

Cooperative Extension Service

ANNUAL REPORT
2011

Mission

Extend lifelong learning opportunities and advance the well-being of Gwinnett citizens through unbiased research based education in the areas of youth development, the environment, and family and consumer sciences.

Vision

A community where adults and youth are empowered by educational opportunities to make informed decisions and develop lifelong skills which improve their quality of life.

Values

We believe in honesty, integrity, and ethical conduct. We are customer-oriented and both accountable and responsive to our citizens. We believe in teamwork and collaboration with our community partners. We promote safety, cost efficiency, innovation, and service excellence.



THE UNIVERSITY OF GEORGIA

COOPERATIVE EXTENSION

Colleges of Agricultural and Environmental Sciences & Family and Consumer Sciences

About Cooperative Extension Service

Managing Staff

Division Director
Administrative Supervisor

Robert **Brannen**
Katherine L. **Shepard**

The Gwinnett Cooperative Extension Service provides opportunities for life-long learning through research-based educational programs in areas of public education, youth development, environment, and family and consumer sciences.

The County's Cooperative Extension Service operates as part of the University of Georgia's College of Agricultural and Environmental Sciences and College of Family and Consumer Sciences. The Extension Service also functions as an educational division of the Gwinnett County Department of Community Services and receives support from the Gwinnett County Board of Education.

In 1914, Congress established the Cooperative Extension Service to deliver information from land-grant colleges and universities to the citizens of this country. The "College on Wheels" carried University of Georgia faculty and exhibits of interest across the state from 1908 through 1917.

Although society and technologies have changed dramatically during the past 90 years, the University of Georgia Cooperative Extension Service continues to fulfill its basic mission. County Extension Agents help citizens keep abreast of the latest information, research, and educational materials available. We deliver these resources through our many services to help Gwinnett citizens acquire the skills to improve their quality of life and keep Gwinnett a great place to work and live. A more informed population directly relates to attracting the kind of businesses and jobs for positive growth and economic development.

Core services include:

Public Education – Use local media and public forums to present educational programs for citizens of Gwinnett County through public outreach via newspaper articles, educational seminars, and TVgwinnett.

Customer Service Problem-Solving – Using the research-based information of the University of Georgia, provide personal customer service to assist residents in solving individual problems related to the environment, family finance, nutrition and health, aging, and protection of Gwinnett's water quality and quantity.

Youth Development – Provide educational opportunities and activities for youth of varied socio-economic backgrounds to enhance the economic, social, and cultural well-being of our youth as they struggle through adolescence and prepare for higher education and productive employment.



*Robert Brannen
Division Director*

In order to reach homeowners with useful information, the Gwinnett Cooperative Extension Service uses TVgwinnett and also presents a weekly gardening column in *The Gwinnett Daily Post*, which has a circulation of 68,000, and a monthly column in *The Gwinnett Citizen*, which has a circulation of 35,000. The articles discuss landscape and home improvement topics such as lawn care, plant selection, reducing water use in the landscape, tree care issues, and pest management. Landscape improvement and outdoor horticultural additions are projects that can increase a home's value dollar for dollar and enhance the county tax base as well as the homeowners' ability to sell a home quickly and at the optimum price.

Gwinnett County's rapid population growth over the last decade has stressed local environmental resources and increased the importance of protecting our water quality. Each time it rains, the resulting water runoff picks up pollutants, including fertilizers and pesticides, as it flows across lawns, streets, and commercial landscapes. This compromised water collects in storm drains and drainage swales and is eventually deposited, untreated, into rivers, lakes, and streams. According to a recent research study by the Georgia Clean Water Campaign, the general public is concerned about water quality, but not really sure what they can do about it. This lack of knowledge about non-source point pollution and how to prevent it is seriously affecting the quality of Gwinnett's water resources. The Gwinnett Cooperative Extension Service presents educational programs to inform homeowners and landscape professionals of The University of Georgia's researched proven methods for improving the appearance of landscapes, while greatly reducing the quantity of fertilizers and pesticides used.

