Pasquotank County
Plan of Work
January 2007
Executive Summary – Pasquotank County
January 2007

I. Current Situation

Pasquotank County, according to the 2000 census has a population of 34,897. The main source of income is generated through agriculture, which accounts for $46 million. The poverty rate is at 15.5% and the average household income is $30,444. The population consists of 57% White, 40% Black, 1.2% Hispanic, and 1.8% Asian and other ethnicities.
Focus Areas & Objectives:

Environmental Quality & Alternative Agriculture Income:

A-5: Commercial horticulture growers will implement recommended and potential production practices and systems, investigate innovative agricultural opportunities, develop business and human resource plans, and explore marketing options to ensure continued farm productivity and profits and quality of life.

Economic Improvement:

A-7: Part-time and limited resource farmers will increase quality of life and the sustainability of their farms through crop diversification, integration of appropriate alternative opportunities and enterprises, intensive management practices, water and nutrient management, business management, and expanded markets.

Master Gardener Program – Urban Horticulture:

E-3: Nursery and greenhouse growers, turf and landscape professionals will adopt and promote economically and environmentally sound practices to manage water, soil, nutrients and pesticides for the purpose of improving water quality protection.

Youth Livestock:

A-3: Youth involved in animal projects will improve personal development and learn leadership and other skills related to animal husbandry including: record keeping, finances, producing high quality animal products, sportsmanship, and appropriate treatment of animals.

Developing Responsible Youth:

Y-3: Youth involved in short-term educational programs will show increased life skill knowledge and subject matter skill.

Youth Leadership:

Y-13: Youth and adults will be engaged in positive community leadership roles.

Long Term Youth Programming:

Y-1: Long term support systems will develop competent youth by building internal and external asserts through life skill development.

Building Healthy Families:

F-1: Building Healthy Families – North Carolinians, including limited resource individuals/families, will improve the quality of their lives through eating healthy, being active, handling food safely, managing resources for food security and practicing healthy promoting behaviors.
Human Development & Parenting:

F-2: Building Strong Families – Families, including those with limited resources, and those who work with families will gain knowledge and practice skills in understanding lifespan development, positive interpersonal relationships, and improving quality of life.

Family Resiliency:

F-3: Fostering Resiliency for Families in Transition – North Carolinians, including those with limited resources, will develop skills and strategies to manage effectively their personal finances through expected and unexpected economic change and life events.

Leadership Development & Community Capacity:

F-4: Developing Leadership and Community Capacity – Individuals and groups will develop leadership skills and take action to maximize development and use of community resources leading to improved quality of life for all families.

Promoting Safe & Healthy Environments:

F-5: Promoting Safe and Healthy Environments – North Carolinians including those with limited resources will improve the safety and health of their working and living environments.
Enhancing Agriculture, Forest & Food Systems
A – Enhancing Agriculture, Forest and Food Systems

Objective: A-1

Twenty or more producers and marketers of livestock, poultry and aquatic species will select, adopt and successfully implement practices or enterprises that will achieve individual and family goals related to profitability and quality of life.

Strategies:

• Educational meetings will be an option coupled with one on one contacts with producers (January – December 2007 for meetings; visits as required) (Meetings will reference goats, cattle, horses, etc.)
• Newsletters and ECN (Extension Cable Network) will be used to increase awareness and inform the targeted audience of programs (selected months as required)
• Area meetings planned for livestock producers

Measures of Progress:

• Number attending educational meetings (office records)
• Number producers with request regarding animal production (observation)
• Number with changes in knowledge and/or attitude (direct observations)

Impact Indicators:

• Amount of increased earnings or savings of small and larger producers
• Number of producers achieving and striving toward family/farm goals

Resources:

Animal Industry Representatives, NCSU Animal Science Department, production handbooks as necessary; area livestock extension agents
A – Enhancing Agriculture, Forest and Food Systems

Objective: A-2

One Hundred (100) county citizens (farm and non-farm) will explore and address controversial issues (of mutual concern) that relate to animal agriculture, including nutrition, nuisance identification, food quality assurance, quality of life, economic impacts and the appropriate treatment of farm animals.

Strategies:

• Animal welfare vs. animal rights will be addressed at a county-wide environmental field day (September, October 2007)
• Issues will be addressed as necessary at the regular Agribusiness Council Meetings (January – December 2007)
• Farm City Banquet to offer “agriculture – friendly” setting (November 2007)
• “Wake Up To Agriculture Day” will be offered for 3rd grade students and parents

Measures of Progress:

• Number of media contacts made (monthly reports)
• Documentation of participation in field days (personal contacts)
• Number participating in specific events (records/program documentation)

Impact Indicators:

• Number with positive dialogue regarding the animal industry
• Number activities held to disseminate pertinent information
• Number understanding the importance of animal agriculture

Resources:

NCSU Specialist, Publications, Animal Welfare Materials, Local Volunteers, Farm City Committee, Elizabeth City-Pasquotank County Schools Staff
A – Enhancing Agriculture, Forest and Food Systems

Objective: A-3

Seventy-five (75) or more youth involved in animal project will improve personal development and learn leadership and other skills related to animal husbandry including – recordkeeping, finances, producing high quality animal products, sportsmanship and appropriate treatment of animals.

