

2006

Program Highlights

Cornell Cooperative Extension of Tompkins County



cctetompkins.org



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Elma Canfield, one of three Tompkins County "Friends of Extension" for 2006, stands with (from left) Megan Tift, Brenda Carpenter, and JoAnne Baldini. Other 2006 awardees honored at the annual meeting were Ann Mathews and Patricia Ziegler.

Our Mission: To strengthen youth, adults, families and communities through learning partnerships that put knowledge to work.

A Message from the Executive Director

Dear Friends,

Communities across Upstate New York are seeking ways to strengthen their local economies, create and retain jobs, and improve the health and well-being of their citizens. As I believe the following pages will show, the board and staff of your Cooperative Extension Association share these important goals, and are focused on ensuring that each program we offer *delivers outstanding value – in areas that really matter* - to the people of Tompkins County.

Whether piloting a new curriculum that teaches children how to set goals and manage money, helping families make their homes more energy efficient, or promoting local foods and agriculture, CCE-Tompkins' staff reviews each effort and rigorously evaluates the results of the work that we do – not just in terms of numbers of people we reach, but to assess the true impact our programs have on the local community.



Some of the measures that we believe demonstrate CCE's value include: dollars local government saves through the contracted services CCE provides; grants and contracts CCE brings into the county from outside funding sources; and the local jobs that are created through those programs. Again this year, these numbers are significant. County tax dollars make up 19% of our budget, and enable us to attract or "leverage" an additional \$2,779,056 so that each tax dollar invested in CCE effectively results in a return of \$5.24. I think Warren Buffet would be proud of that return.

Equally important – but less easy to quantify – are the human and social impacts that CCE programs help to bring about: a youngster's self-esteem enhanced through 4-H; a community of support created by a group of parents who meet regularly to discuss how to help their children with eating disorders; or a family's optimism about taking control of its spending and moving forward with a financial plan. These are just some of the ways in which CCE efforts make our families and communities stronger and more vibrant.

Each fall, I go before the Tompkins County Legislature to share impacts such as these with our representatives, to help support the funding request we've made for the following year. This annual visit is one I make with pride. I believe very strongly in the work our organization does, and I am committed to delivering to local residents a significant "return" on the tax dollars that they have invested in our work.

Our annual report this year touches on each of these kinds of impacts, to help illustrate the value to the community that Cooperative Extension provides. As we prepare and deliver programs -- in agriculture and natural resources, 4-H youth development, family and consumer education, community and economic development -- we are mindful not just of the specific needs that our programs address, but the "bigger picture" of how our work contributes to community systems and capacities that provide a strong foundation for future well-being.

Our accomplishments would not be possible without the time and talents of many volunteers, and a supportive community. We are grateful for the confidence and support of the people of Tompkins County, and of our County Legislature. Without all of you, we could not provide the programs and services we do. Helping to create a strong and vibrant Tompkins County is our goal and, as you read through the following pages, I hope you will conclude that our programs are delivering on the annual promise we make to the residents of Tompkins County. With sincere thanks and good wishes,

Ken Schlather
Executive Director

Beautification Program Returns Dollars & Visitors to Communities

It's a perfect circle: as visitors to Tompkins County admire its nicely landscaped medians and Main Streets, part of a special 5% tax on their lodging supports

gardens on the Ithaca Commons, near Purity Ice Cream, and many other sites. Volunteers attend three training sessions in March, and agree to work at least two

hours a week at "planting parties" held from April to October.

The program offers more than just a recreational pastime; for some volunteers, it provides marketable new skills. Locally the home horticulture business sector employs 500 individuals and contributes \$10 million to the economy (2005), making this "Beautification Brigade" training a viable way to acquire practical, job related experience.

Last spring, Gardener received a call from Pat Floyd of Challenge Industries, an Ithaca training program that offers vocational services for individuals with disabilities that may present a handicap to their employment. Eight Challenge clients enrolled and completed Beautification Brigade training. One client with previous gardening experience received a training wage paid by Challenge while preparing for a seasonal landscaping position with the Ithaca Downtown Partnership. Another client found part-time work with a private landscaper during the growing season.

The Room Tax that funds the program raised about \$1.3 million for local tourism improvement projects in 2005. Of this amount, \$75,000 supports the Commu-

nity Beautification Program and covers the cost of tools, gloves and t-shirts for volunteers; the coordinator's salary; the purchase of landscape materials; and direct cash grants to rural communities

Visitors now spend around \$110 million each year in Tompkins County, and the tourism sector supports close to 2,000 local jobs.

for specific beautification projects. The Room Tax also funds some activities of the Ithaca/Tompkins County Convention and Visitors Bureau; improvements to local signage; public art; and grants for community celebrations and other cultural programs.

These efforts to attract tourist dollars can yield large potential returns for our local economy. Visitors now spend around \$110 million each year in Tompkins County, and the tourism sector supports close to 2,000 local jobs. In addition, every \$1 of public funds spent on beautification returns an average of \$10 to the community, according to Grace Massinello of Keep America Beautiful, a national non-profit devoted to community improvement. These gains come as savings from reduced clean-up costs, increased volunteer hours, and donated goods and services.

Other indicators of success include increased civic pride, improved citizen awareness of and participation in beautification projects; an increase in retail sales that is associated with increased tourism; less vandalism, and enhanced environmental awareness among residents – all things that *continued on p.14*



Members of the Beautification Brigade with Chrys Gardener, right, pose behind a bed of tulips they maintain in front of Challenge Industries on State Street.

a program that keeps these public areas looking their best. And, if planners are right, this investment can lead to repeat visits that bring increased tourist dollars to our local economy.

Studies show that visitors are more likely to return to areas they find visually attractive. In 2002, to help make our county's "gateway" roads and public spaces more appealing, the County Legislature established the Community Beautification Program, which is funded by an Occupancy Tax on hotel and B&B rooms, not by local tax dollars. Housed at CCE-Tompkins, the program employs a full-time coordinator, Chrys Gardener, who trains and organizes the work of the "Beautification Brigade" – a group of about 25 volunteer gardeners who plant, weed, mulch, and maintain high visibility planting sites around the city. Brigade members wear bright orange t-shirts, and can often be seen in

Every \$1 of public funds spent on beautification returns an average of \$10 to the community.

Teens Find First Jobs Through 4-H Rural Youth Services Programs

A teen's first summer job provides more than just spending money. It also gives youth a chance to learn the basic skills they will need to successfully enter the workforce: dressing appropriately, showing up on time, handling money and goods, and providing courteous customer service. With luck, a young man or young woman can explore potential career interests while building a solid record of summer work that can help them land a full-time job after high school, or gain entry to college.

Yet since 2001, employment opportunities for teens nationally have fallen more sharply than for any other age group. The overall teen employment rate (36.6%) in 2004-2006 was the lowest in 60 years. In Tompkins County, teens face added competition for traditional part-time "first jobs" in retail and food service from college students with prior work experience.

For the past twelve years, the Rural Youth Services Program (RYS) has been helping local teens to gain the summer job experience they need to get a proverbial foot in the door, in addition to offering a wide range of non-job related programs. The RYS program is funded through a contract with CCE-Tompkins by the Tompkins County Department of Youth Services to provide free or low-cost educational enrichment programs year-round for middle school aged youth in Caroline, Danby, Dryden, Enfield, Groton, Town of Ithaca, Village of Lansing, Village of Cayuga Heights, Lansing, Newfield, and Trumansburg/Ulysses, and for elementary and high school students in some localities.

Youth participants for these enrichment programs are recruited personally by RYS program managers at their schools,

are recommended by teachers or guidance counselors, or hear about the program by word-of-mouth from their friends. The program attracts youth who are not typically involved in traditional youth programs, yet who sign up again and again for a range of special interest offerings. These can include craft lessons, field trips, wilderness skills, cooking and fitness workshops, career exploration, babysitter training, stilt walking or rocketry classes, and other fun and educational programs. The offerings available in each locality are guided by its local youth commissions or community councils.

