

Cornell Cooperative Extension of Tompkins County



2018
Program Highlights

2018 ANNUAL REPORT

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



Open Farm Days

A popular farm tour event draws overnight visitors and breaks prior attendance records. *(Photo courtesy of Glenwood Farms)*



Beyond-the-Box

The first local re-entry job fair connected returning citizens with employers and service providers. A 2nd fair is planned.



Farm-to-School Grant

CCE-Tompkins will coordinate new NYS program to increase fresh local produce served in Tompkins County public schools.

FEATURES

3 Director's Message

A 2018 program update and a look ahead from Ken Schlather, Executive Director

7 Seed-to-Supper (S2S)

In 4 years, this free gardening education program has helped hundreds start their own plots

11 Families and Opioids

Our parenting staff partner with College of Human Ecology faculty on a major research grant

15 4-H Dairy Leasing

A calf leasing program and new scholarship help more youth participate in dairy show events

4 Taste NY

CCE-Tompkins opens a new store in Auburn at the New York State Equal Rights Heritage Center

8 Supports for Health

Way2Go helps implement a five county pilot to help Medicaid patients improve health outcomes

12 Fruit and Vegetable Rx

Healthy Food For All and Cayuga Medical Center partner on a fruit and vegetable Rx program

16 4-H Urban Outreach

Youth in Ithaca's downtown subsidized housing thrive in STEM and other programs

5 Seed Money for the Future

A new fund recognizes Monika Roth's retirement and aims to continue her innovative work

9 Green Power Leadership

The EPA recognizes Cornell for more than 30 green energy programs at CCE-Tompkins

14 Into The Woods

Public school 3rd graders go on fall and spring nature immersion field trips with Primitive Pursuits

13 Consumer Issues

NYS Attorney General Program celebrates 20 year anniversary

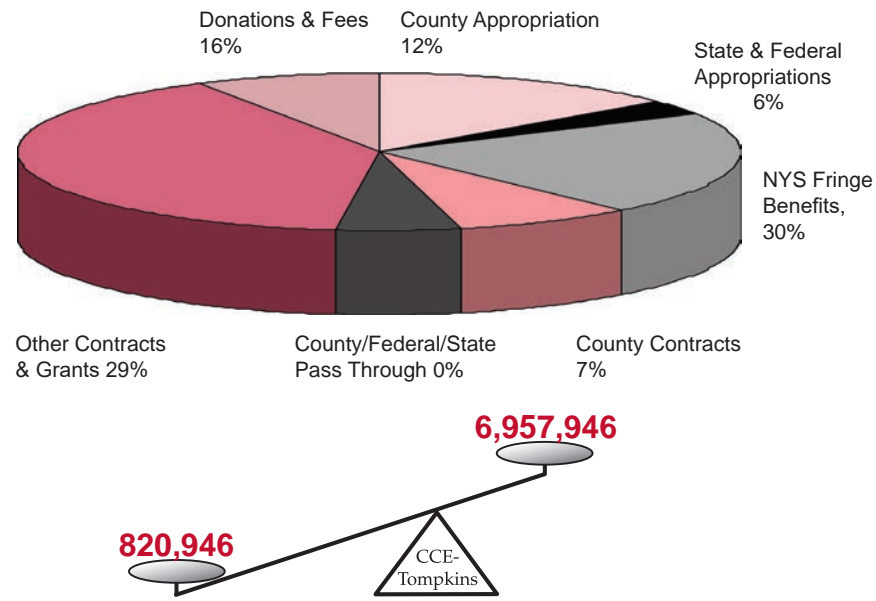
Cover photo: High school members of Future Farmers of America join Tompkins County municipal officials at the Fout's Dairy Farm in Groton, on the annual tour of local farms, organized by the CCE-Tompkins Agriculture program and funded by the Tompkins County Ag & Farmland Protection Board. Photo by Sandy Repp.

Tompkins County Appropriation Leveraged the Following Support in 2018*

Cooperative Extension uses its unique partnership with federal, state, and local governments, adding volunteer involvement, fund raising and in-kind contributions to bring an 11-fold return in educational resources for each Tompkins County tax dollar received.

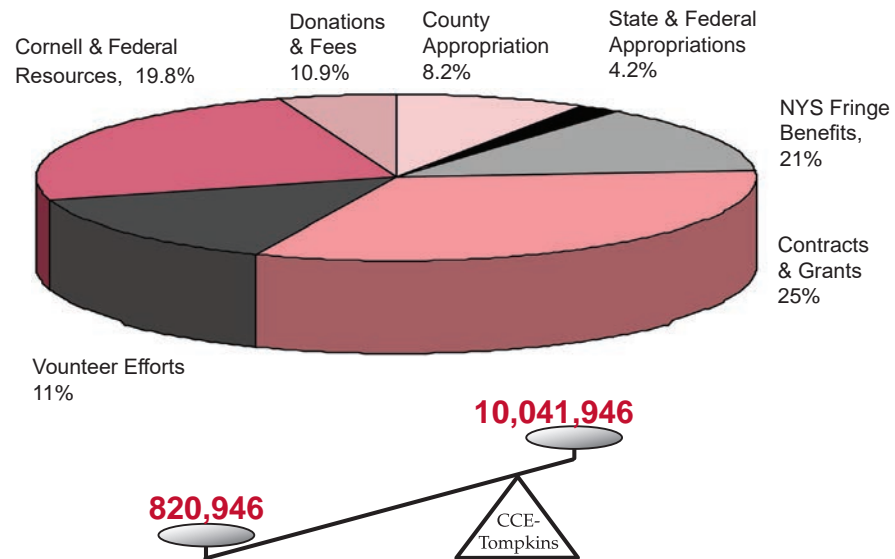
Direct Support Ratio 1 : 7.5

County Appropriation	\$820,946
State and Federal Appropriations	426,000
Fringe Benefits, NYS	2,108,000
County Contracts	463,000
County Fed./State Pass Through	0
Other Contracts/Grants	2,050,000
Donations & Fees	1,090,000
Total	\$6,957,946

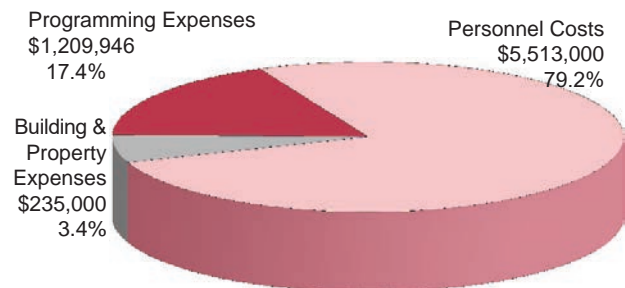


In-Kind & Direct Support Ratio 1 : 11.2

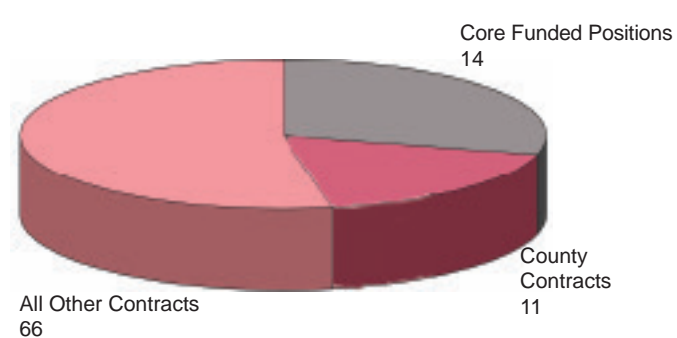
County Appropriation	\$820,946
State and Federal Appropriations	426,000
Fringe Benefits, NYS	2,108,000
Contracts/Grants	2,513,000
Volunteer Efforts	1,100,000
Cornell & Federal Resources	1,984,000
Donations & Fees	1,090,000
Total	\$10,041,946



2018 Expenses by Type



2018 Employees (FTEs) by Funding Source



* Projected figures as of November 30, 2018

BOARD OF DIRECTORS & PROGRAM COMMITTEES, 2018

Association Officers

Patrick Woods, *President*
 Kate Supron, *Vice President*
 Jon Bosak, *Secretary*
 Edd Farmer, *Treasurer*

Board Members

Sarah Barden
 Tisa Fontaine Hill
 Sheldon Kinar
 Janice Pfaff
 Carol West
 Austin Fay
 Cassandre Joseph
 Tracy McLellan
 Randi Quackenbush

Agriculture & Horticulture

Jonathan Bates
 Erica Frenay
 Todd McLane
 Janice Pfaff (*Board Rep*)
 Nancy Taber
 Bob Tuori
 Jenny Caldwell
 Jean Gerow
 Tracy McLellan (*Board Rep*)
 Becca Rimmel
 Ariana Taylor-Stanley

Consumer & Financial Education

Joe Cummins
 Marian Van Loan
 Sheldon Kinar (*Board Rep*)

Environmental Issues

Diane Cohen

Family & Community Development

Peter Ahart
 Mandy Caughey
 Kathy Lind
 Carol West (*Board Rep*)
 Hallie Chase
 Susie Hatch
 Katy Pearce

Nutrition, Health & Safety

Tisa Fontaine Hill (*Board Rep*)
 Beth Krause
 Carolina Osorio Gil
 Samantha Hillson
 Lauren Marino

4-H Youth Development

Chris Ashdown
 Joann Gruttadaurio
 Lincoln Young
 Sarah Barden (*Board Rep*)
 Mike Tenkate

Legislative Liaisons

Amanda Champion, *Tompkins County Legislator*
 Dave McKenna, *Tompkins County Legislator*

Extension Rep

Paul O'Connor



DIRECTOR'S MESSAGE

It once again is my pleasure to report to you on the work that we've done here at your Cooperative Extension Association during the past year to increase the vitality of communities in Tompkins County and to strengthen the skills and abilities of the people who live in them.

