



Extension Education in Hockley County
Making a Difference
2011

Improving Lives.
Improving Texas.

The Texas AgriLife Extension Service has been dedicated to serving Texans

outreach pertain to the food and fiber industry, natural resources, family and consumer sciences, nutrition and health, and community economic development. Among those served are the hundreds of thousands of young people who benefit annually from Extension's 4-H and youth development programs.

for nearly a century. The agency was established in 1915 under the Smith-Lever Act to deliver university knowledge and agricultural research findings directly to the people. Extension programs have continued ever since to address the emerging issues of the day, serving diverse rural and urban populations across the state.

Texans turn to Extension for solutions. Its agents and specialists respond not only with answers, but also with resources and services that result in a significant return on investment to boost the Texas economy. The agency custom-designs its programs to each region of the state, relying on residents for input and for help with program delivery. Here are just a few highlights of Extension's impacts on this county and its people:

Through a well-organized network of professional educators and more than 100,000 trained volunteers, Extension delivers practical research-based knowledge to Texans in all 254 counties. Our expertise and educational

Hockley County – Summary of Educational Contact

Total Educational Programs Conducted	367
Total Participants in Educational Programs	34,839
Contact Hours via Educational Programs	84,687
Office Contacts	1080
Site Visits	4346
Phone Calls	4519
Newsletter/Mail and E-mail Contacts	8709

Hockley County, Texas is part of the last frontier. This political unit was one of the final two counties in the contiguous states to be opened for settlement and to feel the point of the farmers' plow. Created by the legislature on August 21, 1876 the county remained without permanent human presence as late as 1880. This lack of permanent residents, verified by 1880 census records, occurred despite the removal of the Comanche Indians and the subsequent slaughter of the buffalo half a decade earlier. By 1888, the population estimate was 35 and had grown to 104 in 1909. The 1940 census revealed 12,693 county residents; this number included 3,438 school children who were enrolled in the nine school districts in the county. Surveyors arrived in Hockley County to begin work on the Yellow House Canyon on February 2, 1886. The surveyor, Willis Day Twitchell later was hired to survey additional lines, helping make what he described as "the most unsettled territory in the world" habitable.

Today, the county is part of one of the largest cotton producing areas in the state, and it also is one of the leading oil producing counties. Business activity is centered on petroleum production and servicing as well as varied agribusinesses. Today the county population is 12,199. The third largest employer in Hockley County is Education, which includes South Plains College with an enrollment of over 7,500 students.

IPM Education in Hockley and Cochran Counties

Kerry Siders, Extension Agent – Integrated Pest Management, Hockley and Cochran Counties

Relevance

Cotton is important to both Hockley and Cochran Counties with 400,000 acres planted annually and accounting for an average of \$160 million in agriculture income from 2008-2010. The IPM Steering Committee in Hockley and Cochran Counties has determined that it is important that educational efforts continue to be applied to assist cotton producers with the management technologies for insect, weed, and disease pests, and other production issues.

Response

The Cotton IPM Education efforts are directed by the Hockley and Cochran Counties IPM Steering Committee. This committee has been responsible for the review of past efforts, future needs as they apply to cotton IPM, prioritize efforts, plan efforts, implement efforts, and assist with evaluation of efforts. Texas AgriLife Extension Service has delivered the following educational opportunities to address this relevant issue:

- Contributor to both oral and poster presentations at the 2011 Beltwide Cotton Conferences in Atlanta, GA
- Invited to give oral presentation on “The Impact of Temik 15G on the Southern High Plains of Texas” at the 2011 Beltwide Cotton Conferences in Atlanta, GA
- West Plains Cotton Conference in January, gave presentations on cotton pests and pesticide laws and regulations, 87 in attendance
- West Plains IPM Update Newsletter from April through October, 16 issues to 402 recipients via e-mail
- Radio reports with High Plains Radio Network Levelland (KLVT) and Fox Radio Ag Talk 950 Lubbock on cotton issues year round, 56 programs
- Cotton Harvest Aid meetings at Buster’s Gin and All-Tex Field Day with 381 in attendance in September
- Established 7 cotton variety trials which demonstrated new experimental lines
- Evaluated 36 cotton lines for verticillium wilt tolerance with Dr. T. Wheeler, TAES
- Evaluated cotton variety for cotton root-knot nematode management
- Evaluated new seed treatment and foliar products for cotton root-knot nematode
- Identify new cotton pests species in Hockley County, Kurtomathrips
- Provided daily IPM education to 12 cotton producers through scouting, scouting report, report interpretation, management suggestions, and management evaluation for insects, weeds, disease, and other agronomic consideration from April through November
- Soil sampling for cotton root-knot nematode in scouting fields for management recommendations
- Invited to give oral presentation on “Current IPM Issues on Southern High Plains of Texas” at the 2011 Texas Ag Industries Association Annual Meeting with 173 in attendance, Lubbock

The Texas Pest Management Association, Plains Cotton Growers Association, Texas AgriLife Research, Texas Tech University, Texas Department of Agriculture, Texas Boll Weevil Eradication Foundation, US Department of Agriculture NRCS, Levelland Chamber of Commerce, National Weather Service, and many supporters from the local agricultural industry contributed greatly to these educational endeavors.

A post evaluation of the standard Cotton IPM Evaluation was used. The evaluation was sent out on November 4 via e-mail to 12 participants of the scouting program and 75 newsletter recipients, for a total of 87. The evaluation was due November 18. Nine responded from the scouting participants and 23 from the newsletter recipients. The response was 32 of 87, or 37 percent.

Results

1. The AgriLife Extension IPM Program works with growers to develop promote and implement pest management strategies which reduce the use of pesticides. Some of the strategies used are:
 - thresholds to conserve beneficial insects
 - resistant/tolerant crop varieties/hybrids (including transgenes)
 - crop rotation, use of appropriate planting dates, post-harvest residue destruction, etc. to reduce pest pressure
 - pesticide effectiveness and resistance management information dissemination - growers maximize benefits from pesticide use, reduce ineffective and repeat applications.

Has IPM program demonstration and educational activities in these areas resulted in lower pesticide use in your operation in recent years? YES- 100% (32 of 32) NO- 0% (0 of 32)

If you answered YES, please estimate your percentage reduction in pesticide use? 30 %

2. The IPM Program works to improve grower profitability by 1. Reducing input costs, and 2. Increasing yields and economic returns. The programs focus on improvements in the following areas:
 - Variety/Hybrid adaptability to area farms
 - Pest scouting, economic thresholds, management strategies and tactics
 - Crop disease management
 - Crop water management
 - Weed management
 - Fertility management
 - Tillage and soil conservation strategies.

With this in mind, please enter your acreage of each crop and estimate the value/acre the IPM Program has had in recent years on crop production on your farm or in your area?

Cotton <u>55,330</u> AC <u>39.31</u> \$/AC	Sunflower <u>300</u> AC <u>20.00</u> \$/AC
Grain Sorghum <u>2675</u> AC <u>27.78</u> \$/AC	Wheat <u>715</u> AC <u>17.00</u> \$/AC
Peanuts <u>920</u> AC <u>72.50</u> \$/AC	Cowpeas <u>115</u> AC <u>50.00</u> \$/AC
Pecans <u>100</u> AC <u>3.00</u> \$/AC	

3. Across your farm operations, all crops, what would you estimate the value of the IPM program on your farm? **58,230 (total); 1820 (average/producer) AC; \$43.69 (average) \$/AC**
(Total impact on those responding = \$2,680,010)

Key Points

- **100% of respondents indicated that on average the IPM Program reduced their pesticide use by 30%**
- **Respondents representing 58,230 acres of crop land indicated that the average value of the IPM Program was \$43.69 per acre or a total economic impact of \$2,680,010**

In summary, and based on the above points, it is apparent that the IPM Program has had a positive impact on the production system, the profitability of the producers and the economic and environmental viability of the area served.

