A new partnership with the Kentucky Housing Corporation and One Economy Inc., a national non-profit organization, will use the Web to deliver information to limited resource families.

“The Web is a unique method for reaching this audience,” said Charlene Jacobs, extension program and development coordinator for the central region.

In three pilot counties (Allen, Bell, and Jefferson), Extension is pulling together local information that limited income families can use. Each of these counties will eventually have a joint Web site with One Economy called the Beehive, as do other local communities across the country. The program could be expanded to every county in the state.

GETTING TO KNOW YOU
Together, Extension and the UK College of Medicine have expanded the rural primary care clerkship for third-year medical students planning to go into family practice.

A student in the clerkship not only works with local physicians, he or she also learns about the community through tours, interviews, and visits with key leaders.

One student took part in the 2004 pilot program in Rowan County. Seven students have signed up for the 2005 program, which will be expanded to three more counties. Nine students have shown an interest in the 2006 rotation.

Extension is organizing this orientation experience in each county. Denise Rennekamp, associate with the Health Education through Extension Leadership (HEEL) program; Deborah Murray, program and development coordinator for the eastern region; and Dr. Jennifer Joyce, Department of Family Practice and Community Medicine, have been among those collaborating.

OUR FARMER-ENTREPRENEURS
In Western Kentucky, Extension has joined with several partners to assist farmers shifting to agritourism.

For a 2003 how-to workshop, those partners included the Kentucky Farm Bureau, West Kentucky Corporation, the Kentucky Departments of Agriculture and Travel, the Kentucky Tourism Council, health departments, legal advisors, and even extension specialists from the University of Tennessee.

The West Kentucky Corporation, the Kentucky Department of Agriculture, the Kentucky Tourism Development Cabinet, and the Kentucky Farm Bureau worked with Extension in two Pride of Kentucky showcases (in 2003 and 2004).

The Kentucky Department of Agriculture, the Bowling Green Convention and Visitors Bureau, and Extension put on a marketing workshop in the spring.

“A lot of people helped us pull it all together for our producers,” said Jeanne Davis, extension program and development coordinator for the western region.
Kentucky Cooperative Extension Service programs are locally defined and administered. Here are a few examples of county Extension programs that are making a difference in people’s lives.

Public Speaking for Hispanic 4-H’ers
The Graves County Cooperative Extension Service, in cooperation with a local elementary school, taught public speaking skills to 11 Hispanic students. During the 12-week session, teachers reported that students seemed less fearful about public speaking and felt more comfortable delivering their speeches to their peers.

Better Hay in Ballard County
With increasing beef numbers in the county and more hay being produced to feed them, Ballard County farmers needed help in constructing hay storage facilities that would preserve the hay’s nutritive value. The Ballard County Cooperative Extension Service worked with the local Ag Development Board to procure $100,000 of tobacco funds to help 33 producers improve their knowledge about hay storage and build sound structures to store hay. More than 20 producers have had applications for cost-sharing funds accepted and are in the process of building improved structures. The result should be a reduction in hay losses by about one-third.

Better Health in Hart County
A 35-member coalition joined the Hart County Cooperative Extension Service to address county health issues.

Dealing with the Wood Chippers in Bell County
Beavers have become a nuisance in Bell County. At one site, beavers had dammed a landowner’s creek and were proceeding to feed on landscape trees. As a result of increasing reports of beaver damage, the Bell County Cooperative Extension Service worked with local homeowners to confirm damage and then taught them how to relocate the pests to where their existence would be less troublesome.

Better Gardens, Lower Grocery Costs
Community leaders in the Phelps, Stopover, and Majestic areas contacted the Pike County Cooperative Extension Service to assist 35 low-income families in applying extension-advocated techniques for home gardening. Seed for sweet corn and white half runner beans, seed potato, and onion sets...
were distributed. Workshops were held on vegetable production, disease control, and insect control. The families were able to lower their grocery costs by growing their own produce.

