

Writing County Impacts: Telling Our Extension Story

Diane Mashburn

The collage displays several web forms used for reporting extension impacts. Key elements include:

- Welcome, Diane**: A user-specific header with navigation links (Home, Logout) and buttons for 'Create Impact' and 'Continue Impact'.
- 4-H Highlights**: A form with a 'Topic' dropdown, 'Enter Amount' field, and a 'Save and Add Another' button.
- 4-H Impact: Overview**: A summary page showing 'Total 4-H Program Overview' with a table of 'Educational Contacts' (Topic, Amount) and a 'Choose Program Area' sidebar with buttons for 4-H, FCS, ANR, CED, and SNAP.
- FY2017 SNAP-Ed Impact**: A form for reporting SNAP-Ed impacts, including a 'Total SNAP-Ed Program Overview' table with columns for Educational Contacts, Partnering Agencies, and Applicants/Recipients Reached.
- FY2017 Family & Consumer Sciences Impact**: A form for reporting FCS impacts, including a 'Total FCS Program Overview' table and sections for 'Impact: Relevance', 'Impact: Response', and 'Impact: Results'.
- Photo 1 & Description**: A section for uploading a photo and providing a description, with a 'Characters remaining: 521' indicator.

Key Points to Remember

- Impact represent the entire county's effort, not just one individual
- Each county must submit at least one impact per program area
- Due October 5th into AIMS

Why Impacts?