Though workforce development is not the primary goal of the RYS program, the ongoing relationships that program managers develop with participants enable them to quickly identify youth who will be able to qualify for TANF, YES, and other summer job funding, and to help them complete and submit the needed paperwork in a timely manner. Because RYS youth have been so successful in their job placements, employers and agencies have asked for more referrals of promising young people. "It's a win-win situation", says Linda Schoffel, Rural Youth Services Coordinator for CCE-Tompkins.

Schoffel now serves on the local Youth Employment Council, a voluntary group of youth

development workers that advises the Workforce Investment Board. "The Council connects RYS with other youth serving organizations so that we can make cross-referrals, and it enables us to collaborate on county-wide youth employment initiatives that will create new job opportunities to prepare our young people for the workforce of tomorrow," says Schoffel.

Some youth who qualify for summer funding find jobs with Rural Youth Services or Cooperative Extension. Penny Boynton, the Caroline RYS program manager, hires local teens to help run her summer programs for younger children.

Another source of summer job placements is the Satellite Farmers' Market Program, offered



The Groton Satellite Farmers' Market provides a new source of fresh produce.

for the past four years through a partnership of CCE-Tompkins' Agriculture, Nutrition, and 4-H programs. Weekly farmers' markets are held from June through August at sites in Danby, Groton and Trumansburg, and give local farmers an added outlet for selling their *continued on p.16*

Since 2001, employment opportunities for teens nationally have fallen more sharply than for any other age group.

Families Learn About Local Foods Through Subsidized CSA Program

From field to market, on to the kitchen and dining table, and finally into the compost bin, all stages of the food system – and our interactions with it – are the

three months. Each family paid \$120 and the farmers received a subsidy of \$96 per family for the remaining cost of each share. Funds to supported the subsidies were provided by grants from the Ithaca Health Alliance and the United Way of Tompkins County; from proceeds of a benefit film screening organized by the farmers, and by donations from community members.

using fresh seasonal produce.

The first class focused on salads, and included a visit from grower Lucy Garrison-Clausen of Stick-and-Stone Farm, who explained differences in the types of lettuce included in the weekly CSA box. Trained culinary volunteer Jennifer DeStefano worked individually with participants to help them create their own healthy salad dressings. DeStefano helped plan recipes throughout the series and she focused on easy ways to prepare vegetables that children might enjoy.

All classes in the pilot program were interactive, and staff solicited feedback on recipes and suggestions on foods participants wanted to prepare. Some adult participants did not at first use or recognize many vegetables that soon would become familiar favorites. One participant remarked, "I didn't know that eating vegetarian could be so good!"

Cooking lessons were complemented by nutrition information on the importance of eating a variety of produce, and tips on how to use the appealing colors of food to encourage children to eat more fruits and vegetables. Classes covered the seasonality of produce in our area, differences between adult and child-sized portions, and food safety tips. Participants also learned the importance of drinking water, exercising, and getting enough fiber. Each adult also received a personalized *MyPyramid* chart explaining the appropriate number of calories for their body type, age and activity level.

One class featured composting and helped participants see the entire cycle of growing food and returning plant waste to the earth as compost for the next growing *continued on p. 14*



CSA program participants tour Stick-and-Stone Farm in July 2006.

subjects of programs offered by Cornell Cooperative Extension of Tompkins County. In summer 2006, CCE-Tompkins' Ag/Environment and Nutrition staffs partnered with the Full Plate Farm Collective (www.fullplatefarms.org) to create a new opportunity for households with limited resources to join a Community Supported Agriculture (CSA) program and to take free cooking and nutrition classes. In a CSA, consumers pay in advance for a "share" of the farm's output, and in return receive a weekly box of fresh produce throughout the growing season.

Pilot program participants were recruited by CCE-Tompkins staff from the Health Department's Women Infants and Children Program (WIC) or were referred by the farmers from among their CSA applicants. Eighteen income-eligible families enrolled and received a box of fresh organic local produce weekly for

contained vegetables that often are unfamiliar to consumers, CCE's nutrition staff and volunteers offered free classes for Food Stamp eligible members (funded by a federal grant) on how to prepare seasonal produce. Thirteen participants enrolled, about half of whom were mothers participating in WIC.

During the classes, other volunteers provided childcare for as many as 20 children, who learned where different foods originate, what nutrients they contain, and how to make easy, healthful snacks. Almost all adult participants reported that the availability of on-site childcare made it possible for them to enroll and attend regularly. Classes were based on "Sisters-in-Health," a curriculum developed at Cornell that emphasizes how to choose and prepare fruits and vegetables that all family members will enjoy. Each session included hands-on cooking instruction with recipes

*I am
very excited
to learn
what local
produce is
available,
and how to
cook it in
new ways!*

*CSA
participant*

Learning to Save in Second Grade: Local Pilot Introduces Financial Skills

The lessons for the day: reading, writing, and... money management?

Sound a bit unusual? Not for 101 second graders from five local elementary schools, who learned financial skills through S.A.V.I.N.G. K.I.D.S. - a new curriculum developed and piloted in 2006 by Cornell Cooperative Extension of Tompkins County.

S.A.V.I.N.G. K.I.D.S. introduces students to the basic concepts of how money works and how to manage their money to meet goals. Topics covered in the classroom include the history of money, ways to save, spending decisions and earnings, goal setting, and how banks and credit unions work. Lessons are augmented by a field trip to a local financial institution.

"We know that when a savings habit starts early, it is more sustainable throughout the adult years," says Ann Gifford, Program Team Leader for Consumer & Financial Management at CCE-

86% of pilot group students bought grocery staples, while only 2% chose to buy a toy at the supermarket checkout counter.

Tompkins. "S.A.V.I.N.G. K.I.D.S. will fill a gap in instructional materials available for use with this age group, and could be widely used, in our county and beyond," she adds.

The pilot project is the brainchild of Caroline Brown, a volunteer Financial Management Educator for adult workshops at CCE-Tompkins and a former substitute teacher with the Ithaca City

School District. Brown developed the first two lessons and piloted them in 2005 with second-graders in Denise Lee's class at Cayuga Heights Elementary. With positive results in that limited trial, she brought the project to Gifford. Together they found

they found funding to complete the eight lessons and to pilot test the curriculum in Spring 2006 with second graders at Beverly J. Martin, Caroline, Cayuga Heights, South Hill and Immaculate Conception elementary schools. Student knowledge of the subject matter was assessed through pre- and post- tests. An additional 72 second graders in 4 of the 5 pilot schools served as a control group for the project.

Keeping financial material interesting and appropriate to the reading and developmental levels of 7 and 8 year-olds can be a challenge, but Brown's years in the classroom helped her to make the lessons lively and relevant. "I think they had a good time. They were really excited about some of the projects," Brown said of the participants.

During one session, for example, students learned that Roman soldiers were paid with bags of salt. In another, they made their own spending plans, using dried beans on a grid to budget expenses such as shelter and food. Lessons adhere to NY State standards for the second grade

and are planned to complement and support existing curricula in math and social studies.

Throughout the lessons, students worked independently



Caroline Brown discusses the difference between "Needs", "Wants", and "Desires" with 2nd graders in the S.A.V.I.N.G. K.I.D.S. pilot project.

and with partners on activities that allowed them to demonstrate and practice their new knowledge and skills. In Lesson 5, for example, students were grouped into "family units" to budget and spend a hypothetical 2-week salary. "This appeared to be the first awareness for many students that families have limited incomes and need to budget their spending," Brown said. Approximately 86% of pilot group students bought grocery staples, while only 2% chose to buy a toy at the supermarket checkout counter.