Strategies:

- Offer livestock experiences to youth, which include livestock judging programs (January – July 2007)
- Provide opportunities for youth to participate in showmanship, fitting, grooming and animal care (February – December)
- Provide opportunity for youth to exhibit at the local, regional and state levels
- Implement spring and fall livestock show at the local level (Spring and Fall, 2007)
- Have animal industry tour to Eastern United States (summer 2007)

Measures of Progress:

- Youth with increased skills (observation)
- Youth with increased awareness of livestock and the animal industry (observation)
- Youth participating in projects and events (office files)
- Youth participating in advanced events at the district and state levels (office files)

Impact Indicators:

- Dollars received by youth participants
- Number youth getting “stellar” awards for showmanship
- Number youth with enhanced public speaking skills
- Number participating in livestock judging
- Number with increased animal selection skills
- Amount of monetary support provided by sponsors
- Number youth participants in contests

Resources:

NCSU Animal Husbandry Dept., Publications, Livestock Training Videos, Local Volunteer
A - Programming and Customer Service

Objective A3: Enhancing Agriculture, Forest and Food Systems County 120

Objective:

25 youth involved in the horse project will improve personal development and learn leadership and other skills related to animal husbandry including: record keeping, finances, sportsmanship and appropriate treatment of animals.

Strategies:

• Interaction with horse program participants (January – December)
• Require project record book completion for participation in horse contest and events (May – August)
• Promote participation in local, district, state and regional 4-H horse shows and educational events (January – December)
• Deliver educational programs at horse club meetings (January – December)
• Implement county wide youth equine education series (September – April)
• Collaborate with Pasquotank County FFA program (September – April)

Measure of Progress:

• Attendance at horse events (registration information)
• Project record submitted (on file)
• Success at educational contests (results)
• Knowledge gained from workshops (pre/post tests)
• Knowledge applied (observation of practices at events)

Impact Indicators:

• 20 youth involved in the horse project have the knowledge and skills to be successful and exhibit maturity and sportsmanship in competitions and events
• 20 youth transfer knowledge gained from the horse project by keeping accurate records pertaining to their project animal and other animals within their care.
• 20 youth transfer knowledge gained from the horse project to their daily lives by advocating for the appropriate treatment of all animals.

Resources:

NC 4-H horse program materials, Extension Horse Husbandry; Club curriculum info; 4-H horse curriculum; Breed Associations, Journals
Programming and Customer Service

Objective A-3: Enhancing Agriculture, Forest and Food Systems

Objective:

15 youth involved in Project Learning Tree will improve personal development and learn leadership and other skills related to forestry, youth will increase understanding of our environment; use critical and creative thinking. It also will develop the ability to make informed decisions on environmental issues; and instill in youth the commitment to take responsible action on behalf of the environment.

Strategies:

- Recruit and interaction with participants (January – December)
- Project record book completion for participation in a project learning tree workshop (May – August)
- Promote participation in local, district, state and regional 4-H forestry educational events (January – December)
- Deliver educational programs at club meetings (January – December)
- Implement county wide youth forestry/environmental education series (September – April)
- Collaborate with Agriculture Agent

Measures of Progress

- Project records submitted (on file)
- Knowledge gained from workshops (pre/post tests)
- Knowledge applied (observation)
- Presentations given by youth on subject matter (special interest programming; county, district, state level)

Impact Indicators:

- 15 youth involved in the forestry project have the knowledge and skills to be successful.
- 15 youth transfer knowledge gained from the horse project by keeping accurate records pertaining to their project.
- 15 youth transfer knowledge gained from the forestry project to their daily lives by advocating for the conservation of forests and ethical situations involving the environment.

Resources:

NC Forestry, Agricultural Agents
A - Enhancing Agriculture, Forest and Food Systems

Objective: A-4

Forty-five growers will implement recommended and potential production practices and systems, investigate innovative agricultural opportunities, develop business and human resource plans, and explore marketing options to ensure continued farm productivity and profits and quality of life.