The Cochran/Hockley IPM Steering Committee members are: Chris Locke, Sherri Clements, Duane Cookston, Sammy Harris, Wes Bradshaw, Bruce Lawrence, Tony Streety, and Ricky Davidson. Thank you to each one of these folks for their valuable input and direction into the IPM program.

Plans are to continue this long-term educational program for cotton producers in Hockley and Cochran Counties. Current and future technologies based on Integrated Pest Management principles to improve profitability and sustainability, as well as protect the environment will benefit all Texans.

These efforts will be interpreted to the IPM Committee, the Commissioners Courts, local media, Chambers of Commerce, agricultural industry personnel, and elected officials.

<u>2011 Siders IPM Activity Report</u>	
<u>Educational Activities</u>	Y-T-D
Newsletters	
No. Issues Written	14
No. Non-Extension Recipients	5807
No. Extension Recipients	655
Total Newsletter Recipients	19092
Radio Programs	53
Articles in State/National Trade Journals	2
No. Subscribers	100000
Published Abstracts & Preceedings	4
Newspaper Articles	21
Circulation	19850
No. Newspapers Carrying	12
Farm, School or Site Visits	602
Scouts or Practitioners Trained	13
Agricultural Consultants Trained	8
TDA Ag CEU Credits Offered	20
No. of People Trained	374
Non-Ag or Non-TDA CEU Credits Offered	1
No. of people trained	175
IPM Steering Committee Meetings	2
No. of Committee Memebers Present	19
Presentations Made:	
County Meetings	27
Field Days/Tours	3
Multi-County/Regional Meetings	3
Schools	21
4-H Clubs & Youth Groups	6
Oral and Poster at Professional Meetings	3
Extension Volunteers Trained	15
No. Research/Demo. Proj. Initiated	12
No. Direct Ag Contacts (incl phone & e-mail)	10124
Other Direct Contacts (includes phone & e-mail)	15703

Other Activities:

Daily Radio Show – “Ag Talk”
High Plains Ag Conference
Sorghum Result Demonstrations
Cotton Result Demonstrations
Weekly Crop Report
Annual crop Increment Report

2012 Planned Programs
Daily Radio Show “Ag Talk”
2/24 – Irrigation Program
3/27 - Hockley County Ag & Business Expo
3/27 -Hockley County Cotton Conference
5/15 – Well Water Testing
8/28 – Mid Season Cotton Marketing program
9/12 – Cotton Defoliation Program
12/7 – High Plains Ag Conference

Cotton Result demonstration
Sorghum Result Demonstration
Tomato Result Demonstration

Marsha Blair, Extension Agent – Family Consumer Science, Hockley County

Helping Hockley County Residents Eat Better and Safer Relevance

In Hockley County, an estimated 9,526 have incomes that are 185% of poverty or below; 3,249 or 15% receive food stamp benefits. Research has shown that individuals who live in poverty have dietary intakes that are not congruent with current recommendations from the Dietary Guidelines for Americans. This audience, like many, may not recognize their risk for foodborne illness. Stretching resources so food is available throughout the month is also a challenge.

Food safety education is a critical prevention component for reducing the risk of foodborne diseases. Texas AgriLife Extension addresses this need by offering the Certified Food Manager program called *Food Safety, It's Our Business*. The course is designed for foodservice employees and managers. In 2011, Extension began a national exam which is the Accredited Certified Professional Food Manager Exam.

Response

The Better Living for Texans (BLT) - During 2010-11, 29 Hockley County adults participated in three **BLT 3-lesson** series: "Get the Facts"-17; "Three Easy Bites"-9; and "Don't Get Bugged"-3. This program is a cooperative endeavor among the Texas AgriLife Extension Service, Texas Health and Human Services Commission (HHSC), and Food and Nutrition Services (FNS) of USDA. It focuses on meal planning, stretching food dollars, and adopting selected behaviors that can reduce the risk of foodborne illness. BLT is delivered through a variety of teaching methods that reflect audience needs. Teaching methods include, lesson series, single-shot programs, or one to one consultations. The programs were presented by Program Assistant, Kimberlee Kuhlert and me, the FCS Agent. The programs were at Texas Work Source, Head Start, Senior Citizens Centers, South Plains Community Action, Senior Champions Group and Carver Learning Center-Migrant Workers in the county during the 2010-2011 year.

