentucky ranked 18th in total energy consumption and 7th in energy consumption per capita. In 2010, the statewide household participation rate for all curbside garbage collection types was 86.6%. In 2010, Kentuckians recycled 35.7% of all municipal solid waste and 29% of common household recyclables. The average Kentuckian used 67 gallons of water per person per day.

INPUT	OUTPUTS	
	Activities	Participants
<ul style="list-style-type: none"> • Kentucky Cooperative Extension Service (CES) agents, program assistants, specialists and volunteers • Kentucky CES publications and resources • eXtension resources • Kentucky Extension Homemakers Association (KEHA) • ANR Professionals <ul style="list-style-type: none"> - Brad Lee, Plant and Soil Science(PSS) - Blake Newton, Entomology (ENT) - Ashley Osborne (PSS) - Mike Potter (ENT) - Mark Purschwitz, Biosystems and Agricultural Engineering (BAE) • Local, state, and federal agencies <ul style="list-style-type: none"> - U.S. Environmental Protection Program - Housing Education and Research Association - KY Dept. for Public Health - KY Dept. of Energy Development and Independence - KY Division for Air Quality - KY Division of Waste Management - KY Radon Program - U.S. Dept. of Energy • Non-profit agencies <ul style="list-style-type: none"> - Bluegrass PRIDE 	<p>Create safe homes within environments that promote and support the physical and mental well-being of families throughout the lifecycle</p> <p>Disaster preparedness:</p> <ul style="list-style-type: none"> • KEHA Accessibility and Preparedness Lesson Plan (2012-13) <p>Pest management:</p> <ul style="list-style-type: none"> • UK ENT Factsheets • KEHA Pest Management Lesson Plan (2013-14) <p>Going green:</p> <ul style="list-style-type: none"> • Earth Day Materials (April 22 each year) • KEHA Indoor Air Quality Lesson Plan (2014-15) • Home and Environment Publication Series • Healthy Homes Program • Going Green: Living an Environmentally Responsible Life Program • Residential Rain Gardens Program <p>Energy conservation:</p> <ul style="list-style-type: none"> • KEHA Lesson Plans (2010-2012) • Home and Environment Publication Series <p>Solid waste management:</p> <ul style="list-style-type: none"> • America Recycles Day Materials (November 15 each year) • Home and Environment Publication Series • Household Waste Management Program <p>Water conservation:</p> <ul style="list-style-type: none"> • 40 Gallon Challenge Program • KY Water Awareness Month Materials (May of each year) • Home and Environment Publication Series <p>Home safety:</p> <ul style="list-style-type: none"> • A Matter of Balance Program • Managing Your Septic System Program • Stand Up for Falling Program <hr/> <p>Improve the built and natural environment to increase active and healthy lifestyles:</p> <ul style="list-style-type: none"> • Second Sunday 	<p><u>People</u></p> <p>County residents</p> <p>KEHA Members</p> <p>Caregivers (e.g., daycares, nursing homes)</p> <p><u>Organizations</u></p> <p>4-H Clubs</p> <p>Schools</p> <p>Faith- based organizations</p> <p>Farmers' Markets</p> <p>Community gardens</p> <p>Parks/Recreation</p> <p>Community partners</p> <ul style="list-style-type: none"> • Local health dept. • Conservation District • Fitness organizations (i.e. YMCA, Boys and Girls Clubs) • Community Action • Media

Promoting Health Homes and Communities Logic Model

<p>Assumptions: When referring to home, built, and/or natural environment, it is assumed to include one or more of the following topics:</p> <ul style="list-style-type: none"> • Disaster preparedness • Pest management • Going Green • Energy conservation • Solid waste management • Water conservation • Home safety 	<p>External Factors: Weather patterns, economic situations, built and natural environment, and location influence client concerns about issues related to healthy homes and communities.</p>
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OUTCOMES