Although there isn't room to profile all of our efforts within these pages, I hope that the "success stories" shared here will give you an idea of the broad range of projects our staff, working with hundreds of partner organizations and individuals, bring to residents of Tompkins County. We describe new efforts to increase fruit and vegetable consumption in local schools and among people with chronic disease who have limited incomes, a new project that helps Medicaid patients address their health-related transportation needs, and an event to help previously incarcerated residents connect with employers and social services. We also provide updates on many familiar programs. No matter what you already may know about CCE-Tompkins, I hope you'll find something here that will inspire and inform you.

The past year has seen huge growth in our partnerships with research groups at Cornell and other universities that bring a wealth of resources to directly address high priority issues we face. One of these, a William T. Grant Foundation funded partnership with Cornell's College of Human Ecology to address opioid use in families, is profiled on page 11.

Our work is having an impact across NY State as well. Approaches used by staff in our Community Gardening program with SNAP populations in the Finger Lakes region are being incorporated into SNAP education programs statewide. The NYS Office of Children & Family Services continues to grow the Energy Warriors program in its facilities and soon may offer other CCE programs to the youth they serve. Our Natural Leaders Initiative expanded to Chemung County this year, with other counties expressing interest.

The adoption of our programs elsewhere confirms for us their value and usefulness, but it is you – the residents of Tompkins County – whose opinion matters to us the most. Our strongest interest is in helping you to make an impact for yourself, with your family, or in your own community. Please look over what we've described here, visit us online at ccetompkins.org, come to a program or workshop, or get involved with us as a volunteer. And if you have ideas about other ways we can meet your needs, please get in touch. As our website says, "We're here to help, with information – and people – you can trust!"

Ken Schlather
 Executive Director

TASTE NY

AUBURN STORE COMPLEMENTS AG MARKETING EFFORTS

CCE Tompkins was asked to develop and open a Taste NY store at the New York State Equal Rights Heritage Center in downtown

Cornell Cooperative Extension Associations across New York State. Together, they represent a useful platform for farmers and other food entrepreneurs to test market products, packaging and pricing across NY. The opening of this Taste NY store complements CCE-Tompkins' current food enterprise and agricultural marketing programs and its new partnership with TCAD on regional food processing scaling.

Located at 25 South Street in downtown Auburn directly in front of the Seward House, the new store is open 10am to 5pm on weekdays and 10am to 4pm on weekends. Merchandise includes a selection of food, textiles and artisanal goods grown or processed in New York State.

The target market for this Taste NY store includes travelers and other visitors to Auburn's historic sites who are interested in purchasing regional products, either for themselves or as gifts for others. Local producers with products featured in the store include Sunbeam Candle from Enfield, Littletree Orchards of Newfield, Finger Lakes Baking Company of Lansing, Grisamore Farms of Locke, and Lively Run Dairy of Interlaken. Producers interested in merchandising opportunities should direct their questions to Heather Ward, Auburn Taste NY Market Manager, at (315) 258-9820 or hab27@cornell.edu.

Taste NY markets, booths or kiosks can be found in state parks, sports arenas, regional welcome centers — such as the Auburn Equal Rights Heritage Center — and more. The Taste NY initiative was launched in 2013 to promote New York's food and beverage industries. It is overseen by the Department of Agriculture and Markets and has created opportunities for local producers to showcase their goods at large public events such as the Great New York State Fair. The program also has opened stores at Thruway rest stops

along the state's highways and in transportation hubs, enabling travelers to buy New York State's homegrown and homemade products. For more information about Taste NY, please visit www.taste.ny.gov. ☼



Visitors in the Taste NY store within the NYS Equal Rights Heritage Center in Auburn at the opening in November 2018.

Auburn. From September to mid-November 2018, several CCE staff members worked with the City of Auburn and CCE partners from around the state to develop and open the store in the shortest time that any store has been opened. Cooperative Extension has an initial lease from the City of Auburn to run the Taste NY store for at least 3 years.

A crowd of nearly 200 people gathered for ceremonies opening the New York State Equal Rights Heritage Center on Tuesday November 13. New York State Lieutenant Governor Kathy Hochul and other state and local officials offered remarks during opening ceremonies, which included the unveiling of a bronze statue of abolitionist Harriet Tubman created by noted sculptor Brian Hanlon, which stands on the plaza outside the Heritage Center. Construction of the 7,500 s.f. facility was supported with \$10 million in funding from Governor Cuomo's Central NY Rising Initiative, a regional strategy to revitalize communities and grow the economy.

The Auburn Taste NY store is one of 10 now operated by

Taste NY stores provide a useful platform for testing new products, packaging and pricing across New York state.

SEED MONEY FOR THE FUTURE

NEW FUND TO CONTINUE MONIKA ROTH'S LEGACY

Monika Roth, Agriculture Program Leader, announced her retirement in 2018 after nearly 40 years with Cornell Cooperative Extension of Tompkins County. Monika's name is inextricably linked with innovative agriculture, food systems and horticulture work – locally and across our region and state – so it's not surprising that a new mini-grant fund, Seed Money for the Future, would be established in her honor to help kick-start the kind of creative projects and partnerships that she has worked to advance throughout her Extension career.

Roth first got involved with Extension work in entomology at the Ohio Agricultural Experiment Station while she was an undergraduate at nearby Wittenburg University in Springfield. She then came to Cornell University and worked in plant pathology for state Extension for 6 years, researching diseases of potatoes and field crops and travelling the state to visit field trials, or speak with farmers and agricultural groups. When the Agriculture & Horticulture Program Leader position came open at CCE-Tompkins, Roth realized her experience had prepared her well to apply, and she got the job.

Over the next four decades, an impressive number of popular and highly successful local projects were established with Roth's involvement, but she is quick to credit these accomplishments to the work of her community partners and collaborators. "My role has primarily been that of a facilitator or connector, helping to move things along and providing the organizational infrastructure to support new projects and initiatives," Roth says.

Coming from a plant pathology background, Roth initially focused her efforts on the horticulture program at CCE-Tompkins. In 1981, she trained one of its first Master Gardener classes, and led that group for nearly 10 years until funds were available to hire a part-time horticulture educator/Master Gardener coordinator. In 1984, Roth involved the Master Gardeners with Ithaca's Spring Plant Sale. Two years later, they took the sale over from 4-H, moved to the current location at Ithaca High School, and invited local vendors to participate. The Spring Plant Sale is now one of the largest events of its kind in Central New York, drawing over 3,000 area gardeners each year who spend more \$100,000 with local growers during the 5 hours the sale is open.

After hearing about Master Composters at a conference in

Connecticut in 1989, Roth approached Tompkins Solid Waste Management to start a Home Compost Education program here,



Monika Roth at a retirement celebration at Ithaca Farmers' Market in July 2018. Photo by DeDe Hatch.

and they have funded a full-time compost educator ever since. Over 400 Master Composter volunteers have been trained since 1991, and an estimated 48% of Tompkins County residents now compost food scraps at home due in part to the program's efforts.

When she learned about New York City's Citizen Pruners in 1991 from Dr. Nina Bassuk at Cornell, Roth, then on the City Shade Tree Committee, thought "Why couldn't we do that here?" At the time, there was no City Forester, but through a partnership with the City of Ithaca and the Cornell Urban Horticulture Institute, Roth began training new groups of volunteers each spring who then work twice a week during the growing season at various locations around Ithaca to prune street trees and plantings in our public parks [the next 3-class training series starts on April 15, 2019].

An outgrowth of this effort was the Community Beautification Program, begun in the mid-1990s to maintain plantings on the Ithaca Commons and other highly-visible public garden spots in Ithaca that visitors are likely to pass. A portion of county room tax funds have supported this program since 2012.

