



Midland County 2020 ANNUAL REPORT



\$22,514,318
economic impact



284
students enrolled
at MSU



\$3,105,063
spending with local businesses



2,190
MSU alumni in Midland
County



\$3,295,993
financial aid disbursed



2,218
youth in 4-H

Message from the District Director

To say 2020 was an unprecedented year does not do it justice. Our nation, indeed the entire world, was thrust into the uncertainty and fear of battling an invisible enemy called COVID19. And everything changed – our normal activities, so long taken for granted, seemed forever altered. From grocery shopping to youth sports, from local schools to factories, from fairs to health clubs, from mass transportation to worship; nothing was left untouched by the threat posed by this virus. We had no choice but to reinvent methods of collaboration, education and community. We had to find new ways to deliver products, services and compassion to our families, our co-workers and our community.

I am proud to say that Michigan State University Extension was up to this challenge. We were prepared to move into the environment of virtual education and collaboration. Moreover, we ensured that our customers – the residents of Midland County – were well served with the high quality, evidence-based curricula to which they have become accustomed. From stress management to disease prevention, from tourism to food insecurity, from nutrition to food safety, from livestock to field crops, MSU Extension hit the ground running – actually increasing our reach in the midst of this pandemic.

Thank you for supporting MSU Extension and for partnering with us to make a difference.

Mark Rankin, District Director

Serving Bay, Genesee, Midland, Saginaw, & Shiawassee Counties



989-907-6500



Program Highlights



Food Safety Hotline
(Monday – Friday 9 a.m. – 5 p.m. EST)



Online programming
How to safely preserve Food



Cottage food business in Michigan

Health and Nutrition Food Safety

Due to COVID-19, March 13, 2020 began the requirement to work remotely and adapt our classroom programs to online programs.

18 Safe Food = Healthy Kids online programs were taught to childcare providers, reaching 902 participants in 2020. This program also provided continuing education credit through MiRegistry for those who are eligible and need these training hours for their home based and child center businesses.

Ninety-nine online food preservation classes were offered starting in April 2020. The sessions were offered every Thursday at 1 PM and 6 PM by MSUE, with local libraries and as part of a local college's lifelong learning series. The Food Safety Team quickly found themselves flooded with questions from consumers who were preserving for the first time ever, had seen something on the internet, and by people who wanted to refresh their knowledge. Each week our team put together slide shows with detailed pictures, videos and more to help the consumer get a better idea of how to safely preserve food, using pressure canning, water bath canning, atmospheric steam canning, blanching and freezing and dehydrating. The number of participants from these online classes were 8,649.

Other programs that have gone online and are continuing to grow in interest include Cooking for Crowds, Emergency Preparedness, Cottage Food Law, a weekly Food Safety Q & A, and an afterschool program introducing food safety and kitchen science. The team also covers a Food Safety Hotline designed to answer consumer's food safety questions. The team fielded just under 200 calls in 2020.

A grant secured by the team from Michigan Department of Agriculture and Rural Development enabled the team to create food safety messages related to selling food at farmers markets on our Think Food Safety Facebook page and Instagram sight. The goal of this project was to create awareness about what can and cannot be sold at farmers markets without a food license while educating the consumer in the process to "Think Food Safety".

Program Highlights

4-H for Midland County Youth

During January through mid- March yearly programs such as China Art with Coleman 6th graders, and after school programs with Coleman and Meridian were held. In addition, two new initiatives took place: A partnership began with the College Opportunity Program youth from West Midland Family Center to talk about the opportunities that a college education can provide a first generation college student with an invitation to join Midland County 4-H youth in chartering a bus and increasing our numbers at Exploration Days in June. A second partnership began with the Ag Program at Coleman High School to enter essays and attend the World Food Prize Program held at MSU in the spring. While neither of these initiatives reached conclusion this year, they will be reinstated in 2022 to expand the reach of 4-H with these partnerships.