Strategies:

- Single and multi-county field days (Pasquotank Field Days, NE Ag Expo – Aug 2 & 3)
- Corn, Soybean, and Wheat demonstrations and on-farm tests.
- Newsletters
- Individual Consultations

Measure of Progress:

- Number of individuals trained
- Number of individuals adopting practices/technologies
- Number of individuals adopting alternative enterprises

Impact Indicators:

- Changes in management practices
- Alternative enterprises/marketing strategies adopted

Resources:

- Extension specialist to assist with on-farm tests and demonstrations and meetings
- Media to publicize programs
- Cooperators for on-farm tests and demonstrations
**County Program: A-5**

**Major Program: Vegetable Crop IPM**

**Objective: 7.4**

At least three growers evaluate or adopt appropriate alternatives to conventional pesticides, nutrients and tillage to enhance environmental quality and maintain profitability.

**Strategies:**

A. Hold Potato/Cabbage Nutrient Management / Plant Management Mtg. (Jan 30)

B. Conduct farm computer software consultations (Mar-Aug on-farms)

C. Conduct potato variety comparison, IPM trapping, and Pest Alerts. (Spring)

D. Conduct Potato Pest Field Scouting School. (mid-May)

E. Monitor cabbage insect pests and diseases to conduct scouting trainings in cabbage and recommend tested sprays where economic threshold is exceeded. (March – April, July – December)

**Measures of Progress:**

* Number of clients learning and using scouting methods in potatoes and cabbage.
* Number of clients seeking advisory assistance on insect and disease pests.

**Impact Indicators:**

* Number of farmers using Extension IPM Pest Alerts and practicing scouting.
* Estimated dollars saved over not using IPM methods to manage pest damages.
* Average number of unnecessary sprays not applied by farmers, saving them money
* New information about local causes and solutions for wireworms & cabbageworms.

**Resources:**

* Agribusiness Companies’ Field Representatives
* Light Trap and Weather Monitors
* Joanne Whalen, Gerry Giduigh, George Kennedy, Entomology
* Mark Clough, Vernon James Center
* Craig Yencho, Horticulture
* Powell Smith, IPM Specialist for Clemson in SC
* Gerald Holmes, Plant Pathology
* Farmer Cooperators, Network of Private Consultants
* Master Gardener Volunteers
County Program: A-5

Major Program: Alternative Farm Income

Objective: 14.1

At least three average scale commercial producers will identify, evaluate, create, adopt, or develop an alternative opportunity or enterprise or novel marketing channels.

Strategies:

A. Conduct meetings/tours on potential crops or horticultural services (Jan-August)
B. Study potential new markets and link them to growers with seeds/plants (Jan-Jul)
C. Attend Value-Added Products training in Currituck Co. (Jan 16)
D. Attend Small Fruits Production/Marketing Training at VJC (Jan 26)
E. Make farm visits to consult individually with farmers about new crops (all year)
F. Conduct live investigations of new crops and production methods (all year)
G. Use Mid-Atlantic Direct Marketing Conference, Solomon Is., MD (Feb 21-24)
H. Attend Virginia State University Ag Field Days with clients (April or Aug)
I. Attend NCSU Specialty Crops Field Day, Kinston, NC with clients (July)
J. Use Strawberry Pre-plant Meetings and for some growers (late winter and July)

Measures of Progress:

* Number of farmers testing new crops, services for hire, or enterprises.
* Number of farms selling in new market channels.
* Extra income earned annually selling new crops or conducting new services.
* Increase in income due to new marketing techniques.

Impact Indicators:

* Number of farm families reporting improved farm income from new crops or enterprises they’ve adopted.
* Estimated dollars made with new crops and new services provided for hire.
* Number of new recipients of pesticide licenses.

Resources:

* Horticulture Specialists, DeShon Cromartie, Mike Parker, Brian Whipker, Tom Melton
* Peg Godwin & Billy Little Extension Commercial Horticulture Agents
* Jeanine Davis, Bill Jester - NC Specialty Crops Program
* Mark Clough, Craig Yencho, Gina Fernandez, Vernon James Center
* Dole Foods Company and NCDA-CS NE Marketing Center
* Small Business Centers, COA & ECSU,
* Tour Destinations – Pungo, VA, Eastern Shore VA, Lenoir, Jones Co., Okisko
* Farmer Cooperators – Taylor, Moore, Berry, Parker, Bright, Swain, Brickhouse
* Master Gardener Volunteers – Morin, Peterson, Pierce, Barrett, Pinkerton, Jones
County Program: A-7

Major Program: Economic Improvement / Rural Revitalization

Objective: 6.4

At least ten existing business persons or potential business persons will acquire knowledge about planning, starting, and running a successful business, including small home-based businesses, horticultural enterprises, or businesses improving tourism.

Strategies:

A. Teach business financial management for Master Gardeners, Farmers, others
B. Attend JCEP Mtg. “Internationalizing Extension” Valley Forge, PA (Feb 21-24)
C. Write sample business plans for at least two new businesses and counsel two youths to create a business project, which might lead to a business plan.
D. Conduct a tour to permanent tourist attractions in another region nearby (by Mar)
E. Conduct children’s games at revived Albemarle Potato Festival (May 20)
F. Participate with extension volunteers in at least one local festival or event aimed at developing more local tourism (Feb through November)

Measures of Progress:

* Number of clients attending meetings, tours, tests and educational events.
* Number of business plans created or used by extension clients assisted.
* Hours contributed by volunteers training others for workforce preparation.

