



Extension Education in Hopkins County

Making a Difference

2014

The Texas A&M AgriLife Extension Service has been dedicated to educating Texans for nearly a century. In 1915, the agency was established under the federal Smith-Lever Act to deliver university knowledge and agricultural research findings directly to the people. Ever since, AgriLife Extension programs have addressed the emerging issues of the day, serving diverse rural and urban populations across the state.

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

Texans turn to Extension for solutions. Its agents and specialists respond not only with answers, but also with resources and services that result in significant returns 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:

Hopkins County – Summary Educational Contacts

Educational programs

- Programs presented 255
- Participants 6,362

Educational contacts

- Office/site contacts 10,813
- Telephone contacts 3,875
- Mail/website contacts 27,301

Volunteer Contributions

- Total volunteers 368
- Volunteer hours contributed 5661
- Total value (\$21.36 per hour) \$127,655.55

4-H & Youth Program

- Organized Clubs 5
- SpIn Clubs (Special Interest) 2
- Enrolled members 104 (2013/2014 4-H year)
- Enrolled leaders 137 (includes teen leaders & curriculum enrichment)
- School Curriculum enrichment 994

Media Outreach

- Newspaper columns 104
- Special features/announcements 35
- Local radio programs/interviews 70
(KSST, KSCH, The Way, and Thunder Country)
- Website outreach <http://hopkins.agrilife.org>
www.frontporchnewstexas.com
social media networking sites
Linked In professional networking

2014 Optimization of Beef and Forage Production in Hopkins County

Developed by Dr. Mario A. Villarino

County Extension Agent for Agriculture and Natural Resources, Hopkins County, Texas

Relevance:

Beef production is a 2.96 billion dollar industry in the East Region per data in the 2008 production year. The predominant beef producer in the region is a cow/calf producer with less than 100 head. All beef enterprises are affected by climate status as well as market variability. County-based Program Area Committees firmly establish the need for educational programs targeted for beef producers enabling them to increase knowledge as well as adopt best management practices and new technologies improving product quality and producer sustainability. Hopkins County currently has over 150 active beef producers, with numerous more not registered. This educational plan cooperated with beef committees and subcommittees to resolve educational issues related to the success of the beef industry in Hopkins County, with special emphasis to the small producer. This program provides educational opportunities for pesticides applicator license holders (350 in Hopkins County) to gain their mandatory continuing education credit hours during the year.

Response:

Texas A&M AgriLife Extension in Hopkins County developed the following activities to address these issues:

- Quarterly Newsletters.
- Quarterly Beef Committee Meetings.
- Grasshopper Control Program (34 Participants) (3 CEU private applicators)
- Beef Up! Cattlemen's Conference (162 participants)
- NETBIO 706 (55 participants) (4 Sessions)
- Pesticide Applicator Training and CEU (November) (Sulphur Springs) (118 participants) (5 CEU private applicators)

Results:

Evaluation Strategy: An evaluation instrument (retrospective post approach) was utilized to measure knowledge gained and adoption of best management practices.

- The majority (41.2%) of the attendees to the grasshoppers control program were small producers (less than 50 acres) with an economic benefit of the information learned from \$6 to \$15 dollars (Figure 1).
- The participants to Beef Up! indicated a direct economic impact of \$5,205 per attendee for a total of \$843,322 economic impact of the program.