KOSA Initial	Behavioral Practices Intermediate	SEEC Long-term
<p>Change knowledge, opinions, skills, and/or aspirations in understanding of issues related to:</p> <ul style="list-style-type: none"> • Disaster preparedness • Pest management • Going green • Energy conservation • Solid waste management • Water conservation • Home safety • Built environment <p>Identify one or more practices that will improve:</p> <ul style="list-style-type: none"> • Disaster preparedness • Pest management • Going green • Energy conservation • Solid waste management • Water conservation • Home safety • Built environment 	<p>Implement one or more practices that will improve:</p> <ul style="list-style-type: none"> • Disaster preparedness • Pest management • Going green • Energy conservation • Solid waste management • Water conservation • Home safety • Built environment <p>Assess the cost savings and/or benefits associated with newly adopted practices related to:</p> <ul style="list-style-type: none"> • Disaster preparedness • Pest management • Going green • Energy conservation • Solid waste management • Water conservation • Home safety • Built environment <p>Demonstrate skills to improve:</p> <ul style="list-style-type: none"> • Disaster preparedness • Pest management • Going green • Energy conservation • Solid waste management • Water conservation • Home safety • Built environment <p>Participate in an activity or event that improves the built or natural environment.</p>	<ul style="list-style-type: none"> • Create safe homes within environments that promote and support the physical and mental well-being of families throughout the life cycle • Improve the built and natural environment to increase active and healthy lifestyles • Improve the built and natural environment to increase active and healthy lifestyles

“What aspects of Promoting Healthy Homes and Communities, has bubbled up as a priority for my work in the next four years?”

Initiative 6 Accessing Nutritious Foods

Family and Consumer Sciences Extension helps families gain access to food and to stretch food dollars; communities to decrease hunger; and local food assistance programs to educate recipients on healthy and safe food preparation methods. Family and Consumer Sciences agents and paraprofessionals are pivotal in training consumers and producers to maximize local access to farm-to-table food products.

GOALS

- 6.1** Increase access to fruits and vegetables.
- 6.2** Increase the number of new mothers who attempt to breast feed their babies and increase duration of breastfeeding to six weeks or more.
- 6.3** Apply skills of food resource management, food safety, and food preparation to afford healthy, nutritious food choices.



Initiative Team

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 Breckinridge
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 for a Healthy Kentucky

Accessing Nutritious Foods

Situation: Nutrition Education Programs help families gain access to food and stretch food dollars; communities to decrease hunger; and local food assistance programs to educate recipients on healthy and safe food preparation methods. Agents, paraprofessionals and volunteers are pivotal in training consumers and producers to maximize local access to food products from farm to table.

INPUT	OUTPUTS	
	Activities	Participants
<ul style="list-style-type: none"> • Kentucky Cooperative Extension Service (CES) agents, program assistants, specialists and volunteers • Kentucky CES publications and resources • eXtension resources • College of Agriculture faculty in <ul style="list-style-type: none"> - Nutrition and Food Sciences - Agricultural Economics - Horticulture • Local, state and federal partners <ul style="list-style-type: none"> - Kentucky Department of Agriculture (KDA) - Kentucky Cabinet for Health and Family Services - USDA Food and Nutrition Service - Partnership for a Fit Kentucky - Lactation Improvement Network of Kentucky (LINK) - Produce for Better Health - Nutrition Education Programs (NEP) - Kentucky Dept. of Education (KDE) • Non-profit organizations <ul style="list-style-type: none"> - Kentucky Food Bank Association - Faith based organizations 	<p>Increase access to fruits and vegetables</p> <ul style="list-style-type: none"> • Farmer’s Markets • Gardening Programs • Food Preservation • Local Food Systems (Farm to School, Farm to Institution) • GAP Training • KY Farm to School (F2S) Curriculum • Literacy, Eating and Activity for Primary Youth Health (LEAP) • Weight, the Reality Series • UK CES Nutrition Education Program 	<p><u>People</u></p> <p>Limited resource individuals and families</p> <p>Families with children</p> <p>Youth</p> <p>Volunteers</p> <p><u>Organizations</u></p>
	<p>Increase the number of new mothers who attempt to breastfeed their babies and increase duration of breastfeeding</p> <ul style="list-style-type: none"> • Just in Time Parenting (JITP) • USDA materials • UK CES Nutrition Education Program 	<p>Farmer’s Markets</p> <p>KDA</p> <p>Schools</p>
	<p>Apply skills of food resource management, food safety, and food preparation to afford healthy, nutritious food choices</p> <ul style="list-style-type: none"> • Home-based Microprocessing • Plate It Up • Food preparation programs • Small Steps to Health and Wealth for Youth • Social Marketing • Professor Popcorn • Organwise • Wellness in Kentucky (WIN)Kentucky • Super Star Chef • Food for Thought website • Champion Food Volunteers • UK CES Nutrition Education Program 	<p>LINK</p> <p>Community Partners i.e.</p> <ul style="list-style-type: none"> - Faith Based Organizations - Food Pantries - Kentucky Cabinet for Health and Family Services <p>Local business</p> <p>NEP Advisory Group</p> <p>Media</p>