According to Brown, "Many encouraging comments and statistics were obtained but most notable was that the students took their involvement in this exercise to heart, with conscientious choices and an awareness of the limits on family resources."

Preliminary analysis of the pre- and post- assessments for the pilot *continued on p.15*

46%
of the pilot group was likely to save, compared to 18% of the control group.

A Systemic Approach Builds Strong Families and Strong Communities

People don't often talk of "community development" and "family development" in the same breath. But at CCE-Tompkins, that link has driven the work

change. The F&CD team pays attention to all of these groups, seeking to strengthen the capacity at each level.

It's a mind-set that Potter credits to the late Cornell professor Urie Bronfenbrenner and his "ecological model" of human development. "I became aware of this way of looking at community, and at families in communities, early in my CCE career," she says. "It made sense

development initiatives. "It's not the story that will hit the front pages of the newspaper," says Potter. Yet "there's a great economic benefit to this work," says CCE-Tompkins Executive Director Ken Schlather, "but it doesn't get counted because many people don't think of 'family' in this way." He points to the money currently spent on workforce development. "In strong families, people pick up basic life and work skills at home, so much of that expenditure wouldn't be needed," he says. "And that's just one example. With strong families, education goes better. Neighborhoods are better. So many other things are better."

Putting this kind of systemic approach into practice takes concerted effort, diligence, patience, professional judgment and a long-term perspective. "It takes intentionality to say 'let's look at our community this way,'" Potter observes. "And most of the time, you can't see success day-to-day or even year-to-year. If you looked at some of these programs after a few months or even a year, you might say 'stop; nothing's changing.' To see what's happening, you need to take a three, five or even ten-year perspective." For this reason, she's quick to add, this work owes a great deal to the support and creativity of CCE-Tompkins' many Board and Program Committee members through the years. "This is an Association that nurtures this kind of visionary, creative programming," Potter concludes.

Contributed by Margo Hittleman



Parenting educator Anna Steinkraus (standing) listens as participants discuss behavior changing strategies in the CHANCE parenting/nutrition pilot program.

of the Family and Community Development (F&CD) issue area for the past two decades. In large measure, that stems from F&CD issue leader Nancy Potter's conviction that strong families are an essential pillar of strong communities and, to adapt a phrase, it takes a strong community to support a family.

To understand the F&CD team's work through the years, one must think at many levels at once. Imagine a set of concentric circles. At the center, there is the family. Surrounding that core are those in the community who work with families: teachers, human service workers, child care providers, doctors, librarians, et al. And finally, in the outer circle, there are the policy makers whose decisions create the context in which families will struggle or thrive, and community members as a whole, with their tremendous grassroots power for

in terms of the experiences I had as a VISTA volunteer working in Ft. Wayne, Indiana, and growing up in upstate New York. It also connected to research on adult education that has a multi-level, systemic view. And I had mentors like Ann Matthews (then CCE's executive director) who were well-practiced in this kind of approach."

These ideas lead Potter and her F&CD colleagues to analyze systemically what it takes to have strong families, what kind of actions need to be taken at each level to build on the strengths of families who seek support, and what CCE-Tompkins' role in that work can be. The result is a wide range of programs, most of them developed collaboratively with others in the community.

CCE's "strengthening families" approach to community development is not as visible as other "big ticket" community de-

With strong families, education goes better. Neighborhoods are better. So many other things are better.

A Sampling of Programs to Strengthen Families and Communities

Level 1—Parenting Education

CCE-Tompkin's *Parenting Skills Work-shop Series*®, *Culturally Sensitive Parenting, Strengthening Families Program*®, and *Parent Education Network* workshops, led by trained community educators and co-sponsored with other community organizations, help over 150 parents each year gain awareness and skills to build stronger family environments. The Even Start Family Literacy Partnership, in collaboration with TST BOCES, and four rural schools, hosts workshops for parents using CCE-Tompkins' parenting, financial management and nutrition education resources.

Parenting educators also coach families on how to use Parenting Skills and other resources to meet the goals they have for their families. Families who are referred for these are typically facing many challenges and find the one-to-one approach builds on their strengths and successes.

Level 2—Community Support for Families

Parents also seek help in the face of unexpected challenges and CCE-Tompkins initiates collaborations to address specific parenting needs. For example, the *Parents Apart*® workshops, developed and offered through a collaborative effort, help parents facing separation or divorce navigate to focus on their children's needs. The new *Parent Partner Program*™ developed through a collaboration in which CCE-Tompkins provided the community education expertise, helps families tap medical, nutrition and mental health knowledge about eating disorders. Most recently, the F&CD volunteer program committee and staff are tracking research and practice on relationship education with an eye on ways to strengthen adult relationships, reduce conflict, and improve outcomes for children.

The F&CD staff devotes itself to building the capacities of others who work with families, often using a "train-the-trainer" model. The most visible of these efforts is the New York State Family Development Credential training, developed by Cornell's Empowering Families Project and implemented locally with TC3 and many collaborators. Along with the Empowerment Skills for Leaders seminars launched in 2006, these trainings build front-line family workers and organizational leaders' understandings of a strength-based approach for working with families.

The F&CD staff also provide monthly informal professional development through the community-wide Coalition for Families. Community members, educators, and service providers make connections, learn about new research and innovative programming related to children and families, identify local gaps in family support, advocate on behalf of underrepresented families, problem-solve and explore possibilities for new collaborations.



A training session for parenting workshop facilitators with, (from left) Tommy Miller, Chris Ion and Shannon Sprague.

Level 3—Informing Policymakers & Communities about Family Issues

Decision-makers need to know about families' issues and how the policies they develop affect families. The F&CD team seeks to heighten awareness of what the community can do to build support for all families through networks like the Coalition for Families, by engaging CCE-Tompkins participants and volunteers in being a voice for families, leadership development initiatives, and through their own networking with researchers and policy makers. They also work with particular communities on creating a community vision and implementing action plans, emphasizing the grassroots power people have to make a difference.

New York Life Foundation Grant Brings 4-H Clubs to New Audiences

How can 4-H better serve the needs of all youth in our communities? A two-year \$100,000 grant from the New York Life Foundation is helping CCE-Tompkins

over a two-year period.

Tompkins County's 4-H Urban Outreach Program was well-positioned to take on this challenge. For over 30 years, Urban

4-H has provided after-school, enrichment, and summer camp activities for Latino, Asian and Eastern-European immigrant youth who live in Ithaca's West Village HUD housing project. For ten years, the program also has served youth at Parkside Gardens, a

this grant aren't familiar with 4-H offerings, and so don't initiate this process. Thus a more pro-active recruitment approach was needed.

4-H L.I.F.E. staff first focused on downtown Ithaca neighborhoods that are home to 30% of the county's population and include the highest numbers of non-white residents. Tompkins' population is 85.5% White, 3.6% African-American, 3.1% Latino, and 7.2% Asian (2000 U.S. Census). Project staff visited churches, community centers, and housing developments where more youth programs were needed. In just one year of intensive outreach, Year 2 benchmark goals have almost been met. Eighteen new groups have formed and are on their way to becoming full-fledged 4-H clubs, a marker for program sustainability.

The new clubs meet at the homes of adult volunteers in Varna, Newfield, Trumansburg; at G.I.A.C.; at Linderman Creek, Hasbrouck, West Village and Parkside Gardens apartments; at the CCE-Tompkins Education Center, and in high school and middle school spaces. They include 92 youth, and 29 trained adult volunteers. New participants are 45% African-American, 21% Caucasian, 13% Asian, 3.5% Hispanic, and 17.5% who self-identify as members of an "other" ethnic group.