Agriculture and Natural Resources

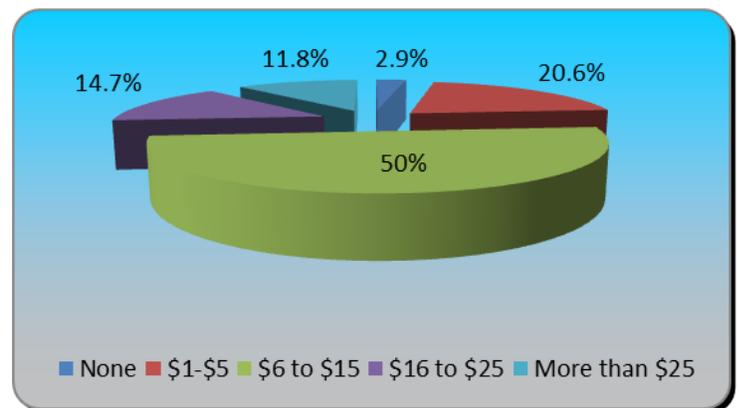
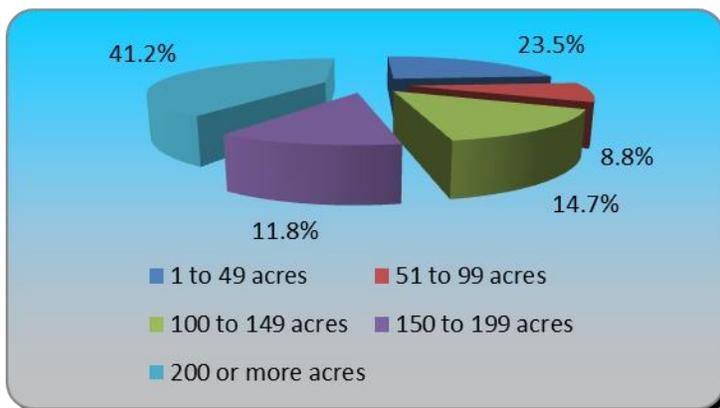
- Twenty- nine cattle producers attended Texas A&M University to participate in the 706 portion of this program. The cattle impacted during NETBIO 706 was over 200,000 annually.
- Attendees to NETBIO 706 indicated that they owned or managed 5,755 cattle annually. Of the 24 survey respondents, 90% said that they would adopt new management practices and that the training they received would either save them money or make them more money (collectively \$138,000 annual economic impact).
- Attendees of NETBIO 706 indicated they had a 160% unit change in knowledge level regarding best beef quality management practices.
- 100% of the respondents said they would recommend Beef 706 to others and that this was a good expenditure of Beef Check-off funds.

Future Implications: The Hopkins County beef and forage program will continue to provide educational opportunities to beef and forage producers during 2015. At least 5 CEU (1 laws and regulations, 2 IPM) will be offered during 2015. A series of educational program will be conducted to promote bovine health and more specific the testing and reduction of Bovine Viral Diarrhea in NETBIO herds.

Acknowledgements:

The Hopkins County AgriLife Extension Office wishes to recognize the contribution of volunteer members of the North East Texas Beef Improvement Organization (NETBIO) for their guidance, volunteering and sponsorship.

Figure 1: Producer size (in acres) that attended the 2014 Grasshopper Control Program (left) and their economic impact in US dollars per acre (right).



2014 Hopkins County Dairy Environmental Stewardship

Developed by Dr. Mario A. Villarino

County Extension Agent for Agriculture and Natural Resources, Hopkins County, Texas

Relevance:

Dairy production is one of the most important industries in Hopkins County. The most common milk producer in the region is a dairyman with more than 200 head of cattle (45 producers). The Hopkins County Leadership advisory board along with county-based Program Area Committees firmly established the need for educational programs targeted for dairy producers enabling them to increase knowledge as well as adopt best management practices and new technologies improving product quality and producer sustainability. Most of the dairy producers are currently adapting to market variations and several changes on the management system are expected. The goal of the plan was to provide environmental science principles to 45 dairy producers (permitted dairies) and to 150 smaller dairy producers. Hopkins County is part of the North east Texas Dairy Outreach Area (DOPA). Permitted dairies in the region (Wood, Rains and Hopkins) having more than 200 head of cattle are required to have nutrient management educational credit hours. This plan provided educational opportunities for dairy operators to attain those educational credit hours. Regulatory environmental educational components were not evaluated for economic impact in this plan.

Response:

- 4 Dairy producer letters and announcements (reaching 60 participants each mailing).
- Dairy Producers Update (May) (45 participants) (2 DOPA credits). The topics of current update of Lake Fork (Sabine River Authority) and genetic testing of dairy cattle (Zoetis Animal Health) were discussed during this program. 2 DOPA Credits.
- Fall Dairy Conference (October 21, 2014) (40 participants) (6 DOPA credits). The topics offered were new TCEQ CAFO rules update, changes in NRCS Plans, new electronic tools to process environmental data animal agriculture and vulnerability of climate variability, how to handle public relationships during environmental events.

Results:

Anticipated Changes & Economic Impact:

- 100% of respondents plan to take actions or make changes based on the information from this Extension activity.
- 64% of respondents anticipate benefiting economically as a direct result of what they learned from this Extension activity.