**Improving Job Interviewing Skills**
The Christian County Cooperative Extension Service has helped educate nearly 20 people in the county on how to interview well for jobs. The four-times-a-year program covers how to dress for an interview, grooming, and ways to present an overall good first impression. Because many of the individuals in the program lack appropriate clothing for interviews, the extension agents worked with the local chamber of commerce and board of education to establish a clothes closet.

**Youngsters Understand Ag Is More than Farming**
To help young people in Ohio County better understand agriculture is more than farming, the Ohio County Cooperative Extension program joined the local board of education and farm/city committee and the Kentucky Department of Agriculture to present Youth Ag Days for fourth graders, Ag Camp for sixth graders, and Ag Force for eighth graders. Each year, more than 800 young people learn about opportunities in agriculture.

**Promoting Agritourism in Western Kentucky**
The quick response team for the western region of the UK Cooperative Extension Service organized and conducted two major events that have had a decided impact on agritourism in the area. The Pride of Kentucky Showcase brought 500 consumers and agritourism operators together. Another program focused on marketing farm and home businesses. Twenty-four farm and home business operators attended and learned how to promote and market the businesses effectively on shoestring budgets. (See story on page 1, this issue.)

**Hay Auction in Licking River**
Lewis County Cooperative Extension Service agents worked with local producers to establish the Buffalo Trace Hay Auction, in which some 5,000 square bales of hay and 200 round bales are sold. The auction allows producers to sell to outside buyers and capture a higher price than if they sold locally and through private sale. Another impact is that producers are asking for more information about producing premium hay that will sell for premium prices.

**Financial Planning for Middle School Students**
At one school in the county, the Fayette County Cooperative Extension Service targeted 137 eighth graders to receive information on financial planning, including the importance of investing, the use of credit cards, and how to prepare for a dream job. The youngsters were taught to distinguish between needs and wants, set financial goals, analyze financial information, make a budget, and understand the effects of education on income. At the end of the program, more than 90 percent said that they planned to handle money more wisely.
CREATIVE PARTNERSHIPS
ENHANCE COOPERATIVE EXTENSION PROGRAMS

One major goal of the Re-envisioning Kentucky Cooperative Extension effort has been to strengthen programming at the county level. Another goal involves expanding the focus of Cooperative Extension to respond to the ever-broadening needs of our clientele.

These twin goals make the development of creative partnerships more important than ever, because we need a broad-based approach to address issues such as health, nutrition, economic opportunity, leadership development, and improved quality of life.

Both President Lee T. Todd Jr. and Dean Scott Smith have identified the importance of and indicated their support for development of partnerships that link resources of UK and the College of Agriculture with those of other universities, agencies, organizations, and groups.

The cover article and many of the programs highlighted in this issue of Extension Today illustrate how Extension is partnering to develop quality programs that meet needs.

The pilot testing of the Beehive project is a great example of a partnership between Cooperative Extension, a non-profit corporation (One Economy), the Kentucky Housing Corporation, local Extension personnel, and others at UK to continue to fulfill our mission of taking the University to the people.

New partnerships with the UK College of Medicine and Area Health Education Centers and partnerships in agritourism with outside entities and organizations are also developing new and relevant programs.

Traditional Extension programming can also be strengthened through these efforts. For example, the partnership between Cooperative Extension and the Kentucky Beef Network that involves the Kentucky Department of Agriculture and many others has provided a new impetus for improving beef-forage systems in Kentucky. The Kentucky Horticulture Council and Cooperative Extension also have developed a partnership that benefits Kentuckians seeking alternative enterprises.

The examples cited here barely scratch the surface of the creative partnerships Extension agents and specialists use every day to enhance Extension educational programming. We can use our resources most wisely by working with our partners to make a positive impact in our counties and communities and improve the quality of life for all Kentuckians.

—Larry W. Turner, Associate Director, Cooperative Extension Service