Food Protection Management – To promote the goal of serving safe food, food managers and handlers in Hockley County were offered the *Food Safety, It's Our Business* 16 hour course. This course is followed by an approved Department of State Health Services exam. Hockley County also offered a two hour food handler program, *Food Safety; It's in Your Hands* to food service employees.

FCS agents in Cochran, Hockley and Lamb counties host the course three times a year so that the *Food Safety, It's Our Business* course is offered approximately every four months in the tri-county area. In the process of administering the course, we collaborated on media and marketing, teaching, testing and notification of results. Hockley County offered two 16 hour courses in February (7-8) and November (14-15) that reached 8 people.

- Cochran 2-day FPM Class – June 6-7, 2011
- Lamb 2-Day FPM Class – October 24-25, 2011

In addition, three classes of *Food Safety, It's in Your Hands* reached 30 students at Levelland High , ten (10) students at Middle School and four (4) clients at countywide class in 2-hour Food Handlers course

Results

Better Living for Texans – The three **3-lesson** series: “Get the Facts”-17; “Three Easy Bites”-9; and “Don’t Get Bugged”-3 were conducted via the use of a pre, post, and 30 day follow-up survey for 29 participants. Twenty-nine completed the pre and post surveys. Ten of those participants completed the pre, post and 30 day follow-up. Most participants were female (19) and Hispanic (4) and Caucasian (25). The average age of participants was 61 years; average household size was 3.5. WIC and SNAP (food stamps) were the programs used most often by participants.

Most participants were following the targeted food resource management behavior either “always” or “sometimes” when they entered the BLT program. Ten used unit pricing as a means to save money. After the program ended there was noted increase in the percentage of participants who intended to practice learned behaviors (“always”) by a majority of the participants. Thirty days later, the percentage of clients practicing these behaviors “always” had dropped, but it was higher than reported when the program first began. This was done by analyzing the data of the 10 of the 29 participants who completed the pre, post and 30 day follow-up surveys.

In the area of targeted food safety practices at entry into the BLT program, 25 to 29 (86%) majority were following most food safety practices. There was a slight drop in the percentage of individuals (from 95.8% to 93.8%) who intended to “always” wash cutting boards and other kitchen utensils after cutting up raw meat or poultry immediately after the program.

34% (n=10) of the respondents reported that BLT was their first exposure to Texas AgriLife Extension. This suggests that the program is reaching new audiences. Of the 10 who could be contacted 30 days after the program, 8 (80%) rated the BLT program as “excellent” and another 2(20%) rated it “good”. Other program totals (one shot) in BLT for 2010-11 is 920 participants.

Food Protection Management- The following are results from the food manager and food handler’s courses for 2011: *Food Safety, It’s Our Business* (CFM). A traditional pre-post evaluation strategy was used to assess how knowledge of food safety concepts and recommended practices changed among attendees as a result in participating in the program. A 20-item instrument was developed to test participants’ knowledge of the content that was covered by the program. Twenty (20) from the three locations during the year completed the test before the program, and then completed the same test after the program. The difference between the 2 scores represented the change in knowledge. Overall, all participants (100%) gained knowledge – answering more questions correctly on the posttest compared to the pretest. There was an 84% pass rate of the 20 participants in the four classes.

Food Safety, It's in Your Hands (Food Handlers)

Five classes of the 2-hour FH course were given to Levelland High school students (3 classes) and 1 class at Middle School. One class was held at the County Office to general public. The first class was at the Middle school in February, and the second group of classes was at Levelland High School in May. There were a total of 46 participants in the FH course in Hockley County. Mean score pre (% of questions answered correctly): 9 (65%). Mean score post (% of questions answered correctly): 13 (85%) There was a statistically significant increase in test scores (comparing pre vs. post).