Value of Activity:

- 64% of respondents would recommend this activity to others.
- 88% of respondents would attend another subject offered by Extension if it addressed a specific need or interest of theirs.

Agriculture and Natural Resources

- 62% of respondents said that the information and programs provided by Extension were quite or extremely valuable to them.

Future implications:

This program will continue to offer at least 6 DOPA credit hours for as long as the nutrient management permits are required. Educational opportunities in cattle nutrition, reproduction, herd management and preventive medicine will be added to the mandatory required information to enhance the quality of the programs offered in this plan.

Acknowledgements:

The Hopkins County Extension Office will like to recognize the support of the Southwest Dairy Museum and Zoetis Animal Health (Brad Fain) during the implementation of this plan.

Diabetes Education

Prepared by Johanna Hicks, CEA/FCS, M.Ed.

Relevance

The number of Americans diagnosed with diabetes is 21 million. An estimated 86 million Americans have pre-diabetes. Health-care costs now average \$13,700 per person with diabetes, for an annual total cost of \$254 billion in the U.S. – \$176 billion (72%) for health care and \$69 billion (28%) in lost productivity.

Almost \$1 of every \$5 spent on health care is for people with diabetes. Poor diabetes management leads to increased health-care costs. People with diabetes who maintain their blood glucose, blood pressure, and cholesterol numbers within recommended ranges can keep their costs, health risks, quality of life, and productivity very close to those without the disease. Currently, however, only 7% of people with diabetes are at the recommended levels.

Diabetes is not curable, but it is manageable. While the skills needed to effectively manage diabetes are well documented, diabetes education is not readily available. The burdens of diabetes mismanagement are disproportionately borne by those with little or no insurance coverage, lower literacy, poor or no English skills, lower educational and income levels, and poor access to transportation.

The annual cost of diabetes in Texas is estimated at \$18.5 billion. An estimated 1.8 million, or 9.7%, of Texans 18 years old or older are diagnosed with diabetes; another 425,000 have diabetes but do not know it. Almost one in four adult Texans aged 65 and older have been diagnosed with diabetes. Texas is projected to have a greater incidence rate and increased costs in the future due to the growing population of people over 65 years of age and Hispanics/ Latinos, who are at a greater risk for the disease.

Response

Do Well, Be Well with Diabetes and *Cooking Well with Diabetes*, low-cost class series covering self-care and nutrition topics were delivered in five sessions and four sessions, respectively. Class materials include a curriculum consistent with the American Diabetes Association Standards of Care along with PowerPoint presentations, videos, marketing materials, cooking demonstrations, and a pre-post evaluation program. Additionally, diabetes exhibits (Sulphur Springs Middle School, Senior Expo, Fall Festival, Ocean Spray Employee Health Fair, 55+ Health Fair), special newspaper features, National Diabetes Awareness Month promotion, and numerous one-on-one consultations added to diabetes awareness/management. The program's primary goal is to improve blood glucose management.

Results

- Five coalition members supported implementation of *Do Well, Be Well with Diabetes*. Coalition members taught classes and assisted the Extension agent with marketing, registration, data collection, food preparation demonstrations, procurement of medical supplies such as glucometers for participants, and follow-up to determine effectiveness of the program.
- 20 people with diabetes participated in the class series in 2014.

Family and Consumer Sciences

- The average age of participants with diabetes was 69.
- 20 (100%) participants rated their feeling able to control their diabetes as excellent to good, reflecting an increase from 8 (40%) to 20 (100%).
- 12 (60%) participants reported having no previous diabetes classes, indicating a critical need for diabetes education.
- Participants reported their blood glucose before meals was 138 mg/dL at the beginning of classes, decreasing to 108 mg/dL at 5 weeks.
- Participants reported their blood glucose 2 hours after meals was 186 mg/dL at the beginning of classes, decreasing to 161mg/dL at 5 weeks.
- An important quality indicator being used by national accrediting agencies, such as the Joint Commission on Accreditation of Hospitals (JCAH), is whether participants report having an annual dilated eye exam. At the beginning of *Do Well, Be Well with Diabetes*, 50% of participants reported having had a dilated exam during the previous 12 months; 20 reported they would have this exam because of these classes; this increased to 100%.
- 20 (100%) rated classes as excellent or very good.