The Ithaca Children's Garden (ICG) came about in a similar fashion, with Roth's support.

continued on page 18

2018 OPEN FARM DAYS

TWO-DAY EVENT HITS RECORD ATTENDANCE

A record 1,225 visitors (representing a 19% increase over 2017) toured 17 farms in Tompkins County during our free Open Farm Days on Saturday and Sunday, August 11 and 12. Among these visitors were 144 overnight guests who spent the weekend in our area at hotels, B&Bs and AirBnB lodgings. A new mobile-friendly website at OpenFarmDays.org enabled visitors to research the farms and plot their tour itineraries in real time. The event was organized by CCE-Tompkins and the Tompkins County Ag & Farmland Protection Board and funded in part by grants from the Tompkins County Tourism Program and Tompkins County Farm Bureau. ☀



Photos clockwise from top left: Take-Your-Pick Flower Farm in Lansing; Steve Sierigk of Hawk Meadow Farm in Trumansburg with inoculated mushroom logs; Rick Ryan (in plaid) of Underhill Farm in Dryden talks with visitors; bison at Glenwood Farms in Trumansburg (provided); Lisa Ferguson of Laughing Goat Fiber Farm in Ithaca with products made from fibers grown on the farm; young visitors view the rotating milking parlor at Walnut Ridge Dairy in Lansing. Photos by Sandy Repp unless otherwise noted.

SEED-TO-SUPPER UPDATE

PROJECT EXPANDS TO MORE COMMUNITIES IN 3RD YEAR

The high cost of fresh produce is a challenge for families with limited incomes. While many of these families would like to grow their own vegetables, they often lack the skills and resources to succeed at doing so. Thanks to the Seed-to-Supper (S2S) program now entering its 4th year at CCE-Tompkins, almost 300¹ new gardeners from Tompkins and some neighboring counties have learned the skills and received the support they needed to raise fresh produce for their families to enjoy.

Seed-to-Supper is a volunteer-based program to teach low-cost food gardening skills. Originally developed by the Oregon State University Cooperative Extension in partnership with the Oregon Food Bank, the program has been running in Oregon since 2010 and successfully has trained hundreds of volunteers to teach thousands of Oregon residents how to grow their own food.

In 2016, staff from CCE-Tompkins, CCE-Onondaga and Cornell University's Garden-Based Learning program collaborated to revise the Seed-to-Supper curriculum and resources for use in our New York State climate, and to add links to Cornell resources throughout the student manual.

The third year of offering Seed-to-Supper in Tompkins County was the most successful yet, with increased numbers of sites and participants. Classes were held at host sites in the City of Ithaca and multiple rural locations that serve residents with low-to-moderate incomes. Sites in Ithaca included Hasbrouck Apartments, Southside Community Center, Titus Towers, Women's Opportunity Center, and the YMCA of Ithaca & Tompkins County. Other Tompkins County host sites were: the Danby Town Hall; Southworth Library in Dryden; Freeville United Methodist Church; Center Village Court Apartments and Groton Public Library in Groton; Lansing Public Library; and Cayuga Meadows Senior Apartments in the Town of Ithaca.

One of the 2018 sites, Cayuga Meadows, provides an example of how Seed-to-Supper classes help new gardeners overcome obstacles and be more successful at growing food, along with developing connections in their community. Cayuga Meadows is a new low-to-moderate income senior apartment complex on Route 96 in the Town of Ithaca. The developers had fenced in a garden site at the complex but the seniors living there did not know how to get started

with the garden. A resident contacted CCE-Tompkins for a garden consultation and after learning about Seed-to-Supper classes worked with the Cayuga Meadows administration to be a host site for the classes. Seven residents attended the series of free gardening classes held in their community room starting in early spring. When the snow melted it was revealed that the developers had left very poor, clay soil in the garden that would not be suitable for planting. CCE staff



Residents in the community garden at Cayuga Meadows senior apartments in the Town of Ithaca.

were able to make connections with the Town of Ithaca Department of Public Works, and their staff delivered truckloads of compost and mulch to improve the garden soil. The residents were able to plant tomatoes, peppers, eggplant, strawberries, lettuce and other flowers in their new garden.

Most of the seniors were first-time gardeners and they loved how the garden got them outside and moving and also provided some fresh vegetables. The garden also helped develop friendships between the gardening residents of the new apartment complex. There is still space in the garden for more residents so it's likely that Seed-to-Supper classes will be held at Cayuga Meadows again in spring 2019 for other new residents.

A senior participant at a Dryden program site shows how the S2S program helps develop community leadership skills along with gardening skills and knowledge. Al, a retiree, had been a participant in the 2017 Seed-to-Supper classes at Poet's *continued on page 21*

1. Participating gardeners by year are: 65 gardeners at 6 locations in 2016, 120 gardeners at 3 locations in 2017, and 103 gardeners in 11 locations in 2018.

SUPPORTS FOR HEALTH PILOT WAY2GO PARTNERS ON 5-COUNTY PROJECT

Creating social and physical environments that promote healthy outcomes is a focus of both health and community planners as they try to reduce the negative impacts of many social determinants of health (SDOH).¹ In the rural communities of

While Medicaid currently provides transportation to medical appointments for eligible individuals, other health-related needs are not covered. Supports for Health offers a short-term voucher option for times when people are facing new or difficult health-related circumstances, and provides them with supportive information and resources on transportation options they can use in the future.

To receive vouchers for transportation or delivery services, clients must be referred by a trained health care provider or a community-based organization in the county where they live. Vouchers may be used to secure transportation for health-related needs, or for the delivery of items such as food or prescriptions that will help keep the individual healthy and avoid a hospital visit.

Other examples of voucher uses are: trips to purchase medical supplies, getting to a diabetes management or fitness class, getting to a crucial benefit renewal appointment, and health-related crisis prevention. Extenuating circumstances may apply, and special needs are assessed on a case by case basis.

Megan Pulver, Way2Go Regional Transportation Educator, worked closely with partner agencies in each of the 5 participating counties, first to design the project and apply for

funding, and then to coordinate and launch the program, tailoring it slightly for each county to better meet local needs.

A key component of Supports for Health is individualized coaching that helps clients learn about low cost transportation options they can use to access necessary health related services in the future. Due to Way2Go's strength in the area of transportation education and training, Pulver and Way2Go staff developed the project website; online and in-person training materials; and outreach and educational materials that include posters, info sheets and rack cards. They also held trainings with health care providers and community-based organizations and designed and implemented an early term evaluation of the project to assess possible adjustments needed in the future.

The project website at <https://www.supportsforhealth.org/> provides detailed information for potential *continued on page 19*



Megan Pulver, Way2Go Regional Transportation Educator (left) and Dawn Montanye, Way2Go Team Leader discuss the project.

New York's Southern Tier, transportation access can determine whether our most vulnerable residents receive direct health care services and can take appropriate follow-up actions to support their personal health care needs. A new, one-year project, developed in partnership with CCE-Tompkins' Way2Go program, already has begun to address this need in our five-county region.

Supports for Health is a pilot project funded by Care Compass Network Innovation Funds to help Medicaid enrollees in Chemung, Cortland, Chemung, Steuben and Tompkins Counties access a wider range of care. The project provides education and coaching on available transportation options, and short-term financial assistance in the form of transportation vouchers for project participants. The goal of these efforts is to help reduce hospital emergency room visits and re-admissions, and to improve overall health outcomes for high-risk Medicaid eligible individuals.

1. Social determinants of health are conditions in the environments in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. See: U.S. Department of Health and Human Services at: <https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health>

2018 GREEN POWER LEADERSHIP AWARD

MORE THAN 30 CCE-TOMPKINS PROGRAMS HONORED

More than 30 educational programs at Cornell Cooperative Extension of Tompkins County were recognized in the 2018 Green Power Leadership Award given to Cornell University by the U.S. Environmental Protection Agency and Center for Resource Solutions. Robert Bland, Cornell's Associate Vice President for Facilities and Campus Services, accepted the award on October 10 at the 2018 Renewable Energy Markets Conference in Houston.

CCE-Tompkins was recognized for a range of programs that help residents in Tompkins County and across the state transition from fossil fuels to renewable energy and reduce overall energy use through outreach and education about solar, wood heating, energy efficiency upgrades, heat pumps and behavior change. Highlights include:

- Community engagement support for SolarTompkins and HeartSmartTompkins to engage residents in all 10 major municipalities in the county with solar and heat-pump campaigns that resulted in more than doubling the amount of installed residential solar PV in the County and dozens of residents tightening up their homes and replacing their fossil fuel heating systems with super-efficient heat pumps.

- Low-income communities have received particular focus. Cornell student interns working with CCE-Tompkins staff surveyed, then assisted, 500 families with limited incomes with applications to green energy programs and used their findings to inform better local policy advocacy with support from those communities. The Energy Navigators volunteer program, coordinated through Get Your Green Back Tompkins, pairs families in 4 counties—focusing on low- and moderate-income households—with a community peer trained to guide customers from financing through implementation of green energy improvements.

- Through the Clean Energy Communities program, CCE-Tompkins has helped more than 60 communities in the Southern Tier to take more than 140 high-impact actions, from supporting codes officials with energy code trainings to reducing the energy use of municipal buildings. Through the program, more than 20 Southern Tier communities have been designated Clean Energy Communities, gaining access

to programs and funding totaling more than \$1.4 million to implement additional clean energy initiatives.