The results indicated that the program met its objective of increasing knowledge of food safety facts and recommended practices among program participants in Cochran, Hockley and Lamb Counties. We plan to continue this program in 2012.

Family Consumer Sciences – Other Activities

Hockley Healthy Families Club – Task force meets monthly,

Club meets 6x a year. (www.hockleyhealthyfamilies.org)

Carver Learning Center – Migrant Workers

Progressive Women's Club "Quick and Easy Recipes" Demonstration

Senior Nutrition Programs

Great Start – Premarital Workshop (reduction in Marriage License Price)

FCS Careers to Schools

Sun Safety

Summer Activities – Youth

- Kids Cooking School
- Cosmetology at SPC
- Beginning/Intermediate Sewing
- Card Games – UNO, PoKeeno

Utilities Savings

Ag. Awareness in Foods/ Clothing for Youth

Health Health

Sports Nutrition

Emergency Management programs

Master of Memory program

Pandemic Flu Series

Senior Citizens Centers Programs

Texas Extension Education Association programs

SMART Summer Program at Carver Learning Center

FCS Quarterly Newsletters

Financial

Cooking Well with Diabetes classes

Radio – KLVT 1230 AM monthly program

News Column – Bi-Monthly in News-Press in Levelland

Passenger Safety Child Seat Check up Events

Child Safety Seats- Technician

Chamber of Commerce Member – Levelland

SPRH Child Health Fair – Hyperthermia

Tobacco Prevention Programs

Fathers Reading Everyday

Canner Testing

Judge Youth at South Plains Fair in Lubbock

Food Demonstration Programs

Food Safety

Cancer – Early Detection for Rural Women

ID Theft

High School Financial (NEFE)

Hand Washing programs – Youth (Mr. Glo Germ) and Adults

Marsha Blair, Extension Agent – Family Consumer Science, Hockley County

Improving Health and Wellness in Hockley County

Relevance

The FCS Committee identified health and wellness issues as top priority for the county the past six years, as well as, 2011. Chronic health conditions are associated with an increased risk of several conditions, including diabetes and overweight or obesity. Texas' 1.7 million diagnosed diabetics (9.7%) and rising childhood obesity prompted the implementation of two programs: **Do Well, Be Well with Diabetes** and **Balancing Food and Play**. Another program that dealt with health and safety issues was: Passenger Safety/Safe Kids – “**Heat in a Closed Car**”, at the South Plains Rural Health - Children's Health Fair.

Response

Balance Food and Play – 75 third grade students at Sundown, Whitharral and Levelland Christian elementary school's learned to choose nutritious foods and increase their physical activity through the 20-lessons or four week curriculum. They learned how to choose healthy snack foods, the importance of physical activity, and limiting screen time to two hours or less per day for general health and wellness. This was a 42% increase from the past school year (2009-10) and one new school.

Diabetes Education – 10 people with diabetes learned to manage their disease through self-care and nutrition by participating in **Do Well, Be Well with Diabetes**. This series of lessons covers 9 topics in four classes: *What is Diabetes?; Nutrition – First Step to Diabetes management; One Diabetes Diet – No Longer the Sole Option; Managing Your Blood Glucose; Nutrition Labels; Diabetes and Exercise; For Good Measure at Home and Eating Out; Diabetes Medicines; and Preventing and Managing Complications.*

Passenger Safety/Safe-Kids Education – “NEVER Leave a Child in a Closed Car!” demonstration at the South Plains Rural Health – **Kids Health Fair**. Handouts and the vehicle display showed the dangers of leaving a child in a closed car –temperatures in parked vehicles rise very quickly, in just 10 minutes, temperatures can increase by almost 20 degrees

Results

Balancing Food and Play was implemented in May at Sundown Elementary (3 classes), Whitharral Elementary (1 class) and Levelland Christian Elementary (1 class).