Success Stories

- “Johanna is most knowledgeable about this and is able to convey information very well. Love the new recipes!”
- “I CAN eat carbs – just watch amount of carbs in each food. I also learned how important serving size is.”
- “Paying attention to labels is important. Now I know what to watch for.”
- “I have tried some of the recipes provided with the handouts and have changed my grocery shopping.”
- “There are so many things I learned. I would definitely come to another class!”

Economic Impact to Hopkins County

The potential lifetime health-care cost savings for their remaining years of life, resulting from improved management of diabetes by these participants, is an estimated to be \$401,400.

Future Implications

Texas A&M AgriLife Extension, Hopkins County Memorial Hospital, YMCA, and Department of State Health Services will partner in 2015 on a potential \$200,000 diabetes/wellness grant called **i3** (identify, intervene, improve), which will be targeted toward students in the Sulphur Springs school district. The grant will include several components, with each entity participating in the overall implementation, evaluation, and reporting.

Family Nutrition/Better Living for Texans

Prepared by Johanna Hick, CEA/FCS, B.S., M.Ed.

Relevance:

The Better Living for Texans program is a nutrition education program targeting low-income, food stamp eligible audiences. According to the 2013 U.S. Census Bureau, 18% of all individuals residing in Hopkins County are living below the poverty level. Research suggests that limited resource individuals consume diets that are not in agreement with current dietary recommendations, potentially increasing their risk for developing chronic disease, such as heart disease, diabetes, and obesity. Additionally, limited resource audiences are at a higher risk for food insecurity and hunger, which also impacts health.

Food preparation skills can be lacking in many households. Fast food has replaced home-prepared meals in many instances, bringing added sodium, fat, and sugar to the diet.

Response:

Numerous outlets for nutrition education were provided in 2014. Locations/audiences included: four programs at the Early Childhood Learning Center; Regional Childcare Conference; WIC (Women, Infants, Children); Kids' Camp (see separate report); Teacher-in-Service training; Grandparents Raising Grandchildren; Family Fun & Fitness Night; 4-H Day Camp nutrition session; Lakes Regional MHMR; Wesley House Assisted Living facility residents; Family Fun & Fitness Night; Kids' Safe Saturday; Senior Expo; 55+ Health Fair; and 4th grade students during Ag-in-the-Classroom.

Topics included:

- Healthy Snacks and the Pre-school Child (Head Start)
- Child's Play (Head Start)
- MyPlate (Kids' Camp participants)
- Food Safety & You (Childcare Conference & Head Start)
- Got Your Dairy? (4th grade students from Hopkins, Rains, Delta, & Franklin Counties)
- Beware of Look-Alikes (Childcare workers)
- Don't Bug Me! Fight Bac -Bacteria, that is! (Childcare workers)
- Eating Right & Light (WIC)
- Grandparents Raising Grandkids – Book Cooks
- Make-and-take snacks (Head Start)
- Beware of Look-alikes (Kids' Camp participants)
- Fast Foods/Rethink Your Drink (Lakes Regional MHMR)
- Easy-fix snacks (Wesley House Assisted Living)
- Fast Food Fats & MyPlate (Family Fun & Fitness Night)
- MyPlate (Kids' Safe Saturday)
- "Something Good" (Head Start 3's and 4's)

In addition, six issues of Better Living for Texans newsletter were distributed to 29 different outlets, reaching a potential of 5,500 households with each issue.

Family and Consumer Sciences

Additionally, health fairs and exhibits were conducted at seven separate locations:

- 1) Sulphur Springs Middle School
- 2) Fall Festival
- 3) Leadership Advisory Board Banquet
- 4) First Baptist Church 55+ Health Fair
- 5) Kids' Safe Saturday in Buford Park
- 6) Early Childhood Learning Center
- 7) Lakes Regional MHMR - Greenville

The Family Fun & Fitness Night, sponsored by the Sulphur Springs School Health Advisory Committee, reached approximately 250 individuals through exhibits and hands-on activities. As a member of the committee, I helped plan and implement the event, providing four separate exhibits. Master Wellness Volunteers and Family & Consumer Sciences Committee members assisted in manning the exhibits. The event was deemed successful and plans are to implement the event every-other-year.

