



EXTENSION QUARTERLY REPORT JANUARY—MARCH 2025

COMMUNITY CONNECTIONS

THROUGH PURDUE EXTENSION

Purdue Extension-Lawrence County
924 16th Street, Bedford, IN 47421
P:812.275.4623



Extension - Lawrence County



Find out more about Purdue Extension-Lawrence County's current and upcoming programs by visiting their website or by scanning the QR code.

www.extension.purdue.edu/lawrence



EXTENSION BY THE NUMBERS



6,766+ **Total Number**
of in-person & virtual
education participants

11,915+ **Total Minutes**
of education
provided to youth
and adults within
the community



95+ **Educational
Programming**
sessions held from Jan.–Mar. 2025

*Numbers illustrated here are combined from
educational efforts for all program areas
from January–March 2025.



34,590+ **Social Media**
reach from Jan.–Mar. 2025

Follow us on Social Media

f @PurdueExtensionLawrenceCounty

@ @purdueextensionlawrenceco

5 **Eat Smart, Move More**
lessons held Jan.–Mar. 2025

41 **Contacts made**
during ESMV lessons

21 **Coordinated Approach
to Child Health**
lessons held Jan.–Mar. 2025

378 **Contacts made**
at CATCH lessons

*Learning events &
participation data
illustrated on this page
include monthly meeting
and activities.

**Nutrition Education
Program Data provided for
January–March 2025**

January–March 2025

MEDIA PARTNERSHIP

Talk of the Town- Guest Speaker

Purdue Extension–Lawrence County strives to reach community members where they are. Sometimes, that is in-person, but we use many different channels as well. One includes continuing to expand reach and impact through strategic media engagement, benefiting the community with timely, research-based education and program updates. Our staff are featured monthly as guest speakers on WBIW's morning show, Talk of the Town, where they share valuable insights on topics such as healthy living, agricultural advancements, youth development, and community resources. These segments provide an excellent platform to connect with a broad audience, offering practical solutions to local challenges while highlighting upcoming opportunities.

Along with radio outreach, our social media presence remains an avenue of community communication. Regular posts on platforms like Facebook and Instagram include research-backed tips on nutrition, mental health, and sustainable practices, alongside updates about workshops, volunteer opportunities, and 4-H programs. This digital engagement ensures that residents stay informed and have access to Purdue Extension resources anytime, anywhere.

By leveraging both traditional and digital media, we foster community awareness, strengthen relationships, and empower residents with knowledge. These efforts not only amplify the reach of our programs but also enhance the overall well-being and education of Lawrence County residents, serving and enriching the community.

"For Talk of the Town on 1340 WBIW, we feature key local organizations and non-profits who work to benefit our community.

We have been very grateful to work with Purdue Extension–Lawrence County, featuring them monthly on the program. Each time they join us, they bring a wealth of practical knowledge and topics to our listeners that are relevant to all ages and demographics year-round."

Jeff Wagoner, WBIW, WQRK, WPHZ



Cultivating Careers: 4-H CDEs Grow Skills and Confidence

Each year, the Purdue Extension 4-H Educator plays a key role in coordinating 14 Career Development Events (CDEs) in partnership with a team of educators across nine-counties. These events, many co-hosted with local FFA chapters, offer youth hands-on opportunities to explore careers, strengthen leadership and public speaking skills, and practice real-world decision-making.

CDEs include a wide range of topics such as Livestock Skill-a-thon, Soils Evaluation, Dairy Foods, Poultry and Meats Judging, Forestry, Entomology, Crops, and Tractor & Lawn Mower Operator Safety. Youth can also engage in Robotics, Performing Arts, and the Wildlife Habitat Evaluation Program. This year, Lawrence County 4-H has seen increased participation, and the BNL FFA chapter continues to be a strong and active partner.

In addition to event planning and logistics, our 4-H Educator goes a step further to support local youth. This year, she helped coach the BNL Dairy Foods team by leading an educational lesson to prepare them for competition. These events not only expose students to potential career paths but also develop critical skills and confidence. Through collaboration with fellow Extension educators and local partners, we're able to deliver high-quality, efficient programming that benefits all involved. Purdue Extension's leadership in offering these enriching experiences ensures our youth are better prepared for the workforce and for active citizenship in our community.



Community Engagement

This quarter, the Health and Human Sciences (HHS) educator focused on engaging the community and delivering impactful programs across Lawrence County.