Impact Indicators:

* Number of business clients served who report greater fiscal security after training.
* Estimated dollars saved among clients using extension training and advice.
* Estimate additional income earned by clients resulting from extension training.
* Number of clients trained who are more prepared to enter the workforce.

Resources:

* FFA Instructors and Students
* Pasquotank County Farmers’ Market and Advisory Leaders
* Small Business Center, COA
* ECSU Small Business Technical Development Center (SBTDC)
* ECSU Business and Economics Department
* ECSU Office of Development
* Elizabeth City Area Chamber of Commerce & Tourism Development Authority
* Local Community Development Corporations
* Museums and Festival Organizers, Pasquotank Arts Council, ECHNA
* Public and Private Schools, Alternative School, Group Homes and ADAP Center
A – Enhancing Agriculture, Forest and Food Systems

Objective: A-9

At least 10 different PROGRAM PARTICIPANTS will improve the economic and environmental sustainability of North Carolina's forest resources.

Strategies:

♦ MCNC training's held for local CFC's (certified forestry consultants) (monthly - January - December 2007)
♦ Use media (newsletters/cable channel) to promote meetings (January - March 2007)
♦ Use Extension Specialists to conduct training (January - March 2007)

Measures of Progress:

♦ Number attending MCNC training's (attendance logs)
♦ Number making progress toward stewardship plans (see files)
♦ Number attending educational programs (monthly reports)

Impact Indicators:

♦ Number with increased knowledge of Land Preservation trust
♦ Number following guidelines of reforestation plans
♦ Number participating in (BMAPS) beaver management program

Resources:

♦ CES Dept. of Forestry, USDA Representatives, Local Timber Consultants
C

Building
Quality Communities
C – Building Quality Communities

Objective: C-1

For fifty (50) or more citizens and local officials to become more aware, better informed and more involved regarding issues and policy options affecting water quality and other resources in North Carolina watersheds and river basins.

Strategies:

♦ Individual contacts to key leaders regarding issues (January - March 2007)
♦ Notify citizens about the importance of wildlife damage control (beavers) as it relates to water quality and river basins (July - October 2007)

Measures of Progress:

♦ Number with increased knowledge of water quality (monthly reports)
♦ Number attending public meetings (commissioner's reports)

Impact Indicators:

♦ Number with steps toward adoption of practices
♦ Number gaining knowledge of river basin and watersheds

Resources:

River Basin "mobile unit", College of Agriculture Staff, Local Extension Agents, Career Education Teachers, Volunteers
C – Building Quality Communities

Objective: C-1

One Hundred (100) or more citizens and local officials will become more aware, better informed and more involved on issues regarding community growth and change, land use and community design.

Strategies:

♦ Offer community programs where farm and city residents learn methods of co-existence (January, November 2007)
♦ Visit county commissioners regularly to inform them of pertinent/regulatory issues (at least 4 times during 2007)
♦ Regular meetings with the Agribusiness Council (January - December 2007 monthly)
♦ Marketing and Farm Bill Updates for local Agribusiness & farmers

Measures of Progress:

♦ Number with increased knowledge regarding issues (personal observation)
♦ Number demonstrating levels of participation (see records)

Impact Indicators:

♦ Number citizens engaging in issues as presented
♦ Number understanding advantages of policies and issues as discussed

Resources:

NCSU Specialists, Agribusiness Council Members, College of Ag Information
C – Building Quality Communities

Objective: C-3

Twenty-five or more limited resource and other non-traditional participants in public decision making will identify, investigate and resolve problems in their community and county that impact the well being of self, family and community.

Strategies:
♦ Secure funding to implement youth community service initiative (Summer 2007)
♦ Initiate “Focus 2007” Career Development Program for older 4-H'ers
♦ Implement and expand civic education among youth

Measures of Progress:
♦ Number participating in programs (attendance log)
♦ Number participants demonstrating leadership and problem solving techniques (observations)
♦ Number volunteers completing projects as assigned (tracking file)
♦ Number community problems addressed by participants (see records)

Impact Indicators:
♦ Dollar value to the community provided by service learning
♦ Number of mentor contracts completed
♦ Number assuming additional leadership roles
♦ Number participants completing plans of action
E

Conserving & Improving the Environment & Natural Resources
Major Programs

Objective E-2 Conserving and Improving the Environment and Natural Resources

Ten producers will gain knowledge and/or skills, or adopt practices that are environmentally sound to manage water, soil, nutrients and pesticides for the purpose of improving or preserving water quality as well as land applicators of biosolids will be assisted with nutrient management plans.