Newspaper columns and social media blogs (Hopkins County Family & Consumer Sciences page and Front Porch News Texas page) provided additional information on nutrition, food safety, grocery-shopping tips, and making healthy food choices. The Sulphur Springs News Telegram has a circulation of 23,000 potential readers, while www.frontporchnewstexas.com has over 5,000 hits daily.

Results:

Approximately 10,000 individuals were reached through educational programs, and an additional 60,000 through newspaper and social media.

Evaluations showed participant improvement in the following areas:

- Importance of increasing fruit & vegetable consumption
- Skills to combat food-borne illness by using the four "C's" – clean, cross-contamination prevention, cook to proper temperatures, and chill
- Techniques used to stretch their food dollar
- Techniques used to involve children in food preparation & purchasing, thereby providing "ownership" by the child
- Importance of achieving at least 30 minutes of physical activity each day for adults, and 60 minutes for children/ Ways to incorporate physical activity in the home without spending money, using everyday items and imagination
- Importance of adequate intake of dairy products for bone health
- Awareness of calories, fat, and sodium in certain fast food choices
- Awareness of hidden sugars and making healthy beverage choices (Rethink your Drink)
- Using children's books to incorporate healthy eating habits and simple food preparation
- Handouts for Head Start parents are provided in English and Spanish, with an interpreter available as needed.

Future Implications:

The new Heartland Village Apartment complex is designed for limited income families, with a large number of single parent households. Networking will be done with the Director of Family Services to provide nutrition/wellness programs, and exhibits for residents on a regular basis.

Kids' Camp: Fun, Food Fitness Youth Outcome Summary

Prepared by Johanna Hicks, CEA/FCS, M.Ed.

Relevance:

Childhood Overweight is a major issue in the U.S. and is identified as a contributing factor to many diseases, including diabetes, heart disease, and high blood pressure later in life. According to the 2014 County Health Rankings, 33% of Hopkins County residents are considered obese, as compared with 29% statewide. The Centers for Disease Control (CDC) estimates that 11% of Hopkins County residents over the age of 18 have been diagnosed with type 2 diabetes, compared with 9% statewide. The number of cases of type 2 diabetes among children has risen dramatically.

Children need a foundation of good health practices in order to live a healthy lifestyle. By making learning fun, adoption of best practices pertaining to nutrition and physical activity will make an impact on participating youth. The Community Health/Wellness Alliance, Extension Family & Consumer Sciences Committee, and Leadership Advisory Board identified childhood overweight as an issue that could be addressed in Hopkins County.

Another issue identified by the 4-H FCS Alliance and FCS committee was safety and bullying. Even in early grades, bullying can be an issue. Even though it is not a major problem in Hopkins County at the time, the planning committee felt that prevention was the bottom line and elected to continue addressing this issue. Other topics identified were safety (home and water safety, stranger danger, pet handling, poison prevention).

Response:

Seeing the value of a previous camps from 2011 to 2013, the Family & Consumer Sciences Agent, along with Community Health/Wellness Alliance, FCS Committee, and collaborators planned and implemented a 4-week summer day camp for students who had completed grades one thru 4. The camp was marketed through Sulphur Springs Schools, newspaper, and radio during the months of April and May, 2014. "Kids' Camp: Fun, Food, Fitness" was held three days a week, 3 hours each day, for four weeks. The components for the camp were:

- Nutrition & simple hands-on food preparation
- Physical activity, including Walk Across Texas
- Gardening & water education
- Bullying, pet safety, poison awareness, fire safety

The *nutrition portions* included group participation, games, teamwork, fun activity sheets, craft projects pertaining to nutrition, skits, hands-on participation, and simple hands-on recipe preparations pertaining to each food group. Participants then sampled the dishes they prepared.

The *physical activity portions* included Walk Across Texas, with laps around the park. Each child was given a mileage log to record miles/minutes at home. Outdoor games, such as dodge ball, kick ball, baseball, soccer, volleyball and other activities were incorporated to emphasize that physical activity can be fun! Due to extreme temperatures on a couple of camp days, indoor games were played using hoola-hoops, soccer cones, blankets, and other items.

4-H and Youth Development

The children were given frisbees and sports bottles to encourage outdoor play. Bottled water was available throughout the duration of the camp.