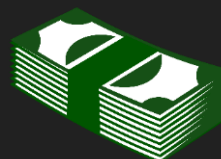
- Accountable for resources

- Financial

- Time

- Support

- Accountability demonstrates our stewardship

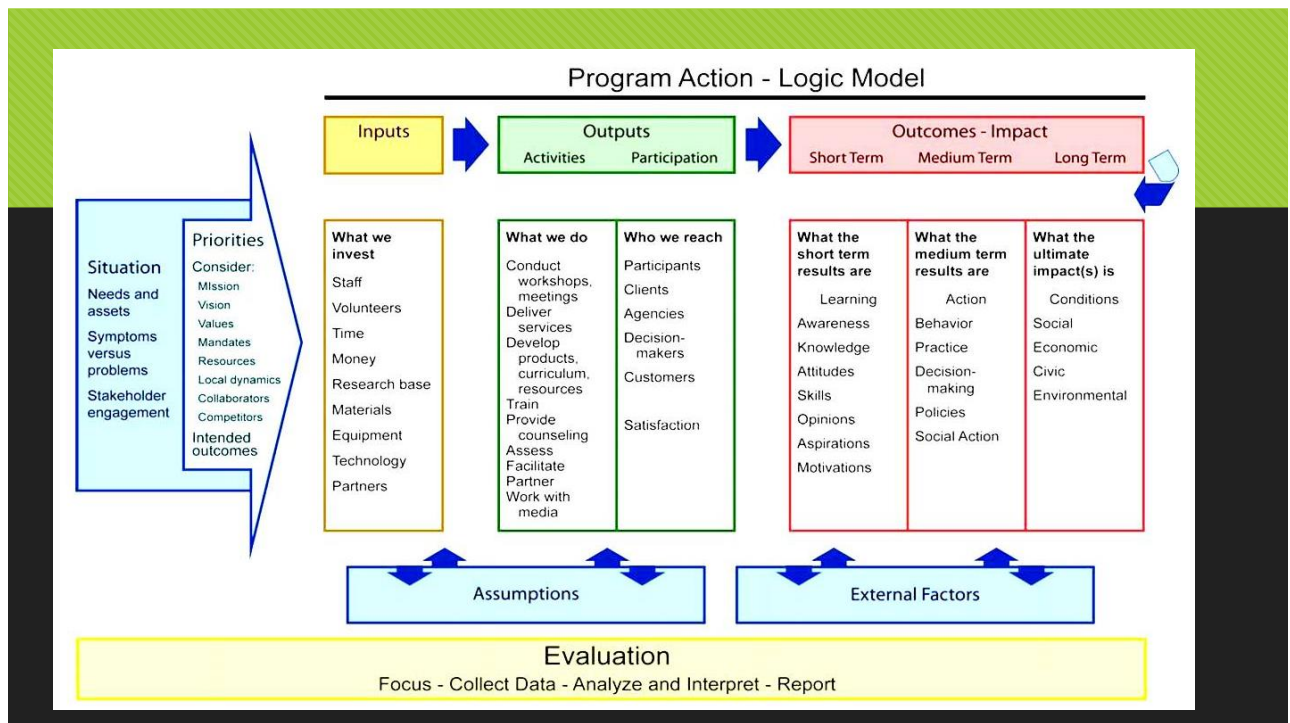


Why Impacts?

- Internal accountability
 - Evaluation of programs
 - Ensures high quality, effective, and timely programs

Who Cares?

- Extension- Us!
- Stakeholders
 - Program Participants and volunteers
 - Program Supporters
 - Program Funders



Why?

- Justifies continued efforts
- Shows responsibility with resources
- Assists in expansion and development efforts
- Garner support for program

So Where is all this Info Going?

- NEW Impact Webform
 - Link to be shared by end of the week
 - Content the same, process is different
- Completed Template uploaded into AIMS before 4:30 p.m. on Oct. 5th
- Each county must have at least one impact per program area

FY2018 Family & Consumer Sciences Impact Families Making Healthier Lifestyle Choices Ashley County

Total FCS Program Overview	
Educational Contacts	16,232
Volunteers	381
Value of Volunteer Hours (\$)	\$35603.00

Highlights	
Total Pounds Lost	530
Increased Physical Activity	875
Improved Diet Quality	1,070
Increased Knowledge	2,140
Reduced Chronic Disease Risk	1,070
Improved Fitness Level	981

Quotes from participants:

"As a result of the weight loss program, I have lost 22 pounds, decreased blood pressure, cholesterol and blood glucose levels. I have gone down 2 dress sizes!"

"Walk Across Arkansas always keeps me conscious of the importance of the amount of time spent participating in physical activity."

"As a result of Extension Get Fit, dropped 9 pounds, my LDL cholesterol is down 100 points, off blood pressure and several back pain medications as well."



Participants in the Weight Loss Boot Camp lost 122 pounds and walked 2,185 miles as a result of participating in a 15 week program that focused on healthy eating, and being physically active.

Relevance

Obesity has important consequences on our county and state's health and economy. Among adults, the medical cost associated with obesity is astronomical. Thirty-six percent of adults are obese and 11.2 percent of adults have diabetes in Ashley County. Thirty-three percent of youth are either at risk for overweight or overweight.

Response

Multiple educational approaches were used to respond to issues related to chronic illness and obesity. Multi-session lessons focusing on health and nutrition were offered to Ashley County youth and adult residents. Educational programs included Weight Loss Boot Camp, Walk Across Arkansas, Extension Get Fit, Yoga for Kids, Kids in the Kitchen Cooking Schools, Nutrition Education Seminars and Supplemental Nutrition Assistance Programs. Through these efforts 498 educational sessions were conducted with over 16,232 contacts.

Results

Participants in the Weight Loss Boot Camp lost 122 pounds, walked 2,185 miles with 80% decreasing blood pressure, blood glucose and cholesterol. The 420 participants in Walk Across Arkansas exercise 1,070,715 minutes which potentially saved \$160,971.00 in health care costs. 45 participants lost 568 pounds. Results from the Extension Get Fit program indicate a cost savings of \$746,117.00. Six hundred seventy nine Yoga for Kids participants now realize the importance of being active and 60% reported having a positive attitude toward physical activity. The 2,140 participants in the nutrition education programs and supplemental nutrition assistance program reported an increase in knowledge and skills with 50% intending to make positive dietary changes.