Strategies:

1. Multi-county field days (NE Ag Expo – August2&3)
2. County Meetings (Insect Management of Row Crops – Feb. 15th, Crop Fertility On A Budget – Feb 22))
3. Billbug/Wireworm Seed Treatment Test conducted with Dr. John Van Duyn
4. Newsletters
5. Individual Consultations

Measures of Progress:

1. Number of individuals trained
2. Number of individuals adopting practices/technologies
3. Number of producers using soil test reports to determine fertilizer needs
4. Number of acres managed with environmentally sound practices
5. Number of businesses assisted with nutrient management plans.

Impact Indicators:

1. Changes in pest management
2. Improved fertility practices
3. Businesses with nutrient management plans accepted

Resources:

1. Extension specialist to assist with on-farm tests and demonstrations and meetings
2. Media to publicize programs
3. Cooperators for on-farm tests and demonstrations
County Program: E-3

Major Program: Urban Horticulture, Forestry, and Pest Management

Objective: 17.2
At least forty property owners, renters, landscapers, master gardener volunteers, teachers of environmental science, city and county officials, and land developers will increase and apply knowledge about plant selection and management for residential and commercial landscapes.

Strategies:

A. Train Master Gardener Volunteers and supervise their selected volunteer projects, which encourage use of adapted species of plants and environmental design.
B. Distribute 500 “Property Owners Manuals” for Pasquotank County Citizens.
C. Present programs to assembled citizens, civic clubs, and garden groups with MGV’s assistance, Tree sale (March or May), Garden Shows (March, April)
D. Conduct 4-H District Demonstration Day Judging (June)
E. Assemble NE Regional Extension Master Gardener Advanced Training (Feb?)
F. Hold Area Landscape Training to Prepare for License Testing (Jan 25)
G. Conduct campaign to deter unwarranted tree topping (Winter)

Measures of Progress:

* Number of educational events conducted with Master Gardeners’ assistance.
* Number of Master Gardener Volunteers trained, attending tour of Pitt County.
* Number of previously trained Master Gardeners returning to serve again.

Impact Indicators:

* Clients using Extension Master Gardener Volunteers’ information or services.
* Successful labeling for identification of landscape plants around Pasquotank Center
* Number of flowering trees and adapted shade trees sold for beautification at sales.
* Cases of recommendations used by Elizabeth City and County residents.

Resources:

* Ted Bilderback, Kim Powell, Stuart Warren, Andy Hankins Horticulture Specialists
* Mike Petruncio, Regional Urban Forester, NC Forestry Service
* Erv Evans, Lucy Bradley, Liz Driscoll, Extension Master Gardener Specialists
* Planning Departments, E. City and Pasquotank County
* Local Community Development Corporations
* Master Gardener Volunteer Trainees and Returning Certified Ext. Master Gardeners
* Pasquotank County Farmers’ Market sellers and advisors
* Local Nurserymen and Garden Centers
E – Conserving and Improving The Environment and Natural Resources

Objective: E-4

At least 2 livestock, poultry, fish producers or septic operators will adopt and promote economically and environmentally sound practices to manage water and waste materials for the purpose of improving air and water quality protection.

Strategies:

♦ Public meetings, field visits and individual contacts will be made to appropriate landowners to ensure compliance (January - December)
♦ Individual contacts will be made in the field and the office to make assessments on sites (April – December)
♦ Contacts in a timely manner will be made to inform producers of certification information (January - December)

Measures of Progress:

♦ Number of nutrient management plans written or updated (on file)
♦ Number of individuals trained in waste management and utilization (personal assessment)

Impact Indicators:

♦ Improved farm and urban relations as result of plans
♦ Residents with increased awareness of water quality

Resources:

♦ NCSU Specialists, Publications, Animal Production Handbooks
Objective E-8 Conserving and Improving the Environment and Natural Resources

Individuals as well as commercial pesticide applicators, public operators, dealers, and private applicators that need to be certified and/or recertified and trained in pesticide BMP's to protect worker health, crop safety, beneficial insect populations and other environmental protection issues.

Strategies:

1. Certification and recertification classes for private applicators (recertification classes – Jan. 4th, Jan. 11th, and Feb. 13th, 3 in fall; assist with certification)
2. Providing information to commercial applicators/dealers about schools and recertification classes (at least once in spring and fall as well as at other times as needed)
3. Conduct recertification classes for commercial pesticide applicators and dealers (winter – Jan. 25th and Feb. 28th; fall – Oct & Nov; as well as other times for specific categories)
4. Conduct testing for commercial pesticide applicators (January 25th, April 25th, and July 24th)

Measures of Progress:

1. Attendance Rosters
2. Enhanced image of production agriculture

Impact Indicators:

1. Number of commercial pesticide applicators being recertified or certified
2. Number of private applicators being certified or recertified

Resources:

1. Extension specialist to assist with meetings
2. Company sales representatives or other qualified individuals to assist with meetings
3. Media to publicize programs
4. NCDA Food and Drug Protection Division to assist with meetings
F

Strengthening & Sustaining Families
F1 Building Healthy Families

Objective: North Carolinians, including limited resource individuals/families, will improve the quality of their lives through eating healthy, being active, handling food safely, managing resources for food security, and practicing health-promoting behavior.