- CCE-Tompkins led a multi-year public-private collaboration across the Southern Tier to further the local wood pellet industry, kick-starting the infrastructure



Energy Educators from several programs recognized by the 2018 Green Power Leadership award, from left: Erica Herman (seated) and Karim Beers both from Get Your Green Back Tompkins; Aislyn Colgan of Energy Smart Communities; Annalise Kukor of Solar Tompkins; Terry Carroll of Clean Energy Communities; not shown, Guillermo Metz, Energy Team Leader.

necessary to supply residents and commercial entities with bulk pellet delivery. Including two high-profile demonstration sites, this has boosted the adoption of high-efficiency, very clean-burning pellet boilers in our area. These systems have the potential to replace large quantities of fossil fuel use in a variety of settings, while improving local forest health and keeping energy dollars local.

- Finally, CCE-Tompkins has contracted with New York State Electric and Gas to study and inform home and business-owners' use of (and trust in) smart-meter data as part of an Energy Smart Community, seeking to grow green power adoption through networked data analysis.

Through these efforts, CCE-Tompkins has successfully supported hundreds of consumers in saving money and energy and advancing green power across the region. For more about CCE-Tompkins' Energy Education Programs, please visit <http://ccetompkins.org/energy> or call (607) 272-2292. ☀

BEYOND THE BOX REENTRY FAIR

LOCAL EVENT PROMOTES FAIR HIRING PRACTICES

For three hours on Tuesday, May 29th, the Space at GreenStar was transformed into a hub for ‘returning citizens’ to connect with local service providers and employers.

The 2018 Beyond the Box Networking and Job Fair was the first local event of its kind to target individuals who are returning to

opportunity to interact with local organizations that work with returning citizens and learn about the kinds of support available to those in reentry. These contacts encouraged many conversations around the effects of incarceration that remain long after someone has served their sentence. After reentry, barriers to employment and the inability to provide for oneself and one’s family can force people back into criminal behavior, increasing their risk for re-incarceration.

Edgar Johnson, a Recruitment Specialist from Cornell University who participated in the Fair, said that he felt “It would be very important as a representative of the university to be engaged in the conversation of creating opportunity for people who have had significant contact with the criminal justice system”.

The fair was conceived and planned by a group of local service providers, non-profit and government agencies, including the Tompkins County Chamber of Commerce, the Women’s Opportunity Center, Tompkins Workforce NY, Challenge Workforce Solutions, Opportunities Alternatives and Resources (OAR), Catholic Charities of Tompkins County, Alternatives Federal Credit Union, Hospitality Employment Training Program, Cornell Cooperative Extension of Tompkins County, Way2Go and Ultimate Reentry Opportunity.

Opening remarks were made by Ithaca Mayor Svante Myrick. Dr. Paula Ioanide, associate professor at Ithaca College in the Center for the Study of Culture, Race, and Ethnicity, spoke to attendees about the challenges returning citizens experience in areas of securing jobs and housing in the community. Several returning citizens also spoke to the crowd about their personal experiences with re-entry.

A second reentry fair is planned for Wednesday, March 20, 2019, from 9:45am to 2:30pm at the Hotel Ithaca. This year’s event is named in honor of the late Gino Bush. The 2019 guest keynote speaker will be Shirley M. Collado, President of Ithaca College. Registration is free for employers and service providers, and there is no admission fee for returning citizens to attend.

For information about the 2019 Beyond the Box Reentry Fair, please contact Taili Mugambee, Coordinator of the Ultimate Reentry Opportunity Initiative at tm554@cornell.edu or Kaela Klapan, Assistant Coordinator, at kmk245@cornell.edu or (607) 272-2292. ☀

their families and the community after incarceration. Twenty-five service providers and 11 employers participated in the Beyond the Box Networking and Job Fair and more than 35 returning citizens and members of the community attended.

“We know that employment is the key to successful reentry, and the question about criminal history on job applications can be a huge barrier to someone who is trying to turn their life around,” said Indy Li, then Assistant Coordinator of the Ultimate Reentry Opportunity Initiative, one of the planners of the event.

The Ultimate Reentry Opportunity (URO) is a community-initiated and community-supported program that works collaboratively to help formerly incarcerated women and men access the resources to successfully rejoin their local communities. The campaign is housed in CCE-Tompkins, which is also its fiscal sponsor.

The Beyond the Box Networking & Job & Network Fair not only enabled individuals looking for work to connect with potential employers, but also provided participating employers with an



Participants at the 2018 Beyond the Box Networking & Job Fair (photo by Diane Duthie Designs).

PARENTING & OPIOID RESEARCH

F&DC PARTNERS WITH HUMAN ECOLOGY ON GRANT

A research partnership between CCE-Tompkins Family & Community Development (F&CD) Program and Cornell’s College of Human Ecology has been awarded the William T. Grant Foundation’s first Institutional Challenge Grant to respond to increasing rates of opioid abuse and child maltreatment in low income, rural communities in upstate New York.

The College of Human Ecology will receive \$650,000 over three years, with the opportunity to apply for a two-year continuation grant to solidify the partnership and institutional change.

The funded project, “Protecting Vulnerable Families and Children in the Crosshairs of the Opioid Epidemic: A Research-Practice Partnership”, takes an existing relationship between Cornell and CCE-Tompkins to a new level, with a 3-year committed research partnership that will enable both partners to build capacity to produce relevant research, and to use that research in their practice. If successful, the prevention and treatment programs studied may be used as models that could be scaled up throughout the Cornell Cooperative Extension system and beyond.

“Expanding capacity with limited local resources is a constant challenge in our work,” says Anna Steinkraus, F&CD Program Coordinator at CCE-Tompkins, who has been building professional connections with campus colleagues for many years. Steinkraus is an active member and current co-chair

of two CCE program work teams: Parenting Education, and Opioids. Her efforts to ensure that CCE-Tompkins provides high quality parenting education programs have led her to recruit graduate and undergraduate student interns from Cornell and other colleges, to support and help expand work – particularly in the area of data analysis – that is difficult to undertake at the county association level.

These relationships and the mutual respect that grew over the years through short term, limited focus projects, helped provide a strong basis for the longer term, more involved working relationship required for the Institutional Challenge Grant. “We are both pleased and grateful to be part of this mutually beneficial collaboration that will yield new insights and approaches to one of the most serious

issues affecting families today,” Steinkraus added.

CCE-Tompkins parenting educators bring strong local experience with the target population to this project. For more than 25 years, they have provided parenting skills education to families referred by the Tompkins County Department of Social Services



F&CD staff meet to discuss an upcoming grant application. From left: Jennifer Gray, Elizabeth Bly Wolff, Anna Steinkraus, and Juliana Garcia

(DSS) and Tompkins County Family Treatment Court. This working relationship was developed at the request of a family court judge who saw a need for programs that could help parents build skills so that they would not need to reappear in court, and served as the impetus for parenting educators at CCE-Tompkins to develop the *PS: It Works! / Parenting Skills Workshop Series* curriculum. Known locally as “Parenting the Hardest Job in the World”, this research-based curriculum is still used today in workshops and as the foundation for home visits.¹ Within Tompkins County, CCE-Tompkins is seen as the “go to” provider of parenting education. This reputation extends beyond our county, with staff receiving calls from across NY State and beyond asking for support, guidance, training.

In 2014, as part of a Tompkins County *continued on page 20*

1. Data analysis of *PS: It Works!* continues to yield positive outcomes, with a 2005-2017 evaluation, posted on the Cornell Parenting Project website at: <https://www.human.cornell.edu/pam/engagement/parenting/faculty-students/workshops>

2. The *Strengthening Families Program* has been found to significantly improve parenting skills and family relationships, reduce problem behaviors, delinquency and alcohol and drug abuse in children and to improve social competencies and school performance. For more about the curriculum, visit: <https://www.strengtheningfamiliesprogram.org/index.html>

HEALTHY FOOD FOR ALL

FVRx PRESCRIPTION PRODUCE PROGRAM

Diabetes is a chronic disease that reduces quality of life and hastens disability and death. And while medical science has identified medications that can keep the damage in check, they're not perfect. That's why doctors urge people at high risk for diabetes, and especially those with a new diagnosis, to embrace behavior change

enrolled the first cohort of eight income-qualified patients with a diabetes diagnosis. In addition to counseling and medical management, the providers offered these patients a fruit and veggie prescription (FVRx).

Prescription in hand, FVRx participants gain access to a free, weekly share of the harvest—enough to feed their whole household—from one of the ten local, family-owned farms that comprise Healthy Food for All. “FVRx has been a great opportunity for us to break ground in a partnership with local farmers to launch an innovative disease prevention strategy,” says Donna Sandidge, MD, medical director for Cayuga Center for Healthy Living. “In less than six months, participants in the pilot have lost weight, lowered their blood pressure, and started feeling healthier by adding more fresh vegetables to their diets.”

“HFFA’s family of farms has a proven track record in Tompkins County of providing dignified, affordable access to local produce,” says HFFA executive director Liz Karabinakis. “We’re thrilled to have partnered with the Cayuga Center for Healthy Living to expand access to HFFA’s programs for families grappling with a life-changing diagnosis like diabetes.”