Ashley County
205 East Jefferson
Harrisburg, AR 71646
Phone: 870-855-2080

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How the Webform will work

- Program Overview
- Highlights
- Impact Report/Story
- Photos

FY2017 4-H Youth Development Impact Program/Impact Name County or Unit

Total 4-H Program Overview	
4-H Members	832,954
4-H Clubs	856,987
4-H Volunteers	\$168,416
Value of Volunteer Hours	75,416

Highlights	
Choose a Program Highlight	564164
Choose a Program Highlight	564165
Choose a Program Highlight	541654
Choose a Program Highlight	216354
Choose a Program Highlight	419413
Choose a Program Highlight	136485

(521 characters including spaces)
Add additional photos, quotes or testimonials in this space to highlight your impact.

One Optional Photo Goes Here
Landscape Works Best Here

One Photo Goes Here
Portrait Works Best Here

(248 characters including spaces)
Photo description here.

Relevance

(130 characters including spaces)

Response

(843 characters including spaces)

Results

(712 characters including spaces)



County or Unit Name
Physical Address
Phone • Web address
Facebook Address

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How the Webform will work

4-H Impact: Overview

Total 4-H Program Overview

Educational Contacts

4-H Members

4-H Clubs

4-H Volunteers

Value of Volunteer Time ⓘ

← →

SNAP Impact: Overview

Total SNAP Program Overview

Educational Contacts

Partnering Agencies

← →

- Total educational contacts for ENTIRE county program
- How many volunteers assisted your program?
- How much is their time worth?
 - Number of Hours X \$25.43

How the Webform will work

4-H Highlights

Topic:
Select an Option ▼

Enter Amount:

← Save and Add Another →

Topic	Amount		

- Indicators of Program Success
- Should come from AIMS data
- Strongest highlights
- Have ability to enter in your own highlight
- Must include 6 highlights

Impact Report/Story Basics

Now what goes here??

The image shows three overlapping form templates for an Impact Report/Story. Each form has a title bar, a 'Start' button, a 'Reset' button, and a 'Description' label. The first form is titled 'Impact: Relevance' and has a red plus icon at the bottom left. The second form is titled 'Impact: Response' and has red plus icons at the bottom left and bottom right. The third form is titled 'Impact: Results' and has a 'Characters remaining: 814' label at the bottom left and red plus icons at the bottom left and bottom right.

Impact Report/Story Basics

- Three Basic Parts
 - **Relevance**- What need is present?
 - **Response**- What did Extension do in response?
 - **Results**- What change occurred? So What?
- Content of each may change with the situation

Relevance

- AKA- Issue/Need/Problem Statement
- Why does our program matter?
- What are we trying to address?
- If possible, what is the situation in YOUR County?



Relevance

- Outline evidence of need
 - Health Stats
 - Current issues facing clients
- Figures strong, but not always required



Relevance

○ Data Sources

- U.S. Census
- Ag Census
- Department of Health
- School District data

○ Others- check validity of source



Relevance- FCS/CED Example

In rural areas of Desha County, many families and individuals are facing difficult economics times. Layoffs and business restructuring continue within the county. When, and if, citizens find new jobs, they are often for lower wages and benefits. Many forced off benefits are struggling to make ends meet with minimum wage jobs with no benefits. Citizens are increasingly responsible for financing their own retirements, but few have basic knowledge or skills.

Relevance- CED Example

A county struggling to overcome 20 years of limited economic development, change, or improvements for itself. Faced with vacant store fronts, declining population, and a stagnant economy, community leaders are searching for ways to re-invent Cleveland County and make it the talk of south-central Arkansas.

Relevance- FCS Example

Arkansas ranks 49th in the nation for overall health. Rural Arkansans have fewer opportunities to engage in health-promoting programs... The Extension Wellness Ambassador Program (EWAP) fills this gap by providing a lay health leadership development program... EWAP [will] increase access [to health programs] in rural communities by training volunteers around locally relevant health-related issues.