To keep the focus on youth-identified activities and issues, the 4-H Public Adventures citizenship curriculum is used to organize new clubs and to train new adult leaders. Produced by the 4-H Cooperative Curriculum System, 4-H Public Adventures is designed for grades 6 to 8 but can be adapted for youth who are younger or older. Its focus is on helping youth build life skills through *continued on p. 15*



As part of the 4-H L.I.F.E. Project, the New York Life Foundation will underwrite a week long leadership program each summer in Washington, DC for youth aged 14-19, called "Citizen Washington Focus" or CWF. Sixteen youth and eight adults from Tompkins County attended in summer 2006.

establish new 4-H clubs for youth who previously have been underrepresented in 4-H programs. And that effort is yielding impressive results, more quickly than expected.

Nationally, 6.5 million youth take part in 4-H, with 77% identifying themselves as Caucasian and 15% as African-American. Recognizing the need to bring 4-H club programs to broader audiences, the National 4-H Council and corporate partner New York Life Foundation in 2005 created the "Youth In Governance" Grant Program.

A competitive selection process resulted in two awards in April 2006: to Tompkins County, New York, and Metro-Atlanta/Athens, Georgia. Both grant recipients were charged with creating at least 20 new 4-H clubs in underrepresented communities

development that is home primarily to African-American families.

The new two-year pilot project is called "4-H L.I.F.E." (Learning Independence For Empowerment) and initially was designed by former 4-H Team Leader, Barb Baker. Projected youth outcomes include increased leadership and communication skills, improved self-confidence, stronger understanding of democracy and civic processes, and increased community engagement by youth and adult volunteers.

The grant funds enabled CCE-Tompkins to hire two staff to recruit adult volunteers and youth participants from neighborhoods where 4-H programs have had a limited presence. While traditional 4-H clubs often are started by parents who are willing to lead a club based on a child's interest, many of the families targeted by

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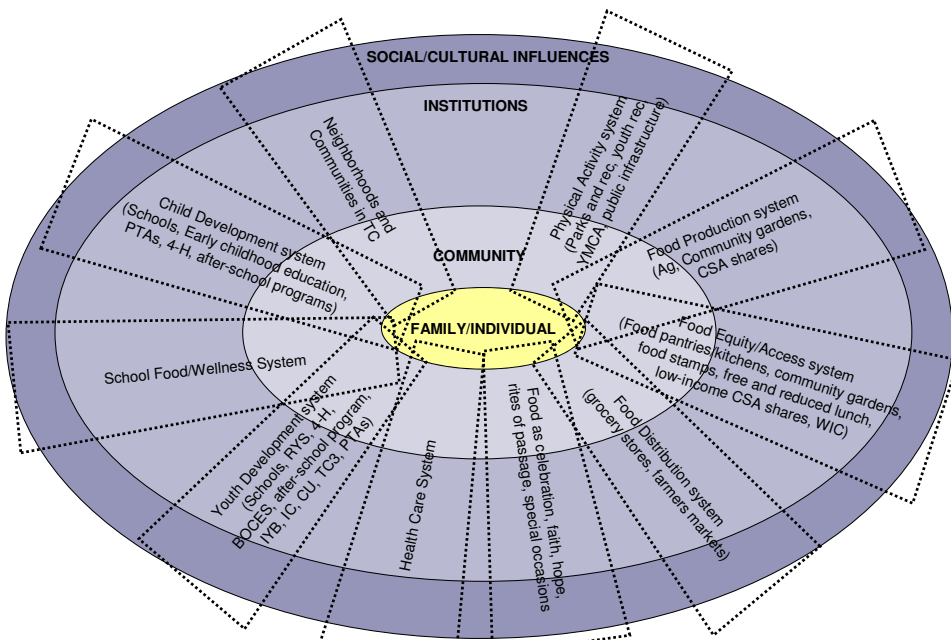
Partnership Supports Grassroots Effort to Address Childhood Obesity Factors

Is it possible to mobilize a “whole community” response for the prevention of childhood obesity? If so, what would that response look like, and who would

hands-on field study of local environments.

Since most students were not local residents, several members of the CCE-Tompkins staff

to rank its importance relative to other local concerns, and to identify local programs or activities that already are addressing the issue. Questions included how



Childhood Obesity Prevention System in Tompkins County

be involved? That’s what 20 graduate and undergraduate nutrition students were tasked with finding out in Fall 2006, as part of a unique partnership between Cornell Cooperative Extension of Tompkins County and NS650 *Assessing Food and Nutrition in a Social Context*, a graduate nutrition course at Cornell University led by Dr. David Pelletier and Dr. Gretel Pelto.¹ The class was structured so that students would learn first-hand about organizational and policy development by becoming engaged in real community change efforts, in this case, “The Whole Community Project”, a collaborative and coordinating effort to prevent childhood obesity in Tompkins County. Their work included extensive academic research, with

attended the class one or more times during the semester as “community partners” who could share information about Tompkins County, and help students to identify and understand factors having a potential impact on local nutrition and fitness policy and practice. CCE-Tompkins staff also enlisted almost 40 stakeholders from across the county who agreed to be interviewed by the students on the topic of childhood obesity. While many were affiliated with community service agencies or local school districts, the group also included government representatives, academics, media and health professionals, WIC participants, and religious leaders. All were asked to share their thoughts on the causes of childhood obesity,

to talk about or “frame” the topic of obesity in the community, the organizational and societal barriers to solutions, and possible new responses to the problem. Interviews lasted from 10 minutes to 1 ½ hours. Key results follow.

- Preventing childhood obesity was a high priority among all surveyed, with almost half of the interviewees ranking it as one of the county’s most pressing issues.
- 72% of people interviewed thought that both community and family share the responsibility for preventing childhood obesity.
- Efforts to prevent obesity should be framed positively, with a focus on health. Over 60% said not to use the word “obesity” at all.
- Roots of the problem include time pressures, changes in how and what we eat, social inequity, low self-esteem, barriers to physical activity, lack of cooking skills and nutrition information, and media influence. Many interviewees saw childhood obesity as intertwined with issues of poverty, food insecurity, health care, and racism, and felt that addressing the root continued on p.16

Tompkins County incurs approximately \$12 million in annual costs directly related to obesity.

FOOTNOTES:

¹ Nutrition faculty members Jamie Dollahite and Kate Dickin also contributed to course formation and sat in on NS650 class sessions.

CFNP Grant Funds WIC Outreach and GIS Mapping of County Food Insecurity

Children repeatedly surprised their parents by actually preferring the vegetable snacks to other high calorie snacks.

In Fall 2005, the federal Community Food Nutrition Program awarded a grant of \$43,707 to CCE-Tompkins for the "Tompkins County WIC Outreach and Food Security Project". The year-long project consisted of a two-part effort to improve the nutritional status of low-income adult WIC¹ clients, and to identify and map (using GIS technology) their physical or cultural barriers to accessing food or food assistance.

Beginning in November 2005, a CCE-Tompkins nutrition educator visited clients in WIC waiting rooms in Ithaca and at rural clinic sites in Tompkins County to speak with them about the benefits of increasing their family's consumption of fruits and vegetables. The educator shared recipes and food samples, and talked about the nutritional value of produce, ways to prepare it and appropriate portion sizes. She also surveyed parents on the availability of produce in their communities, counseled them on shopping practices and their use of produce at home, and provided information on free local parenting skills and financial management classes.

A central goal was to encourage WIC clients to take advantage of other federally-funded food assistance programs, such as nutrition-classes and home visits (offered by CCE-Tompkins), Food Stamps, and Farmers' Market Nutrition Coupons.