In January and February, financial literacy sessions were provided to participants in the Men's Warming Shelter: Pathways to Progress program. These individuals, preparing for employment, received critical lessons on the basics of budgeting, distinguishing needs from wants, and prioritizing income. Additionally, a Mitchell home health care organization requested a customized "Where Does Your Money Go?" session during a staff workshop to increase employees' financial literacy and budgeting knowledge.

March included expanded partnerships and program delivery. The HHS educator met with the Lawrence County Health Department to discuss the need for nutrition education for middle school students in the county. As a result of these, the HHS educator will be teaching five nutrition lessons at Springville Academy this spring.

The quarter continued with monthly Social Emotional Learning (SEL) sessions for the Hoosier Uplands after-school program at Hatfield and Burris

Elementary schools. Topics included the connection between food and mental health, emotional awareness, and building self-esteem.

These diverse programs highlight Purdue Extension's vital role in empowering Lawrence County community members and families. By offering financial literacy, health education, and social and emotional development initiatives, Purdue Extension and the HHS program are making a tangible difference in citizens' lives.



AGRICULTURE & NATURAL RESOURCES

Battling the Pear: Tackling Invasives

In collaboration with Keeping Invasives in Check (KIC), the Soil and Water Conservation District, and StoneGate Arts & Education, Purdue Extension recently hosted a hybrid workshop on the Callery Pear—one of Indiana's most problematic invasive species. This workshop engaged 20 participants both in person and via Zoom, offering flexible access to vital information for landowners, educators, and natural resource professionals.

Participants learned about the history of the Callery Pear, the ecological and economic challenges it presents, and why it is considered an invasive species. Presenters also covered best practices for identification, treatment, and proper removal methods, as well as essential personal protective equipment needed during the process.

Programs like this are critical in raising public awareness and equipping our community with the knowledge to manage invasive species that threaten native habitats, agricultural productivity, and property values. As these environmental issues grow more complex, Purdue Extension's ability to deliver research-based, locally relevant education continues to be a valuable resource. By partnering with local organizations and offering accessible programming, we help strengthen stewardship efforts across the county and support long-term environmental health.

"We (...) have found our partnership with Purdue Extension to be tremendously beneficial for the families that attend our Parenting Program. Mrs. Goldsberry has been teaching our nutrition class for several years through the Nutrition Education Program. She effectively provides vital information to our expectant moms and dads. Several of our class graduates have deemed her class their favorite and most valuable (...) that we offer. We are so grateful for this partnership!"

April Haskett, RN, BSN, SANE, SRAS;
Executive Director at Hope Resource Center

NUTRITION EDUCATION

CATCH

After the holiday break, CATCH (Coordinated Approach to Child Health) resumed in several local schools. The snowy weather and cold temperatures caused unexpected delays, but the program is in full swing. CATCH provides hands-on learning to elementary students regarding nutrition and healthy habits. The Nutrition Education Program Advisor (NEPA) visits a school once a week for six to seven weeks providing lessons, activities, and healthy snacks to students. This quarter, CATCH has been taught in 3rd grade classes at Parkview Elementary, Lawrence County Independent School (LCIS), and Needmore Elementary. CATCH is a well loved and an engaging program that impacts young students to make a difference in their lives when it comes to health and wellness.

Eat Smart, Move More

The partnership with Hoosier Uplands to provide nutrition lessons and meal kits to residents at Cambridge Square has continued into the new year. In March, 19 Cambridge Square residents received meal kits and attended nutrition programming focused on cooking a quick, nutritious meal for one to two individuals. For May's breakfast session, residents watched a demonstration on making an omelet in a coffee mug and egg muffins to demonstrate adding veggies to eggs to help seniors increase their vegetable consumption. Residents were excited to try them on their own.

Lessons were also taught at Hope Resource Center with four opportunities for residents to attend a lesson focused on the dietary needs for pregnant mothers. During these sessions, clients are able to engage in an activity testing their knowledge, and this type of programming helps set the stage for the information sharing and opening opportunities for questions. A total of 22 participants were able to attend lessons this quarter.



COMMUNITY WELLNESS

Indiana eFarmers Market Nutrition Program

The Community Wellness Coordinator (CWC) has been working this quarter to support vendors and shoppers to take advantage of available benefits with changes in management processes. Indiana Department of Health invites farmers to sign up to accept WIC and Senior Farmers Market Nutrition Program benefits at farmers markets and farm stands. In 2023 the process for accepting the benefits transitioned to all electronic, the eFarmers Market Nutrition Program (eFMNP). Farmers need

to apply to accept eFMNP then use the **TotilPay Go** app to accept benefits from Seniors or WIC clients.