In addition to their community-supported agriculture shares (CSA), participants in FVRx also have access to classes on making the most of weekly produce including recipes, storage guidance, and the like from Tompkins County Cornell Cooperative

Extension, as well as integrated medical services and nutritional counseling to set goals and monitor health provided by the Cayuga Center for Healthy Living.

Grants from the Legacy Foundation, Park Foundation, and the United Way of Tompkins County made this summer’s FVRx pilot program possible. Partners from Cornell’s new Master of Public Health program and the Tompkins County Department of Health provided support with planning, development, assessment and evaluation. To expand the availability of FVRx in 2019 and beyond, Healthy Food For All has included FVRx in its annual appeal. For more information about FVRx and ways to support it, contact Liz Karabinakis at (607) 379-9725 or email evk4@cornell.edu. ☀

as a first line of defense: eat a healthier diet, get more exercise, reduce stress, maintain a healthy weight, and quit smoking.

For someone already dealing with the physical and emotional toll of limited income—particularly the challenges of feeding a family when the cheapest calories available at the grocery store and from the food pantry offer the fewest nutritional benefits—the injunction to eat more fruits and vegetables can be especially difficult to achieve.

A partnership of the Cayuga Center for Healthy Living¹ and Healthy Food for All (HFFA), known as FVRx (for Fruit and Vegetable Prescription) aims to make eating more fresh, local produce the easiest part of coping with diabetes for people with limited incomes. This past summer, healthcare providers at Cayuga Center for Healthy Living

1. The Cayuga Center for Healthy Living uses a multidisciplinary approach to help patients achieve health and wellness through lifestyle modification. The team of experienced lifestyle management professionals promotes sustainable change with an emphasis on individualized, patient directed care. A variety of programs are offered, including medically supervised weight management, HMR meal replacement, metabolic and bariatric surgery, National Diabetes Prevention Program, diabetes management, cardiac rehabilitation, tobacco cessation counseling, and transition to exercise. For information, call (607) 252-3590 or visit www.cayugamed.org.

FARM-TO-SCHOOL BUYING PROGRAM

31 TOMPKINS SCHOOLS TO GET MORE LOCAL PRODUCE

Tompkins County school districts, K-12 students, and area farmers will benefit from a new Farm-to-School buying program that aims to increase the amount of local produce served in our county’s public school cafeterias starting in 2019. The project will run for two years and is expected to impact 31 local public schools, one public charter school and 11,175 K-12 students in Tompkins County.

CCE-Tompkins will receive \$92,829 to coordinate these efforts. The award is part of \$1.5 million in funds announced by Governor Andrew Cuomo in December 2018 for a statewide Farm-to-School program within his No Student Goes Hungry initiative, which aims to alleviate food insecurity in schools, especially in higher poverty areas. Feeding America reported 14,060 residents in Tompkins County were food insecure in 2016, 2,740 of whom were children under the age of 18. Funds were awarded to 18 projects and educational organizations that serve over 420,000 K-12 students across New York State.

A collaboration of local school district food service staff, foundations, agencies and other area nonprofit programs helped to develop the Tompkins County proposal. To help local public school districts incorporate more fresh local produce into their cafeteria meals, the

Park Foundation plans to support a series of food service trainings through the kitchen facilities of Tompkins Cortland Community College’s Coltivare Restaurant. CCE-Tompkins, the Food and Health Network of South Central New York, the Youth Farm Project, and the Coalition for Healthy School Food, among other collaborators, will provide support around menu planning and promotion, as well as other educational activities to promote student awareness and consumption of fresh, local ingredients. Faculty and graduate students from Cornell University’s Master of Public Health program will oversee monitoring and evaluation of the project and farm-to-school activities across Tompkins County, to ensure continuous improvement and long-term project sustainability.

The Farm-to-School Project is expected to enable Tompkins County school districts to reach the procurement benchmark of 30% New York State food served, enabling them to qualify for a reimbursement up to 25 cents per meal under the terms

of the 2018 NYS No Student Goes Hungry legislation. This represents a 19.1 cent increase from the 5.9 cents per meal now received and could significantly improve school meal budgets overall and their long-term ability to spend more on locally produced ingredients.



Students at Beverly J. Martin Elementary prepare vegetables in a farm-to-table program, offered by the Ithaca City School District, in partnership with CCE-Tompkins. Photo by Lara Parrilla.

“New York is home to world-class agricultural products, and the Farm-to-School program connects these fresh, locally sourced ingredients to our students,” Governor Cuomo stated in his December announcement. “This record funding delivers on our promise to provide fresh, healthy meals to all New York students and spur economic growth for our farmers and growers in every corner of the State.”

Students in Tompkins County will benefit from the Farm-to-School Project in several ways. According to the National Farm to School Network, exposure to local foods and nutrition education can increase children’s willingness to try new fruits and vegetables, leading to improvements in diet quality, behavior, and educational performance. If project goals are met, 11,175 Tompkins County students will have access to fresh NYS produce through school meals as well as a wider range of higher quality and more consistent farm-to-school educational activities.

continued on page 19

INTO THE WOODS: 3RD GRADE FIELD TRIPS WITH PRIMITIVE PURSUITS

For more than 15 years, Primitive Pursuits has offered youth of all ages wilderness skills education and activities that help them to create meaningful personal connections with the natural environment. Recently, Primitive Pursuits educators collaborated with teachers from three 3rd grade



Third graders from Beverly J. Martin Elementary in Ithaca explore the woods at CCE-Tompkins' 4-H Acres property on a fall field trip with Primitive Pursuits.

classrooms in a local urban public elementary school to provide nature immersion field trips for their students.

Beverly J. Martin (BJM) Elementary School serves approximately 320 children in pre-kindergarten through 5th grade classes. Located in downtown Ithaca, the school is surrounded by older, built-up neighborhoods that are physically distant from undeveloped natural areas. Many students at the school also belong to families with limited resources who may not be able to provide opportunities to attend summer nature camps or afterschool nature programs, so for these students, direct experiences with nature are limited.

The collaborating 3rd grade teachers at BJM were offering a science curriculum that included sections on weather, water and animals, and they wanted to supplement their classroom teaching with lived experiences in nature that would provide context for their students. Primitive Pursuits identified private support -- through the Lane

Family Fund -- to cover the costs of taking 39 students, their teachers and aides, and adult chaperones on two field trips to the Tompkins County 4-H Acres nature property.

The first field trip was held in the fall of 2017, and the second in spring of 2018, so the students were able to experience weather events, explore a woodland creek and see animal habitats in two, dramatically different seasons. Visiting the site twice gave the students additional perspective on how natural cycles work and enabled their teachers to reinforce and build upon lessons learned on the earlier trip.

On each visit, the students and adults travelled by school bus to 4-H Acres and spent four hours exploring and learning about their environment, in small groups under the guidance of 4-H Primitive Pursuits educators. In addition to three teachers and their aides, two parent chaperones also went on the trips. Everyone ate their lunches outdoors and students participated in outdoor physical activities in the forest during their breaks.

Teachers and parents alike reported positive changes in behavior and increased interest in the environment after the field

trips. One teacher reported that when her student tried a wild edible on the trip, it was the first time she had seen him eat something other than "chicken fingers and cheese sticks," and was also the first time he had eaten a vegetable in school.

Parents reported seeing their children engage in new behaviors including going outside to build little shelters for their toys, looking around their yards to see what plants were growing there, and pretending to be animals during play times. The teachers reported that their kids generally felt "special" for being given this field trip opportunity. They also wrote thank you cards expressing their gratitude and what they learned, and sent them to the donors who funded the trips.

To learn more about Primitive Pursuits and their programs for toddlers, youth, teens and adults, visit: <http://primitivepursuits.com/> or contact them at Tompkins County 4-H, (607) 272- 2292 Extension 195. ✨

TOO MANY KIDS, NOT ENOUGH COWS

4-H DAIRY LEASING GROWS IN POPULARITY

While small dairy farms have been declining in number nationally for more than a decade,¹ there is no shortage of interest or enthusiasm for 4-H Dairy programs in Tompkins County. A new Dairy Lease Scholarship, offered in conjunction with the annual Tompkins County 4-H Youth Fair, is helping a new generation of youth pursue their interests in dairy as they gain hands-on experience with dairy animals and personal contact with our local dairy industry.

At one time, our local 4-H dairy program was filled primarily by youth from family dairy farms, who could raise, train and fit a calf from their family's herd for their 4-H activities. Now, as small family farms are challenged to compete economically, and hired staff at large dairies take on the daily chores once handled by family members, the number of youths who own or have daily access to dairy cows also has declined. Add to that the many non-farm youths eager to learn more about dairy, and there is a demand for dairy calves that exceeds the supply.

"It is very challenging to engage youth in an animal program in meaningful ways, without the hands-on, live animal experience," says Brenda Carpenter, 4-H Extension Educator at CCE-Tompkins, who manages the 4-H Club program and several popular animal programs such as *Kritter Kamp*, and *Animals in Medicine* (offered in partnership with the Cornell University Veterinary School).