Nationally almost half of food insecure households surveyed report that they don't participate

in ANY of the three largest federal food assistance programs – National School Lunch, Food Stamps, or WIC². While Food Stamps reach the second-largest share (28%) of food-insecure households after the National School Lunch Program, it is estimated that just three out of five persons eligible for Food Stamps are receiving them.³ In Tompkins County in 2001, a total of 11,412 local residents were identified as Potentially Eligible for Food Stamps yet only 3418 or an estimated 30% of those potentially eligible were participating.⁴

The project's original objectives -- to survey and provide education to at least 500 WIC adult participants, and to graduate at least 50 participants from a series of cooking/nutrition classes -- were far exceeded. More than 575 contacts were made with adult WIC clients, and 69 (175% of the target) enrolled in and completed the entire six-class series.

These group classes each are 1½ hours long and emphasize preparation of vegetables using easy and low-cost recipes, shopping behavior and food resource management, and food safety. In addition, 63 WIC adults signed up through other venues for nutrition classes offered by CCE-Tompkins, bringing the total number of WIC adults either enrolled in or completing classes to over 100, or more than twice the

proposed target level. Statistical pre- and post- survey data on consumption of vegetables shows that vegetable and fruit consumption increased from just 3 servings per day before the course to about 3.5 servings per day after the course.

A second component of the project was to identify and map (using GIS technology) important barriers to low-income families in accessing food or food assistance in our county. 121 WIC households were surveyed and the main barriers identified were the high cost of produce, lack of access to fresh produce, poor or irregular availability, and children's food preferences (dislike of fruits and vegetables). CCE nutrition staff, in collaboration with Cornell nutrition grad student Leigh Gantner, surveyed produce outlets in the county (82 in all) for pricing, freshness, quality and variety of produce offered, and for accessibility to those outlets by low income populations.

Staff also conducted taste tests of fruit and vegetable snacks in WIC clinic waiting rooms to determine what children liked (and the children repeatedly surprised their parents actually preferring the vegetable snacks to other high calorie snacks).

Concurrently, a working group from the community was convened to help identify other population and program data that would enrich the resulting GIS picture of local food access, such as *continued on p. 17*

FOOTNOTES:

¹ WIC [Women Infants Children] is a USDA-funded nutrition program administered locally by the NYS Department of Health. To be eligible for WIC, participants must be a pregnant, postpartum, or breast-feeding woman, an infant, or a child under the age of five. The participant's household income must be below 185% percent of poverty. WIC participants also must be certified by a health professional to be at nutritional risk, which can include problems such as: inadequate diet; abnormal weight gain during pregnancy; a history of high-risk pregnancy; child growth problems such as stunting, underweight, or anemia; and homelessness or migration. In addition, any individual at nutritional risk who receives benefits from the Food Stamp Program, AFDC or Medicaid, or is a member of a family in which a pregnant woman or infant receives Medicaid benefits, is deemed automatically eligible to meet the WIC income test.

² December 2002 Current Population Survey data, cited in: USDA, Economic Research Service, Household Food Security in the United States, 2002, p.31, online at: [www.ers.usda.gov/publications/fanr35/Food Research and Action Center, State of the States 2004, p. 6](http://www.ers.usda.gov/publications/fanr35/Food%20Research%20and%20Action%20Center,%20State%20of%20the%20States%202004,%20p.%206), online at www.frac.org.

³ The Nutrition Consortium of NYS, Albany, NY. "Tompkins County Profile" in Hunger Data Book, at www.HungerNYS.org.

⁴ Data from NYS Office for Temporary and Disability Assistance, cited by Nutrition Consortium of NYS, January 2001, online at: [at www.HungerNYS.org](http://www.HungerNYS.org)

CCE-Tompkins Leads Statewide Effort in Energy Use & Financial Education

Educational workshops on energy use and financial management now are being offered by CCE educators in 31 New York counties through the EmPower New YorkSM Program. Since the program began in 2004, Cornell Cooperative Extension of Tompkins County has had a leadership role in developing and fostering implementation of these workshops to households through the statewide CCE network.

CCE-Tompkins was chosen through a competitive proposal process and contracted by Honeywell DMC to develop workshop materials, recruit and establish agreements with other CCE associations to deliver the workshops, conduct statewide inservice trainings, promote workshop dates and locations, and monitor and report on program accomplishments.

This work has been undertaken by the CCE/EmPower New YorkSM Program Team comprised of Ann Gifford, Program Team Coordinator for Consumer & Financial Management Education at CCE-Tompkins, and Barb Henza, Program Educator at CCE-Cortland. Together they developed the initial workshop goals, outlines, PowerPoint presentations, handouts, lists of potential incentives, recruitment strategies and materials to be used in program delivery. The two 2-hour workshops, named *Save Energy, Save Dollars* and *Making Ends Meet*, were piloted at sites by CCE Educators before being finalized. Materials were reviewed by Cornell University faculty for accuracy and submitted to NYSERDA for approval. An additional credit workshop was developed and added in 2005.

Although the program was designed to target households

with limited resources and high utilities bills, workshops are free and open to the general public. CCE-Tompkins' experience providing financial management and energy education to limited resource households, and its existing statewide system with many local community partners have been instrumental in the success of the program. Currently, CCE educators at 29 associations provide energy management and financial management workshops in 31 counties.

EmPower New YorkSM provides participants with electric reduction measures, home performance assessments, energy use packets, in-home energy education, and the aforementioned educational workshops. Consumers who are income-eligible for these services are referred from low-income payment-assistance programs run by utility companies across New York State.

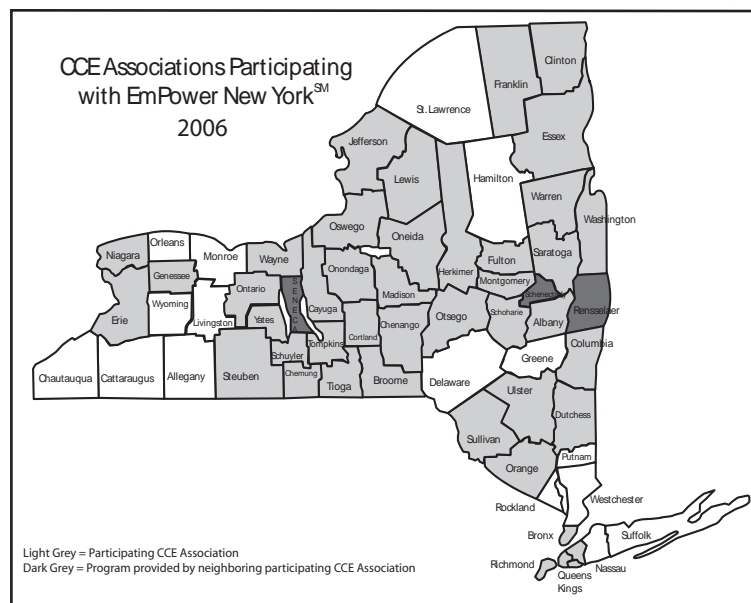
The workshops have reached significant numbers of female-headed households with limited financial resources.

Demographic data through June 2006 show that over 60% of participating households had incomes below \$30,000 per year. Most attendees at the Energy Workshops were female (76.6%) and 58.4% were single, divorced or widowed. Participants learned no-cost and low-cost ways to reduce energy bills, and were introduced to programs that could help them afford home energy improvements. In the Financial Management Workshops, 76% were female and 64% single, divorced or widowed. Skills covered include developing and using a household spending plan, maximizing resources and reducing energy use.

In 2006, 530 workshops reached 5199 participants statewide. Since the program began, a total of 863 workshops have been conducted reaching 8263 people. 70 workshops reaching 725 Tompkins County residents had been held by the end of 2006.

For information about upcoming *Save Energy, Save Dollars*, *Making Ends Meet* or *Expplring Credit/Debt Management Issues* workshops in Tompkins County, visit the Calendar of Events on our website at www.ccetompkins.edu

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CCE Educators at 29 Cooperative Extension Associations are providing energy use and financial management workshops in 31 counties in NY State.