Response

- What did we do in response to relevance/situation?
- What did we put on to address issues?
- Did you train volunteers to deliver the program?
- Output numbers

Outputs	
Activities	Participation
What we do	Who we reach
Conduct workshops, meetings	Participants
Deliver services	Clients
Develop products, curriculum, resources	Agencies
Train	Decision-makers
Provide counseling	Customers
Assess	Satisfaction
Facilitate	
Partner	
Work with media	

Response

- Only section to put thing likes:
 - Number of programs conducted
 - Number of attendees
 - Materials created
 - Volunteers trained
- Output numbers

Outputs	
Activities	Participation
What we do	Who we reach
Conduct workshops, meetings	Participants
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Response

○ Examples:

- Number of farmers enrolled in production risk management course
- Number of 4-H members enrolled in STEM projects
- Number of trials conducted
- Number of volunteers trained
- Curriculum developed

Outputs	
Activities	Participation
What we do	Who we reach
Conduct workshops, meetings	Participants
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Develop products, curriculum, resources	Agencies
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Response- ANR Example

Madison County Extension planned and implemented a year long multi-faceted educational program to address the issues local producers face. There was a multi session pasture management field day, forage testing and feeding seminar, Beef IQ short-course, two herbicide application field days, a nutrient management course and other educational events where area producers and other respective clientele were able to gain knowledge making their operations more sustainable in the ever changing agriculture environment. The goal of these educational efforts were to help clientele increase efficiency.

Response- 4-H Example

Hands-on learning is the essence of 4-H. With that in mind, six monthly engineering activities featuring the Junk Drawer Robotics Curriculum, six monthly science technology activities and six monthly computer coding activities featuring the Hour of Code and other hands-on curriculum were conducted with 107 students in the 5th and 6th grade at Gurdon and 144 students in the 6th grade at Arkadelphia. Students worked in teams during the engineering and science technology activities and individually during coding exercises.

Results- Key Piece!

- Answering the "So What?"
- What changes occurred because of your program?
- Move from outputs to outcomes and impacts
 - Try to move as far to the right as you can ->

Outcomes - Impact		
Short Term	Medium Term	Long Term
What the short term results are	What the medium term results are	What the ultimate impact(s) is
Learning	Action	Conditions
Awareness	Behavior	Social
Knowledge	Practice	Economic
Attitudes	Decision-making	Civic
Skills	Policies	Environmental
Opinions	Social Action	
Aspirations		
Motivations		

Results- Key Piece!

- Anyone can hand out things, talk to a group, etc.
- What is setting your program apart?
- What is the overall impact your program has on that situation you outlined?

Outcomes - Impact		
Short Term	Medium Term	Long Term
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Motivations		

Results- Key Piece!

- Include dollar figures, if appropriate
 - Only use in connection with actions
 - Adoption saved producers \$X per acre
 - Participation in Extension Wellness classes saves the county \$X in healthcare costs
- Contact your specialists for those economic impact figures

Outcomes - Impact		
Short Term	Medium Term	Long Term
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Results- Key Piece!

- Show the biggest impacts
 - Behavior changes are stronger than knowledge gain
- Remember, no participant numbers, sessions, etc. – these belong in the response section

Outcomes - Impact		
Short Term	Medium Term	Long Term
What the short term results are	What the medium term results are	What the ultimate impact(s) is
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Motivations		

Results

Great →

Outcomes - Impact		
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Aspirations		
Motivations		

← Even

← Better!

Results- FCS Example

Participants in the Weight Loss Boot Camp lost 114.5 pounds, walked 2,543 miles with 50% decreasing blood pressure, 25% decreasing blood glucose and cholesterol. The 284 participants in Walk Across Arkansas exercised 485,363 minutes which potentially saved \$41,000 in health care costs; 35 participants lost 187 pounds. Results from the Extension Get Fit program indicated a cost savings of \$629,711. Yoga for Kids with 749 participants reported they were stronger, more flexible, and felt less stressed. The participants in the nutrition education programs reported an increase in knowledge and skills with 70% intending to make positive dietary changes.