To respond to this growing interest and enable more youth to participate in Tompkins County's 4-H dairy programs, Carpenter created a local dairy lease program, which pairs a youth who needs a calf with a participating local small dairy farmer who is willing to be a mentor. The leased calf remains on the home farm and the youth cares for and works with the animal there. Often, older 4-H'ers with prior dairy show experience will meet at the farm to help mentor the youth, in addition to the guidance that the farmer provides. "In the process," Carpenter explains, "the youth learns about all the aspects of raising a calf, the farm's milking operation, animal health care, general maintenance, feeds, and more. Most kids also chip in and do extra farm chores while there."

In 2018, 10 of the 12 youth who showed dairy animals at the 4-H Youth Fair leased the animals they showed. None of the youth involved in the program to date have lived on working dairy farms.

1. Over the past decade, the U.S. has lost nearly 17,000 dairy farms, or a decline of about 30%. See: <https://www.milkbusiness.com/article/licensed-dairy-farm-numbers-drop-to-just-over-40000>

To help families with limited incomes offset any unanticipated costs of participating, non-farm youth who lease an animal can apply for one of two Dairy Lease Scholarships of \$50 each, funded by donations from local farmers and businesses to the annual 4-H Youth Fair. The youth must complete and submit a scholarship application that includes a



Alina Loginov and the leased calf she showed at the 4-H Youth Fair.

detailed list of their expenses, as well as those that the farmer contributes to the project. "This gives them a realistic picture of exactly what the host farmer contributes to their show experience," Carpenter adds.

Local dairy farmers who lease the animals provide on-farm mentoring and support. In addition to their time, the owner of the animal covers costs of the additional vaccinations or tests needed by calves that are to be shown, animal feed and housing, transporting the animal to and from the 4-H Fair location, extra bedding for the animal at the Fair, and often loans the tools and equipment needed for show. Since these costs may total several hundred dollars per animal, Carpenter hopes to identify a funding source that would enable 4-H to compensate participating farmers in part for their expenses related to the dairy lease program.

Additional dairy farmers are invited to participate. According to Carpenter, "In order to grow the program, we need more farmers who are willing to share their knowledge and

continued on page 20

4-H URBAN OUTREACH

40 YEARS OF SERVING DOWNTOWN YOUTH

For almost 4 decades, the 4-H Urban Outreach program has offered free afterschool and enrichment programs in Ithaca's downtown neighborhoods to help young residents increase their academic and life skills. 4-H Urban Outreach began in 1979, when CCE-Tompkins, Tompkins County Youth Services, and then-owner



Youth participants in the 4-H Urban Outreach program work on an afterschool craft project.

Dave Abbott of Abbott Associates collaborated to create a summer program for youth living in the West Village Apartment complex. Their original goal was to meet the recreational and educational needs of the youth living at West Village, however the program addressed a widespread community need and in 1992 youth from Parkside Gardens began attending. Youth from Maple Hill Apartments, also owned by Abbott Associates, joined Urban 4-H at their Belle Sherman Elementary site in 2008.

Programs at West Village Apartments ended several years after Abbott Associates sold the apartment complex in 2008. After an absence of several years, in 2018 the new management allowed 4-H once again to use the community room where for many years they had offered a wide variety of enrichment programs.

As a result, enrollment in 4-H Urban Outreach increased by 50% in 2018 and more youth and families have expressed interest in joining the program in 2019. 4-H staff worked to develop relationships with families in the West Hill area to learn more about unmet community needs in order to improve services there. They offered family STEM events and field trips, held a community café, and surveyed families about their needs. Parents have said they are grateful to have a program that is offered nearby. Since only a few families have cars, any afterschool or enrichment activities

must be held a short distance from their homes so that children can participate. The parents enjoy being able to walk their children to and from the program and to see the various crafts and activities they are doing.

Several West Village parents attended STEM field trips and others have offered to start volunteering with the program. Another positive outcome is that parents have gotten acquainted through the program, and some now assist each other with child care. Because there is no community center where people can gather, the 4-H Urban Outreach program has created a common interest for the parents to share and build relationships with their neighbors. At a recent neighborhood café held at Lehman Alternative School one parent said, "Wow, this is really nice of them to let us be here; I didn't know we were allowed." 4H Urban is building community by connecting people to one another and community resources.

In 2018, 4-H Urban Outreach also continued to work with community partner and sponsor Ithaca Housing Authority, which in 2016 had given permission for 4-H Urban to use a community room for programs.

The Northside Apartment complex is a large, subsidized rental community for families with limited incomes, and many do not have transportation, access to community resources or the ability to pay for afterschool programs. Using the community room enabled 4-H Urban staff to offer more days of programs for the Karen/Burmese-American youth (who also participate in the the 4-H SIFE program at Belle Sherman) and to serve a more diverse range of residents of the Northside Community.

One important outcome of holding the program at the Northside Apartment Complex includes the creation of a teen program. Teen youth in that program completed a digital stories project in 2018 and they have been working on creating an immigrant mural to add to the cultural tapestry of Ithaca.

The majority of parents of youth in these programs report that they could not afford to pay for afterschool programs if a fee was involved and that their younger children (K-3) do not have any enrichment opportunities other than 4-H that they can attend. One parent expressed her gratitude for 4-H Urban during the extended care of a terminally-ill family member by stating that, "I am grateful my children have an opportunity to just play and be kids for a few days a week to get away from the

continued on page 21

CONSUMER ISSUES PRESENTATIONS

MONTHLY PROGRAM CELEBRATES 20 YEAR ANNIVERSARY

For two decades, New York State Assistant Attorney General Michael Danaher, Jr. has made the morning drive to Ithaca from his office in Binghamton on the 2nd Thursday of each month to give a live presentation at CCE-Tompkins on a popular consumer issues topic.

These include scams that target the elderly, internet fraud, problems that can occur with car purchases or repairs, and a range of other pressing consumer-related topics that have emerged during his time at the NYS Attorney General's Office.

Danaher knows consumer issues well. Since 1998, he has handled hundreds of consumer fraud cases while also supervising the Attorney General's Consumer Mediation Program in the Binghamton region so he is well-versed on current laws and regulations. Danaher's engaging speaking style makes it easy for even non-lawyers to understand the specifics of each of the subjects he covers.

Monthly Consumer Issues programs begin at 11:00am with a one-hour presentation that is free and open to the public. Ample seating is available, however we suggest that attendees arrive early to be sure to get a seat at the Tenant/Landlord presentations in May and September, which are the most popular in the series and often draw standing room only crowds. Each of Danaher's presentations is recorded for rebroadcast on local public access television Channel 15 on Mondays during the following month at 7:00am, 1:00pm, and 7:00pm. Programs also are posted online on our website.

After making his presentation, Danaher answers any remaining questions that the audience may have, and then meets individually with consumers about problems that they have been unable to resolve locally. No appointment is needed to meet with the Assistant Attorney General, however consumers wishing an individual consultation should plan to arrive by 12:30pm.

"We're extremely grateful to the NYS Attorney General's Office and to Mr. Danaher for their commitment to providing our residents with this important consumer information series for so many years,"



NYS Assistant Attorney General Mike Danaher offers a monthly presentation on changing consumer issues topics at CCE-Tompkins. Presentations are recorded for rebroadcast on local public access cable Channel 15, and also may be viewed online.

says Kenneth E. McLaurin, Jr., Financial Management Educator at CCE-Tompkins, who now provides local coordination for the monthly program. McLaurin recently has begun live-streaming the monthly presentations on the CCE-Tompkins Facebook page to provide another way for local residents to access this important information.

Monthly programs are recorded for rebroadcast on local public access Channel 15 on Mondays in the following month.

Monthly program topics are scheduled as follows: *Consumer Credit Issues* (January), *Scams Targeting Senior Citizens* (February), *Overview of the Ins & Outs of Insurances* (March), *Home Improvement Scams* (April), *Tenant/Landlord Rights & Responsibilities* (May and September), *Being a Wise Consumer in the Utility Market* (June), *Update on Consumer Frauds & Scams* (July), *Avoiding & Resolving Problems with Car Purchases and Repairs* (August), *Consumers Rights & Responsibilities in the Marketplace* (October), *Charitable Giving Update* (November), and *Avoiding Consumer Problems on the Internet* (December).

Specific program dates and links to previously recorded presentations can be found on our website at: <http://ccetompkins.org/consumer-issues>. ☼

Monika Roth from p. 5

In 1999, CCE-Tompkins hosted the director of the Michigan Children's Garden, and Master Gardener volunteer Harriet Becker was inspired to pursue the idea of creating a children's garden here. CCE-Tompkins Horticulture Educator Mary Alyce Kobler secured funds for an initial series of programs, including the Youth Horticultural Apprentices. Roth recalls that a site for the garden was acquired in 2005 and the turtle sculpture that now serves as the garden mascot was the first project to be installed.