Local, cont. from p. 6

season. The children were very excited about composting with worms, or “vermiculture”, which can be done indoors in a bin during the winter months. Just after July 4th, class members and their children took a field trip to Stick-and-Stone Farm on Trumansburg Road to see where some of their produce was being grown. Lucy Garrison-Clausen gave a tour of the farm and explained crop rotation and growing methods. Children gathered eggs from the farm chickens and, with their parents, harvested greens, basil and tomatoes from the field to add to the homemade breads and other dishes that the group had prepared in advance for an *al fresco* meal on the farm.



Extension Associate Mark Pierce, left, and CCE-Tompkins' Ann Gifford show visitors to the 2006 Ithaca Festival's "Sustainability Fair" how much cycling power it takes to light up a standard incandescent bulb.

Two optional classes were offered in August for participants with CSA shares that ran through mid-September. One class addressed cooking with late-season produce, and how to freeze vegetables for later use. At a second class, Extension Educator Carole Fisher taught participants how to safely can tomatoes and peaches.

CCE-Tompkins acknowledges nutrition educators Myra McK-

inney and Karen Robinson; volunteer Jen DeStefano and guest chef Ralph Payne of Wegman's Market; the Full Plate Farm Collective; Malka Antonio, Michelle Raczka, Nicole McWorter, Sara Zglobicki, Ruchi Mathur, Katie Towt, and volunteer childcare providers Sarah and Jake for their work on the project. For more information or to donate to the next subsidized CSA program, please call Lael Gerhart, Community Foods Educator at CCE-Tompkins, at 272.2292.

Beautify, cont. from p. 4

make our community more attractive to tourists, residents, and businesses seeking to relocate.

Some values that can be attributed directly to the Community Beautification Program in 2006 include:

donations by local nurseries of plant materials valued at \$5,310, and 885 hours of service to the program (with a value of almost \$16,000) by Brigade members and volunteers from Cornell, Ithaca High School and the Lehman Alternative Community School. Cornell Uni-

versity also supports these efforts by allowing CCE-Tompkins to rent hothouse space for \$75 in which \$2,000 worth of heat loving plants – such as coleus, caladium, and “Elephant Ears” – are grown by Gardener for transplant into public planters and beds.

A Beautification Matching Grant Program ensures that the entire county can benefit from Room Tax dollars. From 2002-

2005, \$29,750 was returned to local communities as small grants, with \$22,250 going to rural towns, and \$7,500 to the City and Town of Ithaca.

The grant program recently was revised, and in 2007 rural towns and villages each can apply for a \$5,000 grant to implement projects on county “gateways” and routes frequently traveled by visitors to our area. Towns must match the funds with an equal value of volunteer labor and donations of materials such as plants and mulch. Grants are intended not only to improve local landscaping, but also to help create and motivate groups in each community that will continue to plant and maintain these areas in future years. “We like to say that beautification is viral – it spreads”, says Gardener of the program. Interested residents should contact their town supervisor or village mayor to find out who is organizing volunteers in their community. Past awards have funded the planting of thousands of bulbs to greet visitors and residents alike along the highway in West Danby, at the Ithaca Children's Garden, by the Brooktondale Community Center, and at Dryden Central School.

Other local projects have included: landscaping for Caroline Town Hall and Fountain Manor, Cayuga Heights Fire Department, Danby Community Park, Dryden “Time Square”, Freeville Community Park, Jacksonville bus shelter, the entrance to the Village of Lansing and the Lansing Village Library, the Newfield historic schoolhouse, Speedsville Commons and Fire Department, Trumansburg Fire Department and Farmers' Market, and Ulysses Town Hall. The program also funded the mural in Groton Community Park.

In Ithaca, beautification grants have been used to create a row of planters at each end of the Ithaca Commons, to plant ornamental grasses along Route 13 by the Sciencenter, and to landscape or renovate *continued on p. 15*



Adam Michaelides, Compost Program Manager for CCE-Tompkins, shows 2nd graders at Immaculate Conception School how to make compost with worms.

plantings at the Women's Community Building, Ithaca High School, Ithaca Town Hall, the Bryant Park "bump out", and the median strip where Routes 336 and 79 meet. Past projects can be seen by clicking on the link for Community Beautification at www.ccetompkins.org.

These improvements not only make a stay in Tompkins County more enjoyable for visitors, they also improve the quality of life for those who live here year-round. This improved environment and feeling of community can further impact our local economy by contributing to the decision of businesses to locate in the Ithaca area.

For more information on the Community Beautification Program, or to volunteer for the Beautification Brigade, contact Chrys Gardener at 272-2292 or email cab69@cornell.edu.

2nd Grade *cont. from p. 7*

group shows increased understanding of money management. Data also suggest that students became more aware of saving and decreased the inclination to spend money simply for the sake of spending it, from 15% in the pre-assessment to 8% in the post-assessment. Indicators of goal setting, "knowing exactly what to buy" and "knowing exactly what to save for," changed from 35% in the pre-assessment to 44% in

the post-assessment.

Comparison with the control group at the end of the program also shows that the curriculum had an impact. 46% of the pilot group was likely to save, compared to 18% of the control group. Also notable was the ability of the pilot students in the post-assessment to articulate reasonable ways to earn money. Overall, the figures suggest that the pilot participants gained an understanding about factors that influence spending and how people acquire, use, and secure their money.

Observations, assessments, and feedback from the "S.A.V.I.N.G. K.I.D.S." pilot will be used to refine and enhance the curriculum. Brown and Gifford are adding another lesson on goal setting, and teachers have requested extracurricular activities to reinforce the lessons and foster further skill development. Once the revisions are made, the curriculum will be retested and made available for independent implementation by teachers and parent volunteers.

Funds for developing the S.A.V.I.N.G. K.I.D.S. curriculum were provided by M&T Bank. The pilot was underwritten by Citizen's Bank Foundation, CFCU Community Credit Union, and Tompkins Trust Company. CCE-Tompkins is seeking additional funds to publish the curriculum and to present it at a national

conference, and for training teachers and parent volunteers. Brown and Gifford also are seeking funds to develop versions of the curriculum for 3rd and older grades in order to reinforce and expand upon these early savings lessons as students move through elementary school.

CCE-Tompkins earlier piloted the development and delivery of the successful *MoneyWork\$* curriculum for adults in cooperation with Cornell University and the New York Credit Union Foundation, with funding from the U.S. Treasury Department. That curriculum now is listed as a resource for community financial literacy programs through the NEFE Financial Education Clearinghouse at <http://www.nefe.org/amexeconfund/index.html>.

"We hope to share the S.A.V.I.N.G. K.I.D.S. curriculum in the same way," says Gifford, who also served on the development team for the *MoneyWork\$* curriculum. For more information on the curriculum, or to support its administration in a local classroom, call 272-2292 or email amg29@cornell.edu

4-H LIFE, *cont. from p. 10*

"experiential learning" or learning by doing, a cornerstone of all 4-H programs.

The curriculum features "youth mapping", a process used to identify community needs and then create a service project that addresses them. Youth first define a neighborhood in which they want to work, then "map" its positive and negative characteristics. They identify stakeholders and the processes used locally to create change. Together, they create an action plan for their group project. Initial club service projects have included youth-organized neighborhood clean-ups, cooking for the elderly, planting flowers to beautify the community, and neighborhood recycling projects.

At one of *continued on p. 16*

Obesity, cont. from p. 11

causes of one would impact the others.

- Solutions should be multi-faceted, framed in a positive way, tailored locally, and should build upon what people are already doing.

The interviews revealed many exciting activities already taking place in Tompkins County that are relevant to the topic of preventing childhood obesity. Students compiled a matrix of local programs that support healthy eating and active living, as well as new activities or solutions suggested by participants.

Student research also found that obesity costs New York State over \$6 billion annually, not counting indirect costs for lost productivity and absenteeism. Tompkins County is no exception, incurring approximately \$12 million in costs directly related to obesity.² Clearly, all efforts to address this issue have both human and economic benefits.