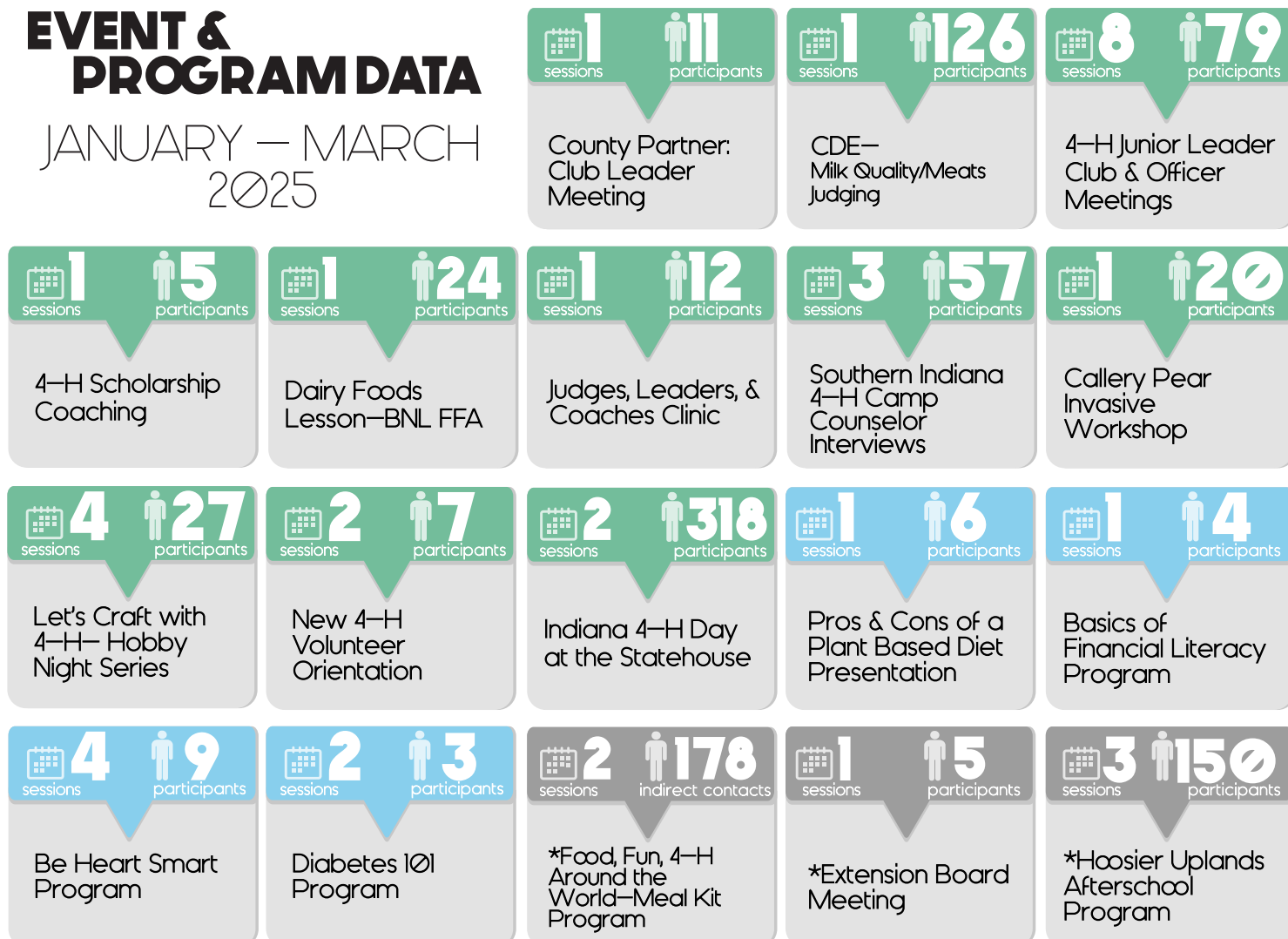
WIC clients have access to \$30 in benefits this summer and eligible seniors receive \$50 in benefits to spend on fresh produce at local farms or at farmers markets. However, farmers must apply, be approved, and have a smart device to download and operate the **TotilPay Go** app to accept the eFMNP benefits from those eligible.

Any questions can be directed to WICCommodities**Programs@health.in.gov** or **800-522-0874** or visit **<https://www.in.gov/health/wic/farmers-markets-tands-information/>**. Questions can also be directed to the Lawrence County CWC, Annie Eakin, **aeakin@purdue.edu**.



EVENT & PROGRAM DATA

JANUARY — MARCH 2025



*Indicates the combined collaboration of educators to complete a program.

Purdue University is an equal opportunity/equal access/affirmative action institution.