ICG Director Erin Marteau credits Roth with a more substantial role. "Monika is too modest to say so, but she was not only a co-founder, but the glue that held ICG together for 4 years when the organization didn't have a director. If it weren't for Monika Roth, it's hard to say where Ithaca Children's Garden would be today," Marteau concludes.

Perhaps the most significant economic impacts of Roth's work have been achieved in the areas of farm marketing, local foods and agritourism. Anna Steinkraus, then president of the Ithaca Farmers' Market, and Roth worked together to obtain a 20-year lease on the current Steamboat Landing site and to secure a grant to build the pavilion in 1986-88 using all volunteer labor. The Ithaca Farmers' Market is one of the leading markets in the state and nation, and Roth is grateful for her involvement in its early development. "Having been integrally involved in its growth has given me many opportunities around the country and internationally to speak and consult about market operations," Roth recalls.

As a result of her work with the Ithaca Market, Roth co-founded the Farmers' Market Federation of New York,¹ now a vital source of support and a voice for our state farmers' markets and a leader among market organizations across the nation. She also was involved with the annual NY Farm Direct Marketing conferences and helped to establish the NY Farmers Direct Marketing Association. In 1996, Roth brought the National Farmers Direct Marketing Conference to Saratoga Springs; that event attracted 1600 people and launched the North American Farmers' Direct Marketing Association – now the premier national direct marketing and agritourism industry group in the U.S.

Roth has served as a board member and advisor for the Ithaca Market, the NY Federation of Farmers' Markets, the NYS Direct Marketing Association, the North American Farmers' Direct Marketing Association, and the National Farmers' Market Coalition. Her experiences with farm direct marketing led Roth to co-write *Getting Started with Agritourism*,² and she has



Ag Extension Agent Monika Roth reporting for duty!

consulted with and written agritourism development plans for Tioga, Schuyler, Chautauqua, and Essex Counties, as well as for a Polish-American Extension Project in Poland.

Two regional initiatives Roth helped to create are the Finger Lakes Culinary Bounty (an association of producers in the farm, food, wine and hospitality industries that work to brand the Finger Lakes as an agriculinary destination) and the Finger Lakes Cheese Trail/Alliance (first formed as a "trail" to bring attention and sales to small-scale cheese makers, it has evolved to become a regional producers' alliance that sponsors an annual cheese festival).³ Most recently, Roth was involved in the development of the Tompkins County Agriculinary Tourism Strategy Plan and now serves as Ag Representative on the Tompkins County Strategic Tourism Board.

Although Roth technically has "retired", no one who knows Monika or works with her believes she will be idle for a moment. She now is focused on several new local efforts: Sheep to Shawl (a project to link small producers and build the processing and marketing infrastructure they need to flourish economically); Future Farmers (an effort to identify "last generation" farmers who may need estate planning guidance or have the potential to preserve their farmland by linking to *continued on next page*

new farmers); and the Ithaca Food Hub, a project that is now just in discussion but is envisioned to be an input/output facility to include food donations, food processing, storage and marketing.⁴

These initiatives fall within the goals of the Tompkins County Agriculture and Farmland Protection Plan to grow farms and preserve farmland. Roth and CCE-Tompkins Ag Educator Debbie Teeter (who will retire in February 2019) coordinated the process of gathering data, getting farmer input and writing the County's Ag Plan (first in 1996, then updated in 2015). In addition, Roth and Teeter were integrally involved in writing the Agriculture Plans for the Towns of Ithaca, Ulysses, Lansing, and Dryden. These documents help towns and the county understand agriculture and plan for its future.

The Seed Money for the Future Fund, established in honor of Roth's retirement, will support activities such as these, and others. Donations to Seed Money for the Future may be made by check payable to CCETC (with "Seed Money" in the memo line) sent to Cornell Cooperative Extension of Tompkins County at 615 Willow Avenue, Ithaca NY 14850, or online at: bit.ly/cceSeedMoney. ☀

Farm-to-School from p. 13

Benefits to regional farmers from Tompkins County's Farm-to-School Project alone will include upwards of \$100,720 more school food dollars expended on local produce each year, according to Silas Conroy, Supply Chain Director for Headwater Food Hub.

Headwater Food Hub will aggregate and deliver produce for the Tompkins County Farm-to-School Project. Headwater is a regional food collaborative representing more than 140 sustainable New York farmers and producers, in the Greater Rochester, Finger Lakes, Western New York and Downstate regions. Headwater aims to help eliminate barriers to farm-to-school procurement across New York State.

In 2017, Headwater connected over 100 farmers and producers to over 100 schools and institutions, reaching over 200,000 students and staff. Schools and institutions spent \$135,000 on NYS products through Headwater in 2017-2018 alone. Headwater also procures, processes and delivers 3,500 snacks each week for five Ithaca City elementary schools in Tompkins County through the Fresh Snack Program, a nonprofit program of the Youth Farm Project.

Questions about the Farm-to-School Project in Tompkins County should be directed to Lara Parrilla at Cornell Cooperative Extension of Tompkins County, (607) 272-2292 or ljp9@cornell.edu. Questions about Headwater Food Hub should be directed to Silas Conroy at Headwater Food Hub, Silas@headwaterfoodhub.com. ☀

Supports for Health from p. 8

clients and enables trained agencies to request referral vouchers and other educational materials. Health care providers or community-based agencies interested in joining the project also may use the website to request training that will qualify them to refer new clients to Supports for Health.

Accomplishments and Impacts. The Supports for Health project began operating in April 2018, and within 8 months its transportation voucher program and framework for service delivery had proven to be successful. 155 staff and volunteers at health care and community-based organizations had been trained to make referrals to the program, and 38 trips for 30 unique Medicaid-eligible individuals had been completed successfully.

Project partners and Way2Go staff have conducted extensive public outreach at local health care offices, meetings, and events, and have received a positive response from participants and providers about the value of the program. An unexpected yet positive outcome of the new program is that more than 50 percent of callers have been referred to other services for which they are eligible but were previously unaware. Surveys have been developed and a project evaluation focusing on the experiences of both individual participants and agency referrers is planned for early 2019.

Way2Go partnered with 5 agencies, one in each county served, to administer this program. Arc of Schuyler was instrumental in initiating and completing the funding application, and also officially serves as the lead agency and fiscal sponsor for the award. Other local partners are the Care Compass Network, Tompkins County Human Services Coalition and the 211 Call Center, The Institute for Human Services and 211 Call Center, Seven Valleys Health Coalition and Way2Go Cortland, and Able 2 in Chemung County.

This structure created a framework of mobility managers, referring agencies, and transportation providers that can continue to be utilized in the future to deliver transportation for additional populations and services. All but one of these partnerships were built on existing relationships, and each partnership led to new connections for CCE-Tompkins with health care providers and community based organizations in each of these counties.

The Care Compass Network Innovation fund is the primary funding source for the Supports for Health project. For more information about Supports for Health, please visit: <https://www.supportsforhealth.org/>. For information about Way2Go and its offerings, visit way2go.org or contact Dawn Montanye, Way2Go Team Leader, at (607) 272-2292 or dm773@cornell.edu. ☀

1. With Bob Lewis of the New York State Department of Agriculture & Markets.

2. With Jim Ochterski, former Ag Economic Development Specialist with CCE of Ontario County; See: <http://cctompkins.org/resources/getting-started-in-agritourism>.

3. Visit <https://flcb.org/> and <http://www.flxcheese.com/> for more information on these initiatives.

4. Sheep to Shawl is funded by a SARE Grant and coordinated by Dana Havas; Future Farmers is funded by a Park Foundation grant.

Opioid Grant from p. 11

DSS and Tompkins County Family Treatment Court Prevention and Family Recovery Grant, DSS reached out to CCT-Tompkins' Anna Steinkraus, asking F&CD to take a lead on coordinating "Strengthening Families Program" (SFP)² workshops for Family Treatment Court families. This 14-week evidence based parenting skills curriculum was developed in Utah and is specifically designed for families that have been affected by substance abuse disorder. F&CD staff offered the workshop in 2014 and 2015, and have offered it twice per year in each year after that, for parents and youth 6-to-11 years of age.

Two years, later, in the summer of 2017, Steinkraus and the F&CD staff partnered with Laura Tach, Associate Professor of Policy Analysis, Management & Sociology on an Engaged Cornell project to analyze 2014-2017 data from *The Strengthening Families Program*.

The evaluation project resulted in increased awareness among campus researchers of the impacts the opioid epidemic has had on local families, and helped to inform their interest in submitting the challenge grant application. This existing, successful relationship with campus enabled CCE-Tompkins parenting educators to quickly agree to partnering on the joint proposal to the William T. Grant Foundation.

Partners on the new project will examine the role of family drug treatment courts in mitigating child maltreatment among families struggling with treatment, and also will evaluate evidence-based interventions that may reduce the risk of opioid abuse for low-income youth and families.