Accessing Nutritious Foods

ASSUMPTIONS: According to Center for Disease Control and Prevention statistics:

- Kentucky adult obesity ranks among the 10 highest in the US
- Kentucky adults rank among the 10 highest for poor consumption of fruits and vegetables in the US
- Kentucky youth rank among the 10 highest for obesity in the US
- Kentucky ranks among the lowest for attempts to breast feed and duration of breastfeeding

County staff will have resource materials from:

- Plate It Up
- Stand Up for Falls
- Managing in Tough Times
- Diabetes
- CES Nutrition Education Program
- Other Cooperative Extension and USDA sources

EXTERNAL FACTORS: Slow rate of recovery from recession has led to increased:

- Unemployment (USDA Economic Research Service)
- Demand for emergency food supply (Kentucky Association of Food Banks)
- WIC participation (USDA Economic Research Service)
- Demand for senior commodity foods (Kentucky Department of Agriculture)
- Participation in federal school meal programs (Kentucky Department of Education)
- Lack of access to nutritious, affordable foods, especially fish, fruits, and vegetables (University of Kentucky Nutrition Education Program)
- Participation in Supplemental Nutrition Assistance Program (USDA Food and Nutrition Service)

OUTCOMES

KOSA Initial	Behavioral Practices Intermediate	SEEC Long-term
<ul style="list-style-type: none"> • Understand the importance of sustainable local agriculture to individual health and financial well-being • Learn to grow, prepare and preserve food • Learn to incorporate unfamiliar foods or foods not currently eaten into a healthy diet • New mothers and those who support them increase knowledge about the health and economic benefits of breastfeeding • Increase knowledge and understanding of healthy eating, food safety and food resource management • Learn about community support services to increase food security 	<p>Number who:</p> <ul style="list-style-type: none"> • Access more local foods • Redeem Farmer’s Market Nutrition Program benefit. • Plant, harvest and preserve produce • Apply improved food preparation skills, food management skills, food safety and healthy eating habits <p>Number of:</p> <ul style="list-style-type: none"> • New mothers utilize community services to support breastfeeding, such as WIC breast pump services • Youth who access other food sources when not in school • Households accessing emergency food sources 	<ul style="list-style-type: none"> • Kentucky population will increase average fruit and vegetable consumption by 1 or more servings per day • More new mothers attempt to breast feed their babies and increase duration of breastfeeding to six weeks or more • Kentuckians improve food management skills and healthy eating habits • Youth will be food secure when school is not in session • People accessing emergency food sources will select from nutrient dense items

“What aspects of Accessing Nutritious Foods, has bubbled up as a priority for my work in the next four years?”

Initiative 7 Empowering Community Leaders

Building the capacity of volunteer leaders is critical for the sustainability of communities that support and strengthen families. Family and Consumer Sciences Extension is committed to engaging, educating, and empowering local citizens to investigate issues, make responsible decisions, and take ownership of solutions.