Fridays focused on *gardening, insects, and water conservation*. The Hopkins County Master Gardeners led the students in learning about insects, above- and below-ground fruits & vegetables, and growing plants. Hands-on activities enhanced their learning. In addition, specialists with Texas A&M AgriLife Research conducted a rain barrel workshop in which every camper received a small rain collection barrel and the fittings to use at home. They also planted seeds to take home.

Each day included a 30-minute special segment on various topics. Group involvement, role playing, interaction, and hands-on projects were provided which proved to be very effective in providing educational benefits.

On Fridays, a Rotary member brought snack packs divided into bags to be distributed to the campers as they left for the day. Foods included single serve canned fruit, nuts, juice, crackers, and other similar finger foods. This was part of the “Backpack Buddies” initiative, providing nutritious foods for the weekend.

On the final day of camp, the campers were treated to a morning at Jerry’s Jump Zone, where they had the opportunity to play on water slides, bounce houses, and other outdoor attractions. Snacks included yogurt parfaits, fruit, and other healthy snacks.

Results:

Due to space limitations, registration was limited to 40 students, which quickly filled. Twenty-eight high school Drill Team members assisted throughout the camp, providing a combined total of 324 hours of volunteer service. In addition, five planning committee members and four episodic volunteers contributed 240+ hours.

- 94% of the campers correctly answered all ten nutrition questions
- 94% of the campers correctly answered all four physical activity questions
- 89% of the campers correctly answered the six miscellaneous questions (safety)
- Kids’ Campers far-exceeded Walk Across Texas goals and collectively logged 1,788 miles during the camp

Parents were also given an evaluation. Below are some of their remarks:

- “My son has been coming to Kids’ Camp for three years and thoroughly enjoys it! He has learned so much, and even goes grocery shopping with me now.”
- “My child learned so much from camp and enjoyed every minute!”
- “Every time I pick up my child, he has a huge smile on his face. Thanks for taking time to teach our kids!”
- “I’m so grateful there is a safe place my daughter can go that she has fun and learns. She made some new friends that she has spent time with.”

Future Implications:

The Community Health/Wellness Alliance will offer the camp again in 2015. Plans are well underway and the alliance will meet monthly to assess progress, discuss topics, and address registration, promotion/marketing, and volunteer assistants.

2014 Hopkins County Youth Science of Agriculture

*Developed by Dr. Mario A. Villarino, County Extension Agent for Agriculture and Natural Resources
Hopkins County, Texas*

Relevance: As today's youth are further removed from farming, their understanding of the importance of agriculture and how it impacts their daily lives diminishes. This Science of Agriculture (Ag Literacy/Awareness) program targets 4th grade students and teachers in Rains, Hopkins, Delta, Wood and Franklin Counties. The plan provided the following educational components: Educational support materials on Science of Agriculture, field trip to the Hopkins County Regional Civic Center, pre- and post-evaluation and information about 4-H opportunities for the participants and parents. During 2014 the plan included educational presentations in cattle milking, products and byproducts of the beef industry, dairy foods, 4-H, horse care, wildlife, small grains and cotton, poultry production, bee keeping and water conservation. This program targeted 908 4th grade students in Rains, Wood, Delta, Franklin, Fannin and Hopkins Counties.

Response:

To address the needs of agricultural education to school grade youth, this plan conducted the following activities:

1. Ag in The Classroom Volunteer Meeting (October 2013): A working meeting after the 2013 educational event was held with presenters. Recognition for their support was expressed and comments/suggestions were taken. A definitive date was scheduled for 2014.
2. Organizational Meeting for 2014 Ag in the Classroom (March 25, 2014). County extension agents from Hopkins and Rains Counties met to provide leadership for topic selection, volunteers and programmatic needs for the 2014 event.
3. Ag-in-the-classroom program planning with Ag in the classroom committee (May 2014). A meeting with participant volunteers and presenters was conducted to describe the differences and adjustments to the 2014 program.
4. Marketing/Promotion to Schools. An invitational letter to all elementary schools in the region was drafted and mailed to school superintendents and principals. A description of the program including the benefits for the children on their participation was included.
5. A pre-event evaluation consisting of 18 questions was given to 50 participants attending the Sulphur Springs Elementary School during September 2014.
6. Ag in the Classroom Event Implementation (949 attendees) (908 youth). The program consisted in a field trip to the Hopkins County Regional Civic Center Arena. The arena was set up in 11 stations with different agricultural topics on each one. The students were welcome at the same time and The Mobile Dairy Classroom session was delivered to the group. After the first session, smaller groups were divided into each station and 8 minute programs were delivered to the groups.
7. Science of Agriculture Teacher/Student Packets. A package of information was prepared and delivered to the teachers to use as reference material for their classroom. A teacher evaluation ranking the different topics (1 to the best, 12 to the last) was provided to each teacher as part of the packets.
8. A post-event evaluation consisting of 18 questions was given to 50 participants attending the Sulphur Springs Elementary School during November 2014.