Researchers will elicit stakeholder views to understand their perspective on the nature of the problem and potential responses, and will leverage national data sets to examine external shocks to the opioid supply and how these track to the incidence of child abuse. They will use a quasi-experimental design and in-depth case studies to examine national trends in child maltreatment following the initiation of Family Treatment Courts. They will also test the local effectiveness of a community-based family support program with the potential to reduce substance abuse treatment needs. The partners will use findings from each study to increase understanding about the opioid epidemic and its consequences for families and to improve local practice and programs.

Collaborators on the grant include Rachel Dunifon, Cornell Dean of Human Ecology; Laura Tack, Cornell Policy Analysis and Management and Sociology; Elizabeth Day, Cornell Post Doctoral Researcher at the Bronfenbrenner Center for Translational Research; Mary Beth Morrissey, Cornell PhD student; and Erin Mathios, Research Assistant.

Founded in 1936 and based in New York City, the William T. Grant Foundation funds research in the social sciences with a particular focus on reducing inequality in youth outcomes and improving the use of research evidence in public policy and practice settings.

For more information on this project, contact Anna Steinkraus at ams69@cornell.edu or at CCE-Tompkins (607) 272-2292. ☀

4-H Dairy Lease from p. 15

resources with interested youth."

Carpenter has promoted the dairy lease program to 4-H leaders and encouraged them to expand their clubs' membership to accommodate the growing interest in hands-on experience with dairy. In the past 3 years, Tompkins County's primary 4-H dairy club—called the *Milk Duds*² -- has increased its membership by more than 50%,¹ and Carpenter credits the dairy lease program for helping to make this happen. The numbers of youth involved in *Dairy Quiz Bowl*, *Kritter Kamp*, the 4-H Youth Fair dairy show, and in *Animal Crackers* (a statewide dairy program) also have grown over recent years.

More than attendance figures, however, it is feedback from participants, their parents, and youth leaders that show the value of this new program. 4-H members who leased animals said, "I learned about compassion and how taking care of animals is a big and serious responsibility," And "I am very grateful for the opportunity to be able to come to the Hatfield's farm. They have welcomed me, taught me about animals, and taught me a lot about life. The Dalai Lama says "Home is where you are loved" and that's how I feel when I go to the farm."

A parent commented that, "The leasing program has opened up new opportunities to study in depth areas of interest including genetics and veterinary medicine in a hands on, practical approach. This has given this young person new hopes and dreams of a beautiful and bright future to look forward to."

Finally, a former 4-H'er who leased a calf for 3 years and now mentors 2 youth in the dairy program said: "Being able to get this opportunity personally, let me step into the showing world and the dairy industry. It lit a spark that I never knew I had... I love that I get to share my passion with the new generation of 4-Hers. I can't wait to walk into the Tompkins County 4-H pole barn in a few years during fair week and see my current 4-H kids as teen leaders; teaching and passing on the skills, knowledge, and tips I once gave them as a first year 4-Her with a cute little miss-behaved calf."

The 4-H Program offers special thanks to 2018 Dairy Lease hosts, Bob and Chris Hatfield, Burrod Farm who mentored 3 youth, and Gabe Carpenter, Wideawake Farm who mentored 7 youth; to current 4-H teen leaders and 4-H alumni who have served as mentors to the youth.

For questions about the 4-H Dairy Lease Scholarship, 4-H clubs or animal programs, or about opportunities to support these efforts, please contact Brenda Carpenter, 4-H Extension Educator, at btc6@cornell.edu or (607) 272-2292. ☀

2. 4-H Milk Duds Club has openings for new members aged 5 and older. Members tour working farms and gain an appreciation for agriculture. Cloverbuds (5 – 7 years) meet separately from older kids, generally at 4-H Acres on a Saturday morning once a month; the older group aged 8-18 learns about dairy, sheep, pigs, goats, and alpacas, generally meet Monday evenings at Education Center and/or 4-H Acres for longer project meeting; Contact Stephanie Gumaer, sgumaer@gmail.com for more information.

Seed-to-Supper from p. 7

Landing, a low-to-moderate income apartment complex in Dryden. Al had stood out then as someone with some existing gardening experience and a lot of enthusiasm for helping others. In 2018, Gardener invited Al to be a Seed-to-Supper facilitator and lead the series of classes at the Southworth Public Library in Dryden, and he excelled in his new role. In addition to leading the classes at the library, Al invited participants to the Poet's Landing garden to learn hands-on skills. He also became a leader at the Poet's Landing garden site, helping other residents learn how to plant their raised beds and providing them with his extra plants. Although Al had no experience in grantwriting, he applied for and received a mini-grant from our Tompkins Families! program that provided funds to build additional raised beds at the Poet's Landing garden site.

"The Seed-to-Supper program is flexible enough to adapt to a variety of different sites, says Gardener, "and can easily accommodate special needs of hosts and participants." She offers the following example of how Seed-to-Supper was adapted to meet the needs of FoodNet recipients.

In May 2018, Gardener was contacted by Linda Tallman of FoodNet, an organization that provides free meals for seniors with limited incomes. Linda had heard about the Seed-to-Supper classes and wanted to know if CCE could offer the series at four senior meal sites. At that time, all S2S facilitators were committed to teach at other sites so the FoodNet sites were placed on a waiting list. Because most of the potential participants at the FoodNet sites were apartment dwellers with reduced mobility and little access to garden space, Gardener designed a two-hour workshop on growing different types of salad greens in containers. Facilitators taught the container gardening workshops at Titus Towers and the YMCA in Ithaca, and at Center Court Apartments in Groton. Participants were given free pots, soil, seeds and care instructions and planted mini-salad gardens to grow on their windowsills this winter.

In 2018, Gardener also collaborated with Cornell University's Seed-to-Supper (S2S) Engaged Learning class to involve students in improving the train-the-trainer portion the manual. "We had an opportunity to bring four of our seasoned facilitators to a day-long regional training led by the students in Geneva, and we involved those facilitators in developing a new training for Tompkins County S2S volunteers using some of the tools and techniques created by the students," Gardener reports. They also added a module specifically on hunger and food insecurity in Tompkins County, and rounded out the day of training with hands-on gardening activities to accompany each chapter in the S2S manual. "Other New York Extension offices are interested in offering Seed-to-Supper," Gardener says. "These new updates should make it more user-friendly and easier for them to implement in their counties."

Seed-to-Supper will be offered again in Spring 2019. For more information, please contact Jennie Cramer, Horticulture Program Educator at CCE-Tompkins at jrd10@cornell.edu or (607) 272-2292. ☀

Urban 4-H from p. 16

seriousness and sadness at home."

Most of the youth in the 4-H Urban Outreach programs come from two working parent households, and in the few single parent households in our program, two youth had experienced the early death of a parent which has caused financial hardships.

To assess the success of its programs, 4-H Urban Outreach measures participation, leadership, caring and emotional control for each youth. In 2018, 4-H Urban Outreach served 115 children in Tompkins County by providing 223 programs (636 hours) of free afterschool enrichment programs. Participating youth improved their levels of leadership, confidence, sense of belonging and STEM skills with every program, particularly in areas of hands-on projects and science.

Weekly and bi-weekly field trips to community partner, the Free Science Workshop (FSW) has increased their knowledge, interest and skills in science, engineering, animal care, environmental sciences and physics. Another positive outcome is the increased number of children and parents who now are attending the FSW open house family nights as a result of the positive experiences youth have been having on the 4-H field trips over the last year.

Program collaborators in 2018 included: Claire Fox of the Physics Bus and Free Science Workshop Inc.; Cornell University, their Public Service REACH program and Ithaca College provided volunteer student mentors; CCE-Tompkins Food & Nutrition and Energy Education Programs provided 18 programs for youth in the Northside, West Hill and Summer programs; Belle Sherman instructional and administrative staff provide support for the program at that site; LACS provides space for program meetings and allows 4-H Urban Outreach to use their space for community cafés and open gym time; Reliant Realty Management at West Village Apartments provides space for youth programs; Ithaca City School District provides transportation home for students in afterschool school programs at Belle Sherman and LACS. Ithaca Housing Authority provides meeting space for the Northside and Teen programs and partially funds the cost of the programs, Cornell's Johnson Museum of Art, Cayuga Nature Center and the Sciencenter provided free admission, tours and field trips; Friendship Donations Network contributed food for use during the programs.

Special funding sources include: Tompkins County Youth Services, Park Foundation, Ithaca Housing Authority, J.M. McDonald Foundation, Legacy Foundation, CFB Howland Grant Fund, 4-H Duck Race, and additional donations from family, friends and community partners.

For more information about the 4-H Urban Outreach Program, or to make a donation, please contact Ramona Cornell, 4-H Urban Outreach Educator, at (607) 272-2292 ext. 149 (Voicemail #269) or rlc263@cornell.edu. ☀

Cornell Cooperative Extension
of Tompkins County
615 Willow Avenue, Ithaca, NY 14850-3555

Non-Profit Organization
U.S. Postage
PAID
Permit No. 332
Ithaca, New York

CHANGE SERVICE REQUESTED