Results indicate:

- 41% report drinking fewer sweetened beverages.
- 42% report increasing their physical activity by 20 minutes each day.
- 69% report decreasing the amount of time spent sitting in front of the television or computer.
- 89% report eating more fruits and vegetables.



“I changed my candy snack after school to fruit snack.”

“I eat better and get more exercise”

“I eat more healthy and I play more.”

Third Grade participants



Do Well, Be Well with Diabetes was implemented in the Spring and Fall in 2011 in Hockley County.

- 10 people completed the four week series.
- 7 people (70%) reported having no previous diabetes classes, indicating a critical need for diabetes education.
- 8 people (80%) reported receiving no meal plan from their doctor.
- Self-reported blood glucose levels went from 125 mg/dl before breakfast at the beginning of the series to 114 mg/dl at the end of the series.
- Self-reported blood glucose levels went from 106 mg/dl on average, 2 hours after a meal to 103.5 mg/dl at the end of the series.
- Based on these results, participants have the potential to save \$504,247 in future health care costs for their remaining years of life if they continue to do as well as they were doing at the end of this series.

Passenger Safety/Safe-Kids Education efforts were conducted in August at South Plains Rural Health – “Kids Health Fair” in Levelland. It is conducted every other year-opposite of Covenant Hospital Health Fair. About 300 attended the Tuesday evening three hour event. A child’s body temperature rises three to five times faster than an adult’s, making children more vulnerable to a deadly condition known as hyperthermia, or heat stroke. Heat stroke can occur at body temperatures above 104 degrees. Last year in Texas, there were 13 vehicle heat-related deaths. Nationally, there were 49, according to the National Highway Traffic Safety Administration (NHTSA).



Acknowledgments

Hockley County Family and Consumer Sciences Committee provide direction and support for these programs that impact the quality of life in the county. Several of the members teach the DWBW classes.

Cheryl Adams, LD
Beatriz Garza, R.N., N.P.
Lex Gillian, LPT
Patty Barron

Dr. Bruce Owens, D.O.
Kathy McDonald, HR Covenant Hospital
Soyla Hernandez
Kimberlee Kuhlert, BLT P.A.

LaDawn Hunt, R.N.
Anna Ricker, Att. Law
Mary Cardona
Roger Cardenas

Youth Ag Literacy Program

DEVELOPED BY AMBER PARKINSON- COUNTY EXTENSION AGENT- 4-H & YOUTH DEVELOPMENT
1212 Houston St. * Levelland, TX 79336* 806/894-3159* arparkinson@ag.tamu.edu

Relevance

As today's youth are further removed from farming, they do not understand the importance of agriculture and how it impacts their daily lives. This Ag literacy program targets elementary grade students and teachers and provides the following educational components: Educational support materials on Ag literacy, Ag day/Ag fair field trip, posttest, teacher evaluation, recognition certificates and information about 4-H opportunities for the participants and parents. 4th grade students will attend the Ag Awareness Day, PreK-3rd will attend the Jr. Ag Awareness Day.

Response

The annual Ag Awareness Day, held in October 2011, was developed the Texas AgriLife Extension in Hockley County and the Ag Education Committee to address this relevant issue. Sessions include: Cotton- stages of the crop and uses, Cotton processing, other crops- peanuts, sorghum and sunflowers, soil pit, rainfall simulator, beef education, farm equipment and sheep and goats.

Results

In order to determine programmatic results of the 2011 Agricultural Awareness Day, a post evaluation was administered to participants. 68 students completed an on-line evaluation about the event. Below are some of the statements from students when asked, "What was your favorite part about Ag Awareness Day?"

- I loved all of it! It was so informative to everyone there.
- The cotton gin because we got to gin some cotton for ourselves.
- Learning about how the equipment works and about beef.
- I liked the soil pit most of all cause you learned all three kinds of soil; clay, silt, and sand.
- It was very fun! I thought the Erosion was the best one. I liked all of the Ag Awareness activities.
- We learned cool stuff that we didn't know.

Table 1. Students reveal knowledge gained concerning the Agricultural Awareness Day using a post evaluation strategy.