Participants in the Weight Loss Boot Camp lost 114.5 pounds, walked 2,543 miles with 50% decreasing blood pressure, 25% decreasing blood glucose and cholesterol. The 284 participants in Walk Across Arkansas exercised 485,363 minutes which potentially **saved \$41,000 in health care costs**; 35 participants lost 187 pounds. Results from the Extension Get Fit program indicated a **cost savings of \$629,711**. Yoga for Kids with 749 participants reported they were stronger, more flexible, and felt less stressed. The participants in the nutrition education programs reported an increase in knowledge and skills with 70% intending to make positive dietary changes.

Results- ANR Example

The first demonstration 45 head received two Corothon ear tags at a cost of approximately \$4.00 a head. Pre-tag horn fly counts were near 150, face flies were at 5, and 13 treated for pinkeye. At 11 weeks the counts have dropped to 20 horn flies, 1-2 face flies, and zero pinkeye treatments. In the second demonstration, 35 head were treated with Co-ral 1% dust bags. (Horn fly counts started at 300-350, face flies 9, with 10 cases of pinkeye.) As of week 11, counts average 45 for horn flies, 3 face flies, and no new cases of pinkeye. The second method cost about \$3.75 a head. Producers recorded near \$24.00 per head pay increase on treated calves vs. non-treated calves.

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Pictures

- Same as a 4-H Recordbook
 - Show action
 - Side by side comparisons- ANR demos
 - Avoid staged photos
 - Avoid certificate pictures
 - Supports message/impact





Pictures- Good Clear Caption

A Lawrence County Extension Wellness Ambassador helps a young participant in a cooking class with proper measuring techniques. Twelve Extension Certified Babysitters learned how to cook healthy meals and snacks for the kids that they care for and their own families.



Pictures- Good Clear Caption

Local pesticide dealers were invited for a scouting, identification and control field visit on the first soybean field in Arkansas that needed control for Kudzu bugs. Dr. Nick Seiter conducted an infield demonstration to show the how and when to control this new pest to these decision makers.



Helpful Tips- Audience

- Different audiences value different things
 - Money
 - Education
 - Health
 - Environment
- Convey that in impact statements

Helpful Tips

- Utilize data already collected
 - Evaluations
 - AIMS data (should match your impacts)
- Quotes, stories, etc. from participants
 - Reader will relate more
- Pictures!

Common Errors to Avoid

- No Impact Reported.
- Impact of program reported was very small.
- Dollars reported are not focused on the intended outcome of the program.
- Not showing economic impact when formulas are available or can easily be figured.

Common Errors to Avoid

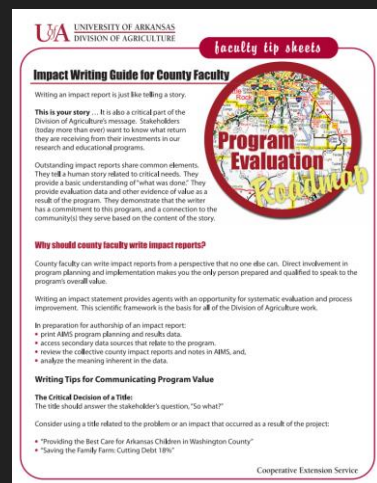
- Title lacks description or creativity.
- Not proof-reading before submitting.
- Giving more credit to other organizations and agencies.

Common Errors to Avoid

- Writing in first person.
- Using acronyms or program names.
- Drawing an impact from a single activity.

Where to Find Resources & More Help

- Everything is on the AIMS Help Page
 - PDF of this presentation
 - Tip Sheets
- Utilize Communications as needed





A few last words....