Strategy 1 – Expanded Food and Nutrition Education Program

100 limited resource individuals will adopt behaviors to show improvements in their nutrition, food resource management, and food safety practices.

Measures of Progress:
- Number of program graduates

Impact Indicators:
- Number of graduates who showed improvement in one or more nutrition practices
- Number of graduates who showed improvement in one or more food resource management practices
- Number of graduates who showed improvement in one or more food safety practices

Strategy 2 – Noonliting/Moving Toward a Healthier You

Conduct one 10-week series of weight management for adults so participants can make lifelong behavior changes toward healthy eating.

Measures of Progress:
- Number of people attending at least 8 sessions

Impact Indicators:
- Number of people who lowered their BMI

Strategy 3 – Color Me Healthy

Conduct two 3-hour trainings with 12 child care providers and teachers.

Measures of Progress:
- Number attending programming
- Number of total credits given

Impact Indicators:
- Number of preschool teachers who indicated that they would be using the curriculum with preschool children
- Number of preschool teachers who indicated that they gained knowledge related to their own nutrition and physical activity
• Number of preschool teachers who have seen positive changes in the children with respect to fruit and vegetable recognition

**Strategy 4 – Read Me A Story**
Conduct two 2-hour trainings for childcare providers so participants can promote healthy eating.

**Measures of Progress:**
- Number of children taught
- Number of volunteers trained to conduct program

**Impact Indicators:**
- Number of children willing to taste the foods offered in the class
- Number of children able to tell you something about the food featured in the story

**Strategy 5 – Dining With Diabetes**
Conduct one Dining with Diabetes series

**Measures of Progress:**
- Number of people completing at least 3 out of 4 sessions

**Impact Indicators:**
- Number of people actually trying to control the amount of carbohydrates they eat
- Number of people who have learned to prepare healthy meals for themselves or someone with diabetes

**Strategy 6 – Breastfeeding Support Program**
Offer prenatal classes and provide support to 150 mothers before and/or after delivery; to include prenatal clinic and home visits.

**Measures of Progress:**
- Number of pregnant women who attended prenatal infant feeding class
- Number of women enrolled in the program

**Impact Indicators:**
- Number of mothers who breastfed their infants for 6 weeks
- Number of mother who breastfed their infants for 6 months
- Number of prenatal classes offered
F2 – Building Strong Families

Objective: Families, including those with limited resources, and those who work with families will gain knowledge and practice skills in understanding lifespan development, positive interpersonal relationships, and improving quality of life.

Strategy 1 – Parent knowledge will increase through parent training and education. Parenting series will be provided to 75 families.

Measure of Progress:
- Number of parents attending trainings
- Number of court-mandated and DSS-referred parents attending
- Number of parents increasing knowledge in parenting practices

Impact Indicators:
- Number of parents increasing knowledge in understanding child development
- Number of court-mandated or DSS-referred parents increasing knowledge in understanding child development.

Strategy 2 – Parents will adopt effective parenting practices.

Measures of Progress:
- Number of parents attending
- Number of court-mandated or DSS-referred parents attending
- Number of children of the parents reached

Impact Indicators:
- Parents are more involved with their children
  - Number of parents reporting increased time with their children
  - Number of parents reporting increased time involved in child’s education or community functions
  - Number of court-mandated or DSS-referred parents improving interactions with their children

Strategy 3 – Childcare teachers will increase knowledge and skills leading to safer, more nurturing, appropriate environments for preschool children.

Measures of Progress:
- Number of preschool (family and center) childcare providers/teachers attending training programs
- Number of children in the care of the provider/teachers attending programs
- Number of provider/teachers increasing knowledge and skills in quality practices
Impact Indicators:
• Number of childcare programs that make changes to their outdoor learning environment to raise the quality of care as a result of extension programs or extension resources.

Strategy 4 – Participants’ knowledge and skills related to stress management will increase. Two stress management classes will be offered to Extension and Community Association Clubs and to the general public.

Measure of Progress:
• Number of individuals attending training program
• Number of individuals reporting increase in knowledge and skills of stress management principles

Impact Indicators:
• Number of individuals adopting one or more of the following specific practices in managing personal and family stress:
  Physical activity or exercise program
  Organize home or workspace
  Adequate relaxation and sleep

Strategy 5 – Participants will increase their general knowledge about aging and their motivation to take actions to affect positive aging.