4-H and Youth Development

9. Plan Summary. Activities accomplished during the plan were summarized in a two page document.
10. Science of Agriculture Interpretation. Interpretation of the plan was compiled and distributed to key leaders of the community, media and the community in general.

During the delivery of the program, several volunteer groups provided student instructions, moving teaching display and caring for live animal part of the exhibits and teaching sessions.

Evaluation Strategy: An evaluation instrument (pre and post approach) was utilized to measure knowledge gained after the students participated in the program. A sample (50 students) was selected from the Sulphur Springs Elementary School to fill out the surveys before and after the educational event. Student survey result comparisons were conducted using an unpaired t-test. Teacher evaluation rankings were analyzed using ANOVA.

Results: Survey results indicated that the Science of Agriculture plan provided significant ($P=0.0002$) (Unpaired t-test $t=4.11$ $df=4$) The program provided an educational benefit to the 4th grade students in Hopkins, Rains, Delta, Franklin, Fannin and Wood Counties. Student evaluations showed a significant knowledge gain after they experience the field event (Mean 9.72 before the event Vs 12.93 after the event). Statistically significant differences between stations topics was found ($P=0.0001$) with the horse presentation having the highest ranking (Table 1).

Acknowledgements: The Texas A&M AgriLife Extension Service Office in Hopkins County would like to recognize the support of Hopkins-Rains Farm Bureau, Hopkins County Master Gardeners, Southwest Dairy Farmers, North East Texas Beef Improvement Organization, Hopkins County Master Gardeners, Shannon Pickering and the Hopkins County Regional Civic Center for their support during the implementation of this plan.

Table 1. Teacher evaluations of different topics presented during 2014 Ag in the Classroom

Station Title	Total points	Ranking
Horse	35	1
Water Conservation	36	2
Poultry	69	3
Mobile Dairy Classroom	70	4
Parks and Wildlife	73	5
Yogurt break	76	6
Dairy Products	92	7
4-H Info	94	8
Bees	102	9
Beef	102	10
Cotton Gin	120	11
Wheat/corn	134	12
<i>Statistically different $F=9.42$ $P=0.0001$</i>		

2014 Community/Economic Development – Hopkins County

Prepared by Johanna Hicks, B.S., M.Ed.

County Extension Agent – Family & Consumer Sciences

Relevance:

The Hopkins County Extension staff, Leadership Advisory Board, Youth Board, and Program Area Committees, along with Master Wellness Volunteers, Community Health/Wellness Alliance, Master Gardeners, and other volunteers, are a vital part of community & economic development in Hopkins County. Sulphur Springs is located along I-30 in East Texas, which brings visitors to the area throughout the year. With seven exits entering Sulphur Springs from the interstate, the community has taken great strides to promote tourism. Agents serve on several boards, with the purpose of strengthening partnerships and collaborations.

Response:

Hopkins County Fall Festival Board: This event draws approximately 6,000 visitors annually. The Hopkins County Regional Civic Center, Sulphur Springs High School, and Buford Park serve as sites for the Arts & Crafts Show*, Household Arts Contest*, Livestock Show*, 4-H Project Show*, Pet Show, petting zoo, Senior Citizen's Day events, Duck Race, parade, commercial exhibits, stew contest, Kids' Zone, Battle of the Bands, Cover Girl events, 5-K run, children's entertainment, street dance, food concessions, carnival, and other events. Visitors to the fair bring positive economic impact to the county through dining, lodging, and shopping in our establishments. Hopkins County Extension Service plays a major role in planning, implementing, and coordinating many of the Fall Festival events. (Events marked with * involve direct Extension leadership)