In November 2006, members of the class presented a poster on The Whole Community Project in Albany at the first New York State Childhood Obesity Prevention Invitational Summit, organized by the Department of Health. Other products resulting from the course include a Power-Point presentation on the project and results, an "idea bank" of local and national best practices, literature reviews on relevant topics in obesity prevention, and policy briefs. A website is in the works.

Although the class ended in December 2006, its work will continue to benefit the community. Based at CCE-Tompkins, with support from Cornell's Division of Nutritional Sciences, the Whole Community Project (WCP) will serve as a resource center and

a forum for continued community discussion and activity on the topic of how to help children and families in Tompkins County lead healthier and more active lives.

For information on the next monthly meeting of the WCP, or to receive its newsletter by mail or email, contact Shira Adriance at 272.2292 or sma38@cornell.edu.

4-H LIFE, cont. from p. 15

the Linderman Creek 4-H clubs, youth quickly saw that fundraising was needed to reach their project goals. Youth served as project leaders, communicated their ideas to the adults, and ultimately designed a successful auction of donated goods from their community that raised \$200. These experiences demonstrated to both the youth and the adult volunteers that—with the proper planning, organization, decision-making, needs assessment, and communication—youth can and do have an impact on their community.

Another club used "youth mapping" effectively to create a community forum on the topic of racial and ethnic bias, and the mapping process revealed insights that might not have come to the surface had the event been planned solely by adults. It showed, for instance, that many youth don't feel that they are being heard, that youth feel adults really don't understand the issues that they (the adults) think they do, and that holding a forum at school inhibits free and open dialogue.

These insights resulted in a panel made up solely of youth, held in a neutral off-campus space, that addressed issues identified by a wide range of people not just the students who typically speak out. According to

Shari Haldeman, 4-H Urban Outreach Coordinator, "The event's success wasn't due to a specific outcome, but rather to the fact that the issues are still being discussed and that more forums are being organized. This kind of success leads youth to believe that they do have voice, that they can make change, and that it is worth being involved in their community. The first panel may not have created change in terms of eliminating racial bias, but it did have a profound impact on the way this topic is being discussed."

The New York Life Foundation grant will fund the 4-H L.I.F.E. Project through Fall 2007, by which time the groups will have attained formal club status and will be sustained through the traditional 4-H Club Program. If you are interested in forming a youth group or working with the 4-H Public Adventures curriculum for a club or youth mapping project, contact: Megan Tiff, 4-H Team Leader at 607.272.2292 or email met38@cornell.edu.

First Jobs, cont. from p. 5

produce while providing residents in these communities with a source of fresh locally-grown fruits and vegetables. Youth hired at each of the sites learn about local agriculture, good nutrition and healthy cooking, and basic money handling and customer service skills. They run the farm stand and, on alternating weeks, also prepare and provide free food samples to customers, made from the fresh produce they sell. Approximately ten youth are hired for the program each summer.

Other sites match youth with school-year job placements. Dawn Kleeschulte, RYS program manager for Lansing Youth Ser-

Obesity FOOTNOTES:

² The total of all services (New York State) is \$34,940,540,230 and Total All Services (Tompkins) is \$69,902,903. Tompkins pays .2% of NYS Medicaid. \$6 billion (amount NYS pays related to obesity) x .002 = \$12,003,747.4. This represents Tompkins County annual obesity health care cost. Figures from: *Overweight and Obesity: Economic Consequences*, Centers for Disease Control and Prevention, at http://www.cdc.gov/nccdphp/dnpa/obesity/economic_consequences.htm, (accessed 28 November 2006) and *Medicaid Expenditure Overview Report January-December 2004*, NYS Department of Health, at http://www.health.state.ny.us/nysdoh/medstat/ex2004/over_cy_04.htm, (accessed 28 November 2006).

VICES, works with local employers to develop job opportunities for Lansing High School students. Some job spots have even been created within the Lansing school system itself. One popular placement is at the district bus garage, where student workers clean and polish the school buses. During 2006 (which included parts of two academic years) 48 youth were employed through Kleeschulte's program, with youth workers earning a total of \$13,000 in wages. Kleeschulte holds regular monthly training meetings, and guides the students in preparing résumés and interviewing for positions. She later observes the youth on-the-job, and checks in with their employers to monitor performance. Her efforts, and the strong performance of her students, have made employers eager to hire more Lansing youth to fill positions.

Nancy Irish, RYS program manager for Trumansburg/Ulysses, also includes workforce development in her youth programming. She trains, hires and supervises around 20 youth each year for first-time employment, and also runs a youth-for-hire program that matches youth with paying chores in the community.

Schoffel stresses that the familiarity RYS program managers have with the youth at their sites contributes greatly to the success of the program. "Our staff works year-round with 14-to-16 year olds across the county who can benefit from these summer employment opportunities. They know the kids' interests and abilities, and can help match individual youth with the right job placement. And the funders know that, when summer funding becomes available each year, RYS can reach the target groups – particularly TANF-eligible youth – and help them take advantage of these opportunities."

WIC/GIS FOOTNOTES:

⁵ Participants included representatives from county government offices for Social Services and for the Aging, leaders of the Human Services Coalition, food banks and food pantries, the United Way, the local CAP agency, faculty, staff and students from Cornell University, Cooperative Extension staff and volunteers from a local church and a local grocery.

Youth employment funds are directed annually from the Tompkins County Legislature to the Tompkins County Youth Services Department, and local municipalities contribute matching funds. While some municipalities have access to the Rural Youth Services Program alone, others may also be served by programs through the Learning Web and other agencies. Youth who are interested in possible employment should check with the RYS program manager in their community. A list is available under "Youth" at www.ccetompkins.org.



Nutrition Program Educator Jeannie Freese-Popowitch (right) helps a young participant in a family cooking class work on proper knife skills.

WIC/GIS cont. from p. 12

locations of local food pantries and soup kitchens.⁵

The resulting data were organized to facilitate systemic analysis using Manifold software (www.manifold.net), an inexpensive yet versatile Geographic Information System (GIS) package. Joshua Goetz '07, a Cornell University "Traditions" scholar with a strong technology background worked on the project, with Ken Schlather and consultant Dr. Art Lembo, then a Senior Research Associate in the Cornell Department of Soil and Crop Sciences.

Products include a web-based database of local populations and conditions that can be used to map the food secu-

rity ecosystem in geographic and conceptual map forms. With this tool, any food security related activity can be mapped to its geographic location as well as to the particular environment and niche it occupies in a food security ecosystem. In addition, the system can track partners and organizations involved in a given project—invaluable in promoting strategic partnerships among entities working with food and food security.

Project results and maps were shared with produce distributors, several county legislators and WIC and food pantry personnel. Plans being developed for posting the maps to the CCE-Tompkins website, and making the food security ecosystem database accessible on the web for use by working group members. The maps will aid members of the group in more efficiently using resources, and will also serve as one basis for the group's next major task, that of beginning the process of developing a food security strategy for this region. For more information, contact Ken Schlather at ks47@cornell.edu.