Measures of Progress:
• Number of persons attending educational programs focused on positive aging

Impact Indicators:
• Number of people reporting more positive attitude toward aging after program
Objective: North Carolinians, including those with limited resources, will develop skills and strategies to effectively manage their personal finances through expected and unexpected economic changes and life events.

Strategy 1 – Family Financial Management
Provide one basic money management series to the public and established groups.

Measures of Progress:
- Number increasing knowledge and skills in goal setting, budgeting, and record keeping (basic money management)

Impact Indicators:
- Number reporting financial status improved due to adoption of practices and skills learned in workshops
- Number reporting ongoing use of budgeting, record keeping (basic money management skills)

Strategy 2 – Housing Maintenance and Care

Measures of Progress:
- Number increasing awareness and knowledge of best management practices related to residential energy management

Impact Indicators:
- Number implementing energy efficient measures in the home, including weatherizing measure and other energy efficient measures.

Strategy 3 – Estate Planning

Measures of Progress:
- Families will develop an estate plan appropriate for their circumstances
- People will prepare for possible future incompetency and dependency

Impact Indicators:
- Number of people who report increased knowledge about estate planning
- Number of people who report increased knowledge about preparing for possible future incompetency and dependency
F4 – Developing Leadership and Community Capacity

Objective: Individuals and groups will develop leadership skills and take action to maximize development and use of community resources leading to improved quality of life for all families.

Strategy 1 – Recruitment and training of volunteers and volunteer management.

Activities:
• Recognition of volunteers
• Maintenance of existing ECA clubs

Measure of Progress:
• Number of volunteers recognized for continued contributions
• Number of ECA volunteers

Impact Indicators:
• Number of volunteers taking leadership roles in the organization or project
• Number of ECA volunteers

Strategy 2 – Community Assessment

Activities:
• Strength and needs assessment

Measures of Progress:
• Number of community residents participating in community assessment (via discussion groups, workshops, focus groups, key informant interviews, or completing a survey) to help communities learn more about their communities’ strengths, needs, and local issues and assets to be used for potential directions for future planning.

Impact Indicators:
• Number of documented applications of information obtained from strength and needs assessment by community leaders and organizations (examples include: news releases, community meetings around topic, new grants, program development, white papers, etc.)
F5 Promoting Safe and Healthy Environments

Objective: North Carolinians, including those with limited resources, will improve the safety and health of their working and living environments.

Strategy 1 – Asthma

Measures of Progress:
- Number of schools (including children’s home/daycare centers), school nurses, teachers, maintenance and janitorial staff participating in workshops and discussion groups on asthma, such as Asthma/Tools for School training

Impact Indicators:
- Number of participants who apply educational information

Strategy 2 – Children’s Environmental Issues

Measure of Progress:
- Number of participants who attend workshops, discussion groups, or trainings addressing children’s environmental health issues

Impact Indicators:
- Number of participants who positively change knowledge and attitudes as a result of changes implemented to prevent or control children’s environmental health issues

Strategy 3 – Disaster Preparation and Response

Measures of Progress:
- Number of participants who increased awareness and knowledge of disaster preparation
- Knowledge increases about:
  - Preparing a stay-at-home kit
  - Preparing an evacuation disaster kit
  - Foods that don’t require cooking
  - Family preparation prior to a disaster
  - Preparing a safe room in home for a disaster
  - Traveling by car in a disaster

Impact Indicators:
- Number of families who have developed a family disaster plan
- Number of participants who have identified and corrected potential problems in home prior to a disaster
Strategy 4 – Food Safety Training in Retail Food Establishments

Measures of Progress
- Number of participants who completed a ServSafe certification program
- Number of participants who successfully passed the ServSafe certification examination

Impact Indicators:
- Number of participants attending a ServSafe certification program who improved their operational food safety practices
Y

Developing Responsible Youth
Y – Developing Responsible Youth

Objective: Y-1

At least 50 or more youth will develop competencies in the following life skill areas:

♦ Managing relationships
♦ Decision making
♦ Communications
♦ Responsible citizenship

Strategies:

♦ Implement public speaking, leadership (January - July, 2007) and presentation programs for youth, including long-term units
♦ Work to improve personal effectiveness of youth by offering service learning, organizational skill training and self management program (January - December, 2007)

Measures of Progress:

♦ Number youth completing 4-H presentation (on file)
♦ Number youth completing 4-H cumulative records (on file)
♦ Hours of service learning (see report summaries)

Impact Indicators:

♦ Number with observable behavior change
♦ Number receiving regional, state, national awards
♦ Number new 4-H participants
♦ ES-237 Report
♦ Dollars saved/provided to community as a result of service learning

Resources:

State Conferences, "Life Skills Wheel", 4-H Club Training, 4-H Curriculum
Objective Y-1  

**Developing Responsible Youth**  

**Objective:**

50 youth involved in long-term support systems will build internal and external assets through life skill development.