Obesity is associated with increased health care costs, reduced quality of life, and increased risk of premature death. Common morbidities associated with obesity include coronary heart disease, hypertension and stroke, type 2 diabetes, and certain types of cancer. According to a 2005 statistic, 9,780 deaths in Georgia have been attributed to obesity. According to the Centers for Disease Control, Georgia's obesity rate was 27.3 percent in 2008. In Gwinnett County, the Cooperative Extension Service has collaborated with organizations in the community, including parent centers in the Gwinnett County Public Schools, senior centers, integrated health and human services centers, and the Latin American Association in order to provide education on the importance of physical activity and proper nutrition. The Cooperative Extension has implemented Walk-A-Weigh programs, *Cooking for a Life Time* cancer prevention classes, and general nutrition and health presentations that have shown to change bad eating habits into good ones and also increase the physical activity level of the participants of the programs.

Lung cancer is the number one cancer in the U.S. According to the American Lung Association, only one in seven survives lung cancer. Approximately 160,000 Americans die from lung cancer each year. Radon is the second leading cause of lung cancer overall and the first leading cause of lung cancer among non-smokers. Radon is responsible for 21,000 radon induced lung cancer deaths each year – 822 of those are Georgians. These deaths are preventable. The Gwinnett Cooperative Extension held programs, classes, events and exhibits, showed television PSA's and TV programs, and reached audiences through newspaper and newsletter articles to provide homeowners with information about the health effects of radon, and to encourage them to test their homes. Homeowners who received high test results received an information packet *How to Fix Your Home*, a list of certified radon contacts, and mitigation requirements.

As part of the University of Georgia and Gwinnett Cooperative Extension, it was our privilege at the 4-H office to offer a hands-on agricultural experience for youth during the county fair. One of the ways we do this is to offer a 4-H Farm Friends exhibit during the fair. During the morning hours, pre-schools, kindergartens, readiness programs, first graders, and special education students are invited to attend. In 2011, we had over 17,000 youth visit our 4-H Farm Friends Educational Exhibit at the Gwinnett County Fair. Also at the Gwinnett Fair, the Cooperative Extension organized and presented 19 independent livestock adult and youth competitions for approximately 2,024 participants.

Gwinnett County Public Schools has continued their partnership with the Gwinnett 4-H Program. We provide seven learning experiences each year to elementary schools throughout the county to assist teachers in meeting the Georgia Performance Standards as well as the Gwinnett AKS standards for elementary students.

2011 at a Glance

Adult programs	386
Adults reached in programs	35,894
Youth programs	914
Youth reached in programs	40,687
Youth programs in schools	702
Youth participants in schools	17,445
Certified trainings	45
Number of citizens assisted through:	
E-mails	64,277
Walk-ins	2,099
Phone calls	15,174
Samples analyzed	1,576
Brochures distributed	57,774
Newsletters distributed	144,850
Website hits	66,646

Volunteers

Our Gwinnett Extension Master Gardener volunteers are one of the largest volunteer groups in Georgia. They are very active in the community by facilitating in-class and outdoor classroom education for children, seniors, and all citizens of our county. Some of their other efforts consist of school and park beautification projects, community garden organization and supervision, homeowner educational classes and general advice on horticulture and protecting our environment.

Gwinnett Extension Service also relies on 4-H volunteers to help 4-H'ers "learn by doing", develop leadership and life skills, make new friends and develop positive relationships, and give back to the community through community service projects.