GOALS

- 7.1 Develop** skills and knowledge designed to improve personal leadership capacity.
- 7.2 Implement** leadership practices designed to improve successful accomplishment of organizational goals and objectives.
- 7.3 Employ** effective practices designed to increase community support for improving community quality of life.

Initiative Team

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Kenna Knight, Pendleton
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Ken Culp, 4H Youth Development
Steve Isaacs, Ag Economics Faculty
Laura Stephenson, FCS Extension

Empowering Community Leaders Logic Model

Situation: Building the capacity of volunteer leaders within counties is critical for the sustainability of a community infrastructure that supports long term commitment to strengthen families. Within Kentucky there are 16,000 KEHA members, 119 Master Clothing Volunteers, and over 150 Champion Food Volunteers who share their expertise, and volunteer time with youth and families in their community. Through the efforts of the FCS agents, paraprofessionals, and volunteers local citizens are engaged, educated and empowered to understand family and community issues and take ownership of implementing local solutions.

INPUT	OUTPUTS	
	Activities	Participants
<ul style="list-style-type: none"> • Kentucky Cooperative Extension Service (CES) agents, program assistants, specialists, and volunteers • Kentucky CES publications and resources • eXtension resources • Extension Leadership specialists and associates: <ul style="list-style-type: none"> - Kris Ricketts - Ken Culp - Kim Henken - Marjorie Baker - Sandra Bastin • Community partners • Kentucky Extension Homemakers Association (KEHA) • Master Clothing Volunteers (MCV) • Champion Food Volunteers (CFV) • Nutrition Education Programs (NEP) 	<p>Enhance Personal Leadership Capacity:</p> <ul style="list-style-type: none"> • Empowering Leaders in Kentucky (ELK), • Kentucky Extension Leadership Development (KELD) Section 1 • Master Clothing Volunteer (MCV) orientation • Champion Food Volunteer (CFV) training • FCS Advisory Council training, • KEHA Leader training 	<p><u>People</u></p> <p>Volunteer leaders</p> <p>KEHA members</p> <p>4H Leaders/Youth</p> <p><u>Organizations</u></p> <p>Family Resource and Youth Services Centers (FRYSCs)</p> <p>Social service agencies</p> <p>Libraries</p> <p>Schools</p> <p>Faith-based organizations</p> <p>Government officials</p> <p>Chamber of commerce</p>
	<p>Build Organizational Leadership Capacity:</p> <ul style="list-style-type: none"> • KELD Section 2 • KEHA Officer/Chair training • MCV Advanced Training • CFV Community Outreach • FCS Advisory Council 	
	<p>Utilize leadership skills to improve family and community quality of life:</p> <ul style="list-style-type: none"> • KEHA Plan of Work • MCV • CFV • FCS Council outreach activities 	

Empowering Community Leaders Logic Model

ASSUMPTIONS: Developing a plan for leadership development that builds leadership at three levels: 1) personal leadership 2) organizational leadership and 3) community leadership. Leadership empowers local people to take ownership of community problems and possibilities.

EXTERNAL FACTORS:

- Kentucky Extension Homemakers provide a broad and important partnership for local initiatives.
- Many local groups and organizations can benefit from focused leadership development instruction.
- Funding opportunities allow volunteer service as in-kind resources.

OUTCOMES

KOSA Initial	Behavioral Practices Intermediate	SEEC Long-term
<ul style="list-style-type: none"> • Kentuckians increase knowledge and skills in personal leadership. • KEHA and FCS Advisory Council members increase knowledge and skills in organizational leadership. • Kentuckians increase knowledge and skills in community leadership. 	<p>Number of people who:</p> <ul style="list-style-type: none"> • Practice personal leadership skills in clubs, schools and community outreach. • Improved skills in communication, problem solving, or group process in addressing organizational issues and needs. • Apply skills to assess needs, develop programs and implement solutions for community problems 	<ul style="list-style-type: none"> • Kentucky communities' health and economy are strengthened through strong local organizational leadership • Community problems are solved through active engaged local leaders.

“What aspects of Empowering Community Leaders, has bubbled up as a priority for my work in the next four years?”



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