Hopkins County Dairy Festival Board: This event draws approximately 4,000 visitors annually. The Shannon Oaks Church grounds, Hopkins County Regional Civic Center, Extension Office, and Civic Center grounds serve as the site. Highlights of the event include: ice cream freeze-off, Hot Air Balloon Festival*, Dairy Show*, Dairy Foods Contest*, Salute to Hopkins County Dairy Producers*, 5-K Milk run, Dairy Festival Queen competitive events and pageant, carnival, commercial exhibits, and grounds entertainment. During the 2014 event, we added Extension's "Dinner Tonight" cooking demonstrations*. Again, visitors to the county bring positive economic impact through dining, lodging, and shopping in our establishments. (Events marked with * involve direct Extension leadership)

Sulphur Springs Market on the Square: Extension staff works closely with the Community Development Coordinator and City Manager. The Market on the Square is an evening venue on the newly renovated downtown square every Saturday from March to November. Attendance by visitors continues to increase, and Extension provides support and an occasional exhibit. Live entertainment, produce vendors, arts & crafts-type vendors, and Friday night movies on a large outdoor screen are all part of the economic development efforts for the downtown area. The market was voted "Best Middle-Size Farmers' Market" in the country. As part of the Transforming North Texas Initiative, the market received banners to display on the decorative light poles promoting "Eat Local, Buy Local". Marketing materials promoting the downtown area were distributed during a district meeting of the Texas Association of Family & Consumer Sciences. Texas A&M AgriLife Extension is listed on the city marketing folders which provides good exposure to the Hopkins County Extension service.

Kids' Safe Saturday is held each year to provide families of young children (ages 12 and under) with important safety messages. Hicks has served on this board since its inception in 2002, and provides leadership in recruiting exhibitors and donors. The 2014 event attracted 669 individuals. Hicks featured an exhibit on MyPlate and included the Nutrition Spin Wheel Game. 4-H teen leaders and Master Wellness Volunteers assisted visitors in setting up and manning the exhibits. Written materials were given to parents while the children played the Nutrition Spin game for prizes. The Southwest Dairy Museum provided ice cream sandwiches and yogurt, Sonic provided hot dogs, Mrs. Bairds' provided buns, Ocean Spray provided juice, and Dairy Queen provided catsup and mustard packets. The Sulphur Springs firefighters cooked the food, and a large number of volunteers helped things run smoothly. Hicks serves on the board to plan and implement this annual event.

Hopkins County Tomato Festival: The Leadership Advisory Board and staff from the Transforming North Texas grant assisted in bringing the Tomato Festival to Hopkins County. The 2014 event included a tomato growing contest and a tomato recipe contest, with prizes to the top three entries in each contest. The event drew numerous entries, and as the idea catches on, the Extension staff hopes to incorporate more events with the festival, including children's events. This festival was held at the Market on the Square, and also served as a mid-year interpretation event to the public. Extension publications, along with bags, were provided to visitors, highlighting some of the major programs provided by AgriLife Extension.

Sulphur Springs Downtown Business Alliance: The SSDBA was formed in 2008 for the purpose of promoting businesses in the downtown area through special events and promotions. Hicks serves as a charter member. The following events take place annually:

- Sulphur Springs Market on the Square (described above)
- Christmas on the Square
- Car Show
- "History by the Foot" guided walking tour of the downtown area
- "Photo Walk" photography contest featuring scenes from downtown
- Independence Day concert

Hopkins County Extension agents provide educational exhibits and Hicks participates in meetings and special events as schedules allow. We also support these activities through promotion and attendance.

Other networking entities include:

- Hopkins County Chamber of Commerce
- Hopkins County United Way
- School districts (Sulphur Springs, Cumby, Como-Pickton, North Hopkins, Saltillo, Miller Grove, and Sulphur bluff)
- Private schools (Water Oak, His Kids, Kids Central, Bright Star)
- Hopkins County Commissioners' Court
- City of Sulphur Springs
- Tourism Department
- Bright Star League of Cultural Arts
- Hopkins County Marketers Association (sponsors two major health fairs annually, plus episodic events)
- NETBIO
- Professional Ag Workers
- NETLA

Texas A&M AgriLife Extension Service Hopkins County

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