Question		Correct Response	Incorrect Response
Soil is important for growing our food.		99%	1%
Cotton can grow as large as trees in tropical areas like Mexico.		72%	28%
Peanuts are grown on trees.		90%	10%
All insects are bad.		99%	1%
Eating beef is an important source of protein.		97%	3%
Many common household products such as soap, cosmetics, paint, deodorant, shampoo and toothpaste contain beef by-products.		87%	13%
You can tell the age of a sheep or goat by looking at the size of their feet.		97%	3%
The primary job of a cotton gin is to separate the cotton from the seed.		96%	4%
Wind and water can cause soil erosion.		86%	14%

Demographics

27% live on a Farm

51% live in a Rural Town

21% live in a Town/City

46% of the respondents are male

54% of the respondents are female

Acknowledgements: The Texas AgriLife Extension in Hockley County would like to recognize the partnership with the Agricultural Awareness committee, Hockley County NRCS and many local agricultural businesses and supporters.

Youth Healthy Lifestyles Program

DEVELOPED BY AMBER PARKINSON- COUNTY EXTENSION AGENT- 4-H & YOUTH DEVELOPMENT
1212 Houston St. * Levelland, TX 79336* 806/894-3159* arparkinson@ag.tamu.edu

Relevance

Youth Healthy Lifestyles programs and related 4-H and Youth Health and Nutrition projects are one of the cornerstone programs of Texas AgriLife Extension Service. Nationally, 19% of children ages 6-11 years are obese (95th percentile for body mass index (BMI) by age/sex). In Texas, 23% of fourth grade children are obese. Childhood obesity is associated with increased risk for diabetes, high blood pressure and adult overweight/obesity. Cancer is the second leading cause of death in Texas and the United States. Helping children develop healthy habits and avoid destructive habits, such as using tobacco, is an important part of the battle to conquer cancer. Up to 2/3 of cancer cases can be prevented if behavioral changes are made and destructive habits, such as using tobacco are avoided. In 2011 the Hockley County Youth Board identified healthy Lifestyles as an important issue to address.

Response

A Healthy Lifestyles Task Force was created in response to this critical issue. Several traditional 4-H projects support Healthy Lifestyles including: Food Challenge, Food Show, educational presentations, and the newly formed contest Healthy Lifestyles. Since there was not much participation in the Healthy Lifestyles contest, the task force decided to focus on awareness of this new contest on both a county and district level. A project leader training was held on Feb. 24th during the district Food Challenge competition as well as during the district 2 FCS agent training. Plans were also made to start a district committee and host a district Healthy Lifestyles contest during District Roundup.

Within Hockley County, weekly practices were held for individuals to learn about the topics listed in the Healthy Lifestyles curriculum in March, April and May. These topics included: Sun Safety, Sports Nutrition, Altering Recipes, Teens & Safe Driving Habits, Substance Abuse, General Nutrition/Nutrient Function, Fad Diets and Passenger Safety. A total of 13 youth were trained in Hockley County and approximately 30 agents/leaders taught through project leader trainings.

Results

An on-line evaluation was conducted with youth in the county that participated in the Healthy Lifestyles program. Seven youth completed the survey.

Knowledge of Healthy Lifestyles Topics after participating in the project:

- How to create a menu appropriate for pre-game meals- 71% rated good and 29% rated excellent
- Understanding of how to recognize fad diets- 14% rated average, 29% rated good, 57% rated excellent
- How to alter recipes to make them healthier- 29% rated average, 43% rated good, 29% rated excellent
- Understanding of car seat recommendations- 29% rated average, 29% rated good, 43% rated excellent
- Understanding of sunscreen products- 29 % rated good and 71% rated excellent
- Knowledge of basic functions of nutrients- 14% rated average, 57% rated good, 29% rated excellent
- Understanding of helping someone stop using tobacco- 14% rated average, 43% rated good, 43% rated excellent

Effects that participants involvement in the project has had on them:

- Ability to make a good buying decision has improved-71% agree and 29% strongly agree
- Ability to compare quality in consumer items has improved- 71% agree and 29% strongly agree
- Ability to identify good products has improved- 57% agree and 43% strongly agree
- Better able to decide between important and non-important features in consumer products- 43% agree and 57% strongly agree
- More likely to buy something I need instead of just what I like- 43% agree and 57% strongly agree

71% reported that they would have a behavior change as a result of their Healthy Lifestyles projects. Responses listed were:

- Assessing meals before games.
- Altering food recipes.
- Try not to do impulse buying. Try to weigh all the pros and cons of the products and not just the color or styles of it.
- How I buy and shop for products.
- Not just get something just because the wrapper looks cool; look and compare prices and to look for the best choice.

86% of respondents said they would compete in the Healthy Lifestyles project again.

Hockley County had two teams participate in the state invitational contest. One of the teams was high overall and an individual from that team was also high point individual for the second year in a row. We also encouraged participation of the 4K for 4-H, where we were tied as the county with the most participation. In addition we had a 4-H member that placed first in the Recipe Rally competition which is a new contest being promoted by the state Healthy Lifestyles Task Force. Through our county's participation in Healthy Lifestyles related contests at State 4-H Roundup we won the 2011 Healthy Lifestyles Sweepstakes Championship. Two youth and one adult currently serve on the state Healthy Lifestyles board.

Acknowledgements: A special thanks goes to the members of the County Healthy Lifestyles Task Force and the Hockley County Youth Board for their work in making this a successful project in Hockley County.

Other Activities:

4-H Projects and Contests

Food Show

Food Challenge

Consumer Decision Making

Meat Judging

Swine Skill-a-thon

Beef Quiz Bowl

Livestock Projects including- beef, swine, sheep, and goat

Photography

Fashion Show

Livestock Judging

Wool Judging

Grass Identification

Entomology Identification

County/District/State 4-H Roundup

Record books

Healthy Lifestyles

Educational Presentations

Horse Quiz Bowl

Horse Show

Shooting Sports

Summer Activities Youth Series

4-H Summer Project Tour Series/ District Officer Training

4-H Achievement Banquet

Scholarship Opportunities

One Day 4-H

North Region Quality Counts Workshop

Gold Star Banquet

4-H Council

Hockley 4-H Adult Leaders Association

Hockley Youth Board

Summer Camping Opportunities- North Region Leader Lab, Electric Camp, SpecTra

Texas 4-H Congress

National 4-H Congress/ Leadership Trip

Issue Summary for Hockley County

RANK	DESCRIPTION
1	Water Conservation
2	4H Involvement – Educational efforts in Ag. Education, Summer Activities & Traditional 4H programs
3	Emerging Health Issues – Youth Drug Issues, Childhood Obesity & Geriatric Needs
4	Creating new Jobs/Improving Work Force
5	Crop Protection with Chemical sustainability

The Leadership Advisory Board (LAB) is charged with helping Texas AgriLife Extension create a vision for their programs, making certain that relevant issues are being addressed. The goal is to identify issues that Hockley County Extension can address in ANR, RCS, 4H & Youth Development and CRED.

Hockley AgriLife Extension sent out about 400 identification surveys to key leaders/ stakeholders in the county , including the four PAC committees, Chamber of Commerce, etc. to find out the needs of Hockley County. We received several back, with water conservation being the biggest issue. The LAB ranked the top five issues listed above. The LAB and Extension are working together to set goals for each issue.

Texas AgriLife Extension Service Hockley County

Staff:

Patty Barron Office Manager
Marsha Blair CEA - Family & Consumer Sciences
Robert Scott CEA - Agriculture
Kimberlee Kuhlert BLT Assistant
Amber Parkinson CEA4-H & Youth Development
Kerry Siders EA - Integrated Pest Management

Contact Us:

Texas AgriLife Extension - Hockley County
1212 Houston Street
Levelland, Texas 79336
806 894-3159

Web Site <http://hockley.agrilife.org>

Email Hockley-tx@tamu.edu