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Cornell Conservatory
Cortland Bulk Milk Producers
Courtside Racquet & Fitness
CSP Management
Dryden Lawn & Recreation
Earlybird Farms
East Hill Car Wash
Eastern Mountain Sports

Eddydale Farm Stand
Empire Livestock
Fall Creek Pictures
Family Farm
Fessenden Dairy, LLC
First National Bank of Groton
First Pioneer Farm Credit
Flower Fashions by Haring
4-H Cultural Exchange Club
Friendly's Restaurants
Friends of the Tompkins County
Public Library
Funtronics
Fur-n-Feathers 4-H Club
Genex Breeders Cooperative
The Green Thumb Garden Club
Greenstar Cooperative Market
The Hangar Theatre
M.F. Hatch Fund
Hearth & Home
Hewitt Brothers, Inc.
Craig Higgins Family
Hillendale Golf Course
History Center of Tompkins County
Honeywell
Houghton Mifflin Company
Integrative Massage Therapy
Ithaca Agway
Ithaca Bakery
Ithaca Children's Garden
Ithaca Coffee Roasters
Ithaca Farmers' Market
Ithaca Materials Research & Training
Ithaca Produce
Ithaca Recreation Sports, Inc.
Juna's Café
Junior Tailwaggers 4-H Club
Just-A-Taste
Kiwanis Club of Ithaca
Landlords' Association of Tompkins
County
Ludgate Farms
Magic Garden
Maguire Ford
Mama Goose
Mansour Jewelers
Maxie's Supper Club
Michaleen's Florist & Garden
Monro Muffler/Brake & Service
Moore Tree Farm
Moosewood Restaurant
Museum of the Earth/PRI
Natural Beginnings
New York Beef Industry Council
New York Life Foundation
National 4-H Council
O'Hara Machinery
P&C Foods – Hancock Avenue
The Park Foundation
Pete's Tire Service
The Pike Company
Plenty of Posies
Purity Ice Cream
Ramada Inn – Ithaca
Reed's Seeds

Ken Sanderson
Satori Day Spa
The Sciencenter
Serviente Glass Studios
17th Century Suds
Significant Elements
Shur\$ave of Trumansburg
Snowtop Farm of Danby
Social Service League of Ithaca, Inc.
Sola Prints & Framing
Southern Tier IBA
Stellar Stereo
Stick & Stone Farm
Sunnywood Design Collective
Taste of Thai Express
Time-Warner Cable
Tompkins County Chamber of
Commerce
Tompkins County Farm Bureau
Tompkins County Soil & Water
Conservation District
Tompkins County Solid Waste
Treeforms Amish Furniture
Triad Foundation
Trumansburg Rotary Club
United Way of Tompkins County
Wal-Mart
Wegman's Markets
Wideawake Farm
Zin-Pro Corporation



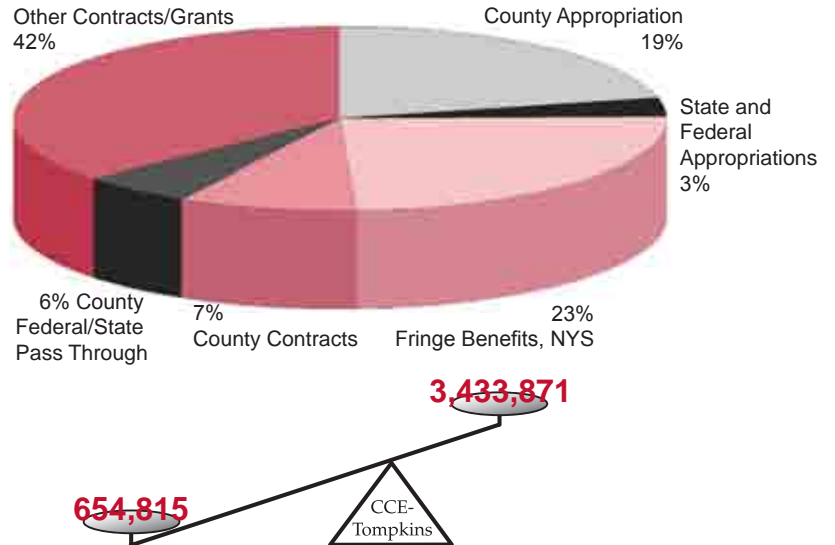
Pat Ziegler (seated) one of three Tompkins County "Friends of Extension" for 2006, with Monika Roth (left) and Jerry Ziegler. Other 2006 recipients of the award who were honored at the annual meeting were Ann Mathews and Elma Canfield.

County Appropriation Leveraged the Following Support in 2006

Cooperative Extension uses its unique partnership with federal, state, and local governments, adding volunteer involvement, fund raising and in-kind contributions to bring a 9-fold return in educational resources for each Tompkins County tax dollar received.

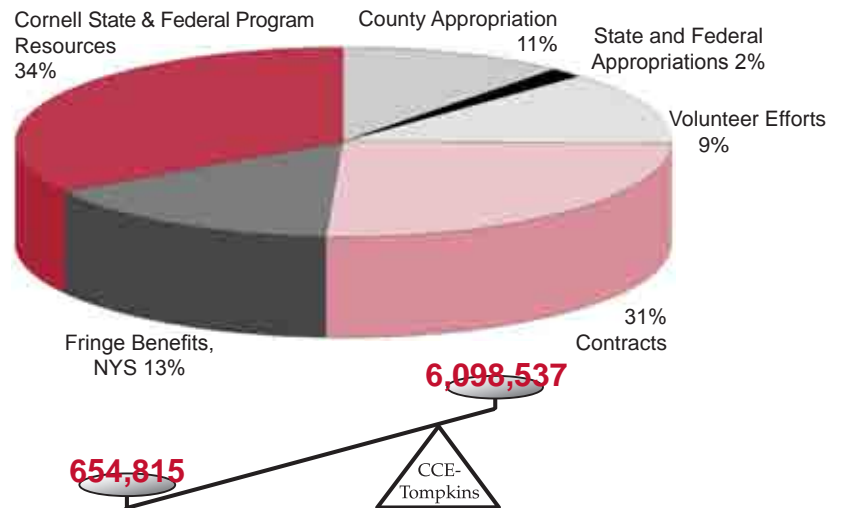
Direct Support Ratio 1 : 5.24

County Appropriation	\$654,815
State and Federal Appropriations	100,019
Fringe Benefits, NYS	782,653
County Contracts	234,963
County Fed./State Pass Through	213,439
Other Contracts/Grants	1,447,982
Total	\$3,433,871

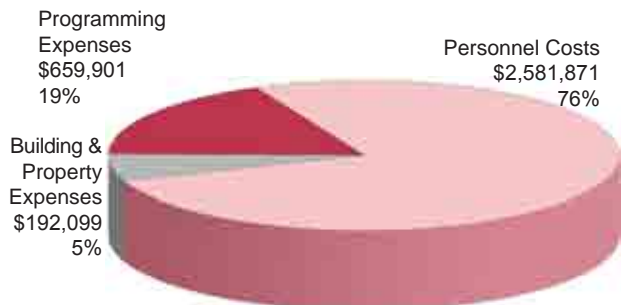


In-Kind & Direct Support Ratio 1 : 9.3

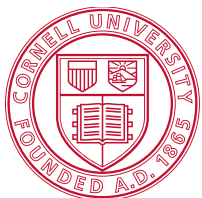
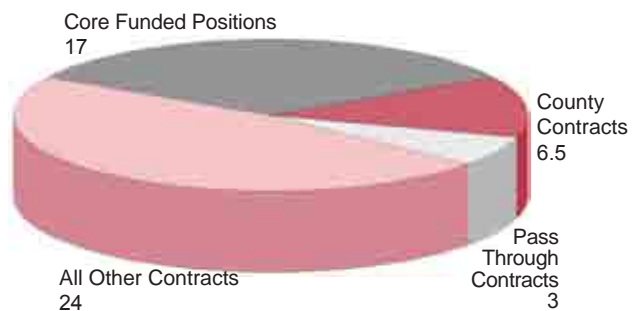
County Appropriation	\$654,815
State and Federal Appropriations	100,019
Fringe Benefits, NYS	782,653
Contracts	1,896,384
Volunteer Efforts	567,586
Cornell & Federal Resources	2,097,080
Total	\$6,098,537



2006 Expenses by Type



2006 Employees (FTEs) by Funding Source



Cornell University
Cooperative Extension
Tompkins County

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