**Strategies:**

4. recruit youth and volunteers for involvement in 4-H clubs (Jan.-Dec.)
5. maintain a viable county 4-H council (Jan.-Dec.)
6. utilize appropriately trained and screened adult volunteers as leaders of long-term units (Jan-Dec)
7. encourage and provide opportunities for older 4-H'ers to serve as mentors to younger 4-H members (Jan-Dec)
8. organize at least one new community 4-H Club

**Measures of Progress:**

4. # of youth involved in long-term 4-H units (ES 237)
5. # senior 4-H'ers serving as junior leaders
6. # trained volunteers leading clubs
7. feedback from club members and parents
8. # of youth in new 4-H community clubs

**Impact Indicators:**

100 youth involved in 4-H clubs and other long term experiences are competent, coping and contributing members of society

**Resources:**

4-H Club Kits; 4-H curriculum; club volunteers; schools
Programming and Customer Service

Objective Y-3  Developing Responsible Youth  County

Objective:

100 youth involved in short-term educational programs will show increased life skill knowledge and subject matter skill.

Strategies:

● summer fun workshops (Jun-Aug)
● holiday workshops (Dec-Jan)
● special interest programs in school and community (Jan-Dec)
● day camps (Jun-Aug)

Measures of Progress:

● # short term programs delivered
● # participants
● pre/post tests
● surveys

Impact Indicators:

50 youth participating in short term educational programs learn and apply new skills

100 youth participating in short term educational programs exhibit increased life skill knowledge.

Resources:

4-H curriculum; internet; volunteers; teen 4-H'ers
Programming and Customer Service

Objective Y-10

Developing Responsible Youth
County 118

Objective:

10 school based youth educators and administrators will be actively engaged in the design, delivery and revisions of programs which enrich school-based curriculum.

Strategies:

5. meet with teachers and school volunteers to determine areas of need
6. implement 4-H school enrichment curriculum in classrooms (Sept.- June)
7. deliver special interest programs in schools and community (Jan.- Dec.)
8. train teachers and/or volunteers to deliver programs. (Sept-May)

Measures of Progress:

3. # programs developed for school use
4. # classrooms implementing programs
5. teacher assessment

Impact Indicators:

100 youth involved in 4-H short term projects demonstrate increased subject matter knowledge and improved behavior

hands-on curriculum that meets the needs of schools is developed for classroom use and special interest activities

Resources:

4-H embryology curriculum; nutrition curriculum; Extension staff members; local schools; community clubs; Read Me a Story Curriculum
Programming and Customer Service

Objective Y-13  Developing Responsible Youth  County 117

**Objective:**
30 youth and adults will be engaged in positive community leadership roles through 4-H.

**Strategies:**
6. recruit and train 4-H club leaders (Jan.-Dec.)
7. assist existing club leaders with coordination of 4-H events (Jan.-Dec.)
8. recruit and train volunteers to conduct special 4-H events and activities (Jan.-Dec.)
9. provide ongoing volunteer training for special interest, school enrichment and summer programs (Jan.-Dec.)
10. utilize teen 4-H'ers as special interest program instructors (Jan-Dec)

**Measures of Progress:**
6. # trained (meeting attendance logs)
7. # meetings and events directed by volunteers (monthly reports)
8. # volunteers in place (ES 237)
9. # new groups established (on file)
10. # youth in leadership positions
11. success stories documented (on file)
12. # workshops/events taught by teens

**Impact Indicators:**
12 thriving 4-H groups led by independent volunteers

10 strong positive relationships between mentor youth and younger children are established

15 county, district, and state 4-H events and activities organized and/or supervised by trained and qualified volunteers.

**Resources:**
community volunteers; volunteer leader training materials; 4-H club curriculum kits; NC 4-H website materials; 4-H Club officer training materials
Pasquotank County Plan of Work

Summary

Pasquotank County, according to the 2000 census data has a population of 34,897. The main source of income is generated through agriculture, which accounts for $46 million. The poverty rate is 15.5% and the average household income is roughly $30,444. Demographic data shows that the population consists of 57% white, 40% black, 1.2% Hispanic, and 1.8% consisting of Asian/other. The ENVIRONMENTAL SCANNING process involved local leaders, advisory members, economic and political entities in discussing the needs, issues, and trends of the community. The process itself helps to make issues and needs more visible and enables the community to prioritize community needs. Some of those issues and trends identified through the scanning process include increased agricultural profitability, expanded community leadership, more youth awareness, youth leadership development, building healthy families, family resiliency and promoting safe and healthy environments. The Pasquotank Extension Staff will play a vital role in the implementation of these programs.