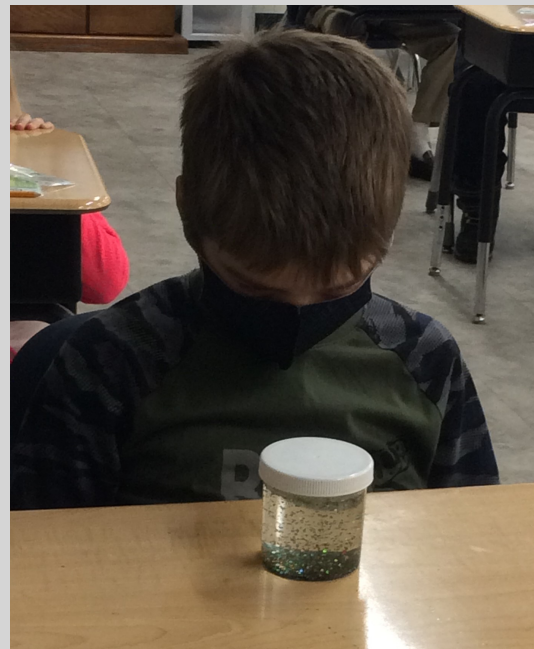
Switching the focus of 4-H programming from face to face activities, such as end of year outdoor group activities with school groups, Overnight Camp, and hands on projects with partners at summer camps, Spring was spent updating virtual teaching strategies and reaching out to programs that were in place over the summer. Virtual camp was held each evening of the normal camp week with counselors and youth invited to an hour of singing camp songs, doing a craft, taking a fun camp quiz, and catching up. Mindful Me classes were set up with youth from partner organizations as well as 4-H youth for virtual meetings with books, discussion, and projects on mindfulness. Working with both sections of the Salvation Army SHARE summer camp program, Mindful Me and Preparing to Stay Home Alone sessions were held virtually.

Babysitting Basics for 4-H youth, Mindful Me and Financial Literacy for the Juvenile Care Center, and Mindful Me for Heaven's Elect youth were also provided.

As schools began to reopen, annual programming in the Coleman and Meridian SPARKS after school program, providing an assortment of programs, were presented on a virtual platform.



4-H Grows Here



After hearing the story Moody Cow, youth watch the glitter settle in the jars they made. This is one technique taught in the Mindful Me program to help youth settle when upset.

Program Highlights

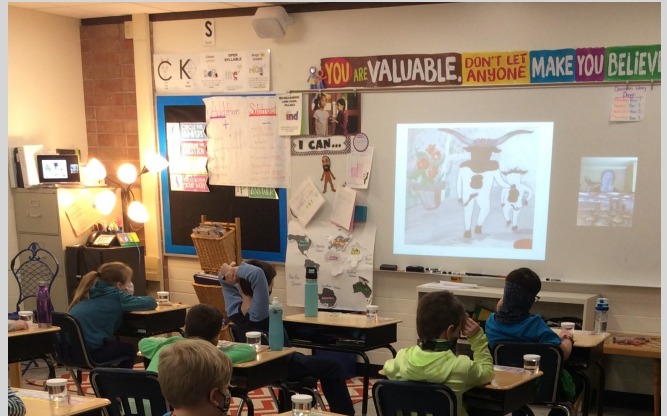
4-H for Midland County Youth Cont.

Since preschools were in session in the Fall, Midland County 4-H expanded its reach into the community by working with twelve preschool classrooms to present a six week program of Mindful Me. Approximately 250 youth were impacted with this program throughout the Fall with virtual programming in the classroom through a partnership with Kiwassee Kiwanis, Young Children Priority One, preschool reading program.

Health Team

MSU Extension Health Team programming aims to promote health and wellbeing, including understanding important connections between physical, mental, social and emotional health. In 2020, programs were moved to an on-line format in response to the novel coronavirus outbreak. Classes were held at a state-wide level using Zoom. Statewide, 726 health programs were held with 23,440 participants from Michigan and beyond attended either a one-time presentation or a series.

MSU Extension Educators took the opportunity to re-format our traditional educational materials to more time-friendly segments to allow for increased engagement in an online setting. Classes such as Powerful Tools for Caregivers, RELAX: Alternatives to Anger, WISE-Wellness Initiative for Senior Education, and Stress Less with Mindfulness all went through reviews and updates to allow for improved facilitation of these classes. MSU Extension also created a short-form presentation titled "Mending the Stress Fence" which highlighted the concerns of farm stress on farmers, their families, and ag professionals.