2011 Number of volunteers	1,640
2011 Number of volunteer hours	16,511
2011 Value of volunteer hours	\$326,092

Community Partnerships

- American Cancer Society
- Atlanta Community Food Bank Product Rescue Center
- Bethesda Men's Club
- Boy Scouts of America
- Changing Perceptions/Family Therapy Program
- Dillwood Organic Farms
- Emory Eastside Medical Center
- Emory University
- Family First
- Four Corners Preschool of Norcross
- Georgia 4-H
- Georgia Arborist Association
- Georgia Association of County Agricultural Agents
- Georgia Centers for Disease Control
- Georgia Department of Agriculture
- Georgia Department of Family and Children Services
- Georgia Department of Natural Resources
- Georgia Exotic Pest Plant Council
- Georgia Green Industry Association
- Georgia Gwinnett College
- Georgia Master Gardener Association
- Georgia Pest Control Association
- Georgia Recreation and Park Association
- Georgia Soil and Water Conservation Commission
- Goodwill Career Center
- Gwinnett Animal Welfare and Enforcement Center
- Gwinnett Broadcasting Company
- Gwinnett County Board of Education
- Gwinnett County Department of Water Resources
- Gwinnett County Environmental and Heritage Center
- Gwinnett County Facilities Management
- Gwinnett County Girl Scouts of America
- Gwinnett County Health and Human Service Centers
- Gwinnett County Library System
- Gwinnett County Master Gardeners
- Gwinnett County Parks and Recreation
- Gwinnett County Public School Parent Teacher Association
- Gwinnett County Senior Services
- Gwinnett County Sheriff's Department
- Gwinnett County Water Resources
- Gwinnett Daily Post
- Gwinnett Fair Board
- Gwinnett Gladiators
- Gwinnett Medical Center
- Gwinnett Neighborhood Leadership Institute
- Gwinnett Senior Clubs
- Gwinnett Soil and Water Conservation District
- Gwinnett Technical College
- Hispanic Association of Child Care Providers
- Home Depot
- John Deere Company
- Lanier Community Gardens
- Latin American Association
- Latin Association of Child Care Providers
- Lilburn Women's Club
- Lions Club International
- McDaniel Farm Park
- Mexican Consulate
- National Alliance for Youth Sports
- National Resource Conservation Service
- Norcross Garden Club
- Norcross Preschool and Head Start
- Norcross Stanford Village Community
- Radio Disney
- SEMCO Productions
- Southeastern Horticultural Society
- SPARK
- St. Patrick's Catholic Church
- Sugarloaf Country Club Community, Suwanee
- Sunrise Village Apartment Complex
- The Family Tree Nursery, Snellville
- The Gwinnett Neighborhood Leadership Institute
- The Gwinnett Citizen Newspaper
- The Lowe's Company
- The Salvation Army
- The Scotts Company
- The University of Georgia
- The University of Georgia, Gwinnett Campus
- TVgwinnett
- United Way
- Univision Channel 34 Atlanta
- Upper Ocmulgee Resource and Conservation Division
- Urban Agriculture Council of Georgia
- USDA National Resource Conservation Service
- WSB-AM 750 Radio
- Wynnhollow Trace Apartments

Citizen's Advisory Board

Our diverse group of grassroots community leaders meets three times each year to assess local continuing education needs, evaluate current teaching efforts, and guide programming methods and strategies.

Amy **Baker**
Steve **Baker**
Jerome **Brown**
Linda **Bryant**
David **Clark**
Cisco **Damons**
Karol **Gaines**
Sharon **Hansen**
Cindy **Harris**
Jaisree **Iyer**
Paul **Kelley**
Victoria **Kotkiewicz**
Nancy **Lovingood**

Beatriz **Mauersberg**
Melanie **Miller**
Adrienne **Noble**
Mark **Patterson**
Aaron **Poulson**
Pilar **Quintero**
Billy **Ray**
Soledad **Ruiz**
Angela **Smith**
John **Toler**
Tammi **Verdi**
Terri **Weaver**
Hilary **Wilson**

2011 Award Highlights

- Innovative Television Programming – National Association of Counties
- Environmental Education Award, 1st Place – National Extension Association of Family and Consumer Sciences
- Mass Media Award: Newspaper – Georgia Association of County Agricultural Agents
- Mass Media Award: Publications – Georgia Association of County Agricultural Agents
- Mary W. Wells Diversity Award, 1st Place – Georgia Extension Association of Family and Consumer Sciences
- Extension Television Award, 1st Place – Georgia Association of Family and Consumer Sciences
- Environmental Education Award, 1st Place – Georgia Extension Association of Family and Consumer Sciences
- Achievement Award: Timothy Daly – Georgia Association of County Agricultural Agents
- 4-H Horse Quiz Bowl Team, 1st Place – University of Georgia 4-H Foundation





Please consider the environment before printing this report.

gwinnettcounty

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