Students watch and listen while the book is presented by Dee Howe, Midland County Program Coordinator, via Zoom



RELAX: Alternatives to Anger Series and RELAX for Parents & Caregivers Workshop

Stress Less with Mindfulness Series and Stress Less for Parents & Caregivers Workshop

MSU Extension Mindfulness for Better Living Workshops



Powerful Tools for Caregivers Series (for any adult taking care of a loved one or a parent taking care of a special needs child)

WISE (Wellness Initiative for Senior Education)

Program Highlights

Improving Health and Nutrition

Michigan State University (MSU) Extension delivers affordable, relevant, evidence-based education to help adults, young people, and families in urban and rural communities be healthy. Programs focus on helping participants gain the skills they need to buy and prepare nutritious, budget-friendly foods; increase their physical activity; breastfeed their babies; and stretch their food dollars.

Throughout the state, community nutrition instructors (CNI's) deliver comprehensive, evidence-based programming to SNAP-Ed and EFNEP-eligible participants in their communities. These programs include face-to-face classroom instruction, one-time health presentations or demonstrations, and initiatives that improve the policy, system, or environmental factors of an organization, worksite, or school.

SNAP-ED

Program Reach

82 SNAP-Ed Adult Participants

154 SNAP-Ed Youth Participants

30% of participants plan meals in advance more often

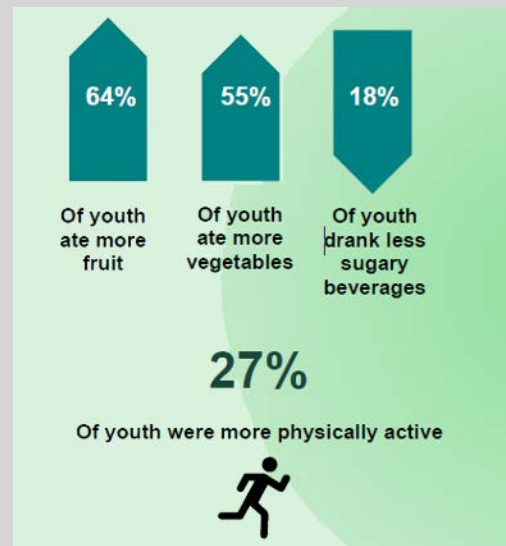
30% of participants compare prices when shopping for groceries more often

30% of participants use a shopping list more often when grocery shopping

Prescription for Health

The Midland Prescription for Health program used MSU-Extension's Discover Michigan Fresh curriculum to improve adult participants' knowledge, behaviors, and self-confidence in purchasing fruits and vegetables from farmer's markets. In total, MSU-E staff programed to 16 adult participants. A total of 15 participants (94% graduation rate) completed the program.

Summary of EFNEP nutrition education programming in Midland County from January 1st to December 31, 2020.



Program Highlights

Improving Health and Nutrition Cont.

Attitudes and Behaviors Toward Shopping at a Farmer's Market

38% of participants say they will use their SNAP benefits more often

25% of participants talk to vendors about their products more often

38% of participants reported purchasing more fresh fruits

50% of participants reported purchasing more fresh vegetables

Confidence in Shopping Behaviors

13% of participants say they are more confident in using their benefits at a farmer's market

25% of participants reported being more confident to talk to vendors about their products

13% of participants improved confidence in purchasing more fresh fruits

25% of participants improved confidence in purchasing more fresh vegetables

Fruit and Vegetable Consumption

63% of participants reported an increase in fruit consumption

50% of participants reported an increase in vegetable consumption

SNAP-Ed: Youth

43% Increased vegetable consumption

13% Increased fruit consumption

53% Reduced sugary beverage consumption

40% Improved physical activity participation

13% Wash their hands more often

31% Put cold foods back in the refrigerator

K-2nd Grade Teacher Observation Form

Teachers observed the following improvements in their student's healthy behaviors:

- 100% of teachers observed more handwashing behaviors
- 83% of teachers observed students being more physically active
- 100% of teachers observed their students eating more fruits and vegetables
- 100% of teachers observed their students more willing to try new foods

30%



of participants plan meals in advance more often

30%



of participants compare prices when shopping for groceries more often

30%



of participants use a shopping list more often when grocery shopping

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