1974 Report of Work

PROGRAM AREA: 4-H Youth

TITLE: 4-H Youth Nutrition Education Program

PURPOSE

Provide education for urban low-income youth in the principles of nutrition and diets and in the acquisition and use of foods. Contribute to the personal development of disadvantaged youth through improved nutrition. Contribute to the improvements of diets and nutrition of families by means of an educational program for youth.

ASSESSMENT STATEMENT

A total of 92,017 audience contacts were made in 1974 with 11,223 youth involved in on-going learning situations under the guidance of 782 volunteer adult leaders and 213 junior leaders. County staff reports indicate there has been an emphasis on 1) efforts to recruit additional volunteer leaders from low-income urban areas, and 2) concerted attempts to incorporate the youth ENEP audience into county 4-H programs through member participation in county events and activities, and leader participation in 4-H club councils.

Staff and volunteers report improvements in nutrition knowledge and eating habits of youth contacted in on-going groups. Youth have also benefited in terms of personal development and leadership opportunities.

There have been numerous instances of county cooperation with local school districts, church groups, other youth-serving groups and agencies, migrant education, and local government. A number of counties have youth assistants hired from county funds working on the program.

A new nutrition curriculum, "Of California Food and People," aimed at 11 through 13 year olds was released and all county staff were trained in the use of these materials, which are multi-cultural. The television series, "Mulligan Stew," was shown in the San Francisco bay area, Sacramento area, and Redding area over local television stations and received enthusiastic responses. Enrollment in the project, "Key Ideas in Nutrition," for 8 to 10 year olds has continued to rise. Enrollment in this project is currently 15,746 youth, a gain of 209% over 1973.

A special pilot project was carried on in Sacramento County. Adult program aides were hired to work extra hours on county funds. They recruited hostess/homemakers, who in turn recruited small groups of youth for a series of nutrition lessons. The program aide taught the lessons in cooperation with the hostess/hOMEMAKER. Initial response of all groups involved has been quite enthusiastic. The major obstacle to recruitment of the hostess/homemakers for further leadership involvement has been the lack of funds to carry on 4-H type project work. All of the homemakers were low-income and could not afford to subsidize this type of activity.
Also in Sacramento County, a family gardening project, "Eat Better This Summer, Grow Your Own Garden," involved 125 families in the low-income area of Del Paso Heights. Total monthly savings from 40 families' food bills netted $770. As reinforcement, 103 elementary school children were reached through a plant science course given at the same time as the gardening campaign was being carried on in the community. Methods used to promote the project included home vegetable gardening workshops within the target area, personal contacts with community members to inform them of the project, newspaper articles, and TV spot announcements. Seeds, transplants, and tools were made available through the cooperation of local nurseries.

Fresno County staff members trained 50 mini-corpsmen and 50 elementary school teachers for a teamwork approach to nutrition education in migrant populated schools throughout the county. This was highly successful with many teachers requesting additional material and a refresher workshop for new school assignments.

San Joaquin County identified five urban 4-H clubs in low-income areas that had the greatest potential for self-sufficient leadership and greater involvement in countywide 4-H program activities. A special effort was made to assist these clubs. As a result, of the five groups, three have more than two volunteer leaders from within the community, and all meetings are conducted by volunteers. Member participation in the clubs has increased, and so has participation in the county fair and other 4-H events.

"Mulligan Stew"

PURPOSE

To teach children good nutrition at the fourth and fifth-grade levels through the use of a TV series called "Mulligan Stew." It consists of six one-half-hour color video tape and 16mm films, member's work book, and teacher's guide.

ASSESSMENT STATEMENT

The following is a summary of the use made of the video tapes and TV films on "Mulligan Stew" and the names of the stations airing them during the calendar year of 1974.

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Starting Date</th>
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<tr>
<td>KIXE</td>
<td>Redding</td>
<td>1-10-74</td>
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<tr>
<td>KEET</td>
<td>Eureka</td>
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<td>KIXE</td>
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<td>KVIE</td>
<td>Sacramento</td>
<td>1-8-74 and 4-16-74</td>
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<td>KCOP</td>
<td>Los Angeles</td>
<td>3-1-74 and 4-19-74</td>
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<tr>
<td>KCET</td>
<td>Los Angeles</td>
<td>4-8-74</td>
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<tr>
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<td>KVIE</td>
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<td>KEYT</td>
<td>Santa Barbara</td>
<td>10-15-74</td>
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In addition to the foregoing TV schedule, the following are film units that were used in the following school districts:

- San Diego County (Garden Grove School) 2-25-74
- San Diego County (Garden Grove School) 3-8-74
- Orange County (Lowell School, Santa Ana) 4-30-74
- Yolo County Schools 10-28-74

In addition to the television and film use in schools, we have sold 4,346 "Mulligan Stew, Members Manuals" to school districts and county 4-H programs.

We feel this has gained excellent coverage for a training film on nutrition, and the films we have purchased have been in almost constant use. If more staff time could be spent on the program, we could undoubtedly increase the film usage many times.
PURPOSE

To provide youth with opportunities to learn skills and scientific principles through a wide variety of project experiences; to have members and leaders develop confidence in their abilities in these subject matter area; and to have participants become aware of the scope of the project in which they are involved as it relates to their own present situation and as it may relate to future careers.

ASSESSMENT STATEMENT

Mechanical Science

Member participation in mechanical science projects showed a decline from 17,708 to 16,443. The loss in membership of 1,265 is difficult to assess. The introduction of new project choices has apparently influenced the selection of projects by the member. The decline represents a decrease of 7.1% participation in the project area.

Innovative developments in conducting project programs were developed. San Joaquin County re-organized the automotive project with a countywide resource leader in charge. An automotive field day was developed including participation events for members. Activities included were parts identification, written drivers test, Road-E-O contest, tune-up contest, points and condenser, and a tire changing contest.

Two statewide electric leader training clinics were held for resource leaders in the project. Primary emphasis was given to the development of a training program for project leaders. Santa Clara County reports the development of a visual aids library with a variety of slide sets and recorded scripts for use of leaders. Field days and leader training meetings were held for electric, photography, and woodworking projects.

A project coordinator system is organized in Placer County. The coordinator provides leadership for the project and activities and events related to it. Increased learning experiences are provided for the member. The system provides older members a chance to plan, teach and evaluate project activities beyond the project and club level.

Madera County has organized leader development in the mechanical science project areas. More leader training and project promotion is needed to service the program.

Ventura, Santa Clara and Sacramento Counties have given emphasis to the development of visual aids library resources for use of leaders.
Energy Program

Purpose: Develop a total energy program embodying elements of conservation, sources, and utilization in home management.

Assessment: No topic touches the lives of everyone more frequently than energy. Energy conservation—a popular campaign of the early 1970's—set the stage for an in-depth energy program. The major energy utilities now quantify energy in basic units of megacalories (or therms, Btu's, kwh's) and have abandoned competition between different fossil fuels. The USA is becoming more dependent on imported energy. Energy conservation is rote unless the individual understands dimensions of energy, alternative sources, how prime energy is converted into useful work or creature comfort. The opportunity for a new or expanded 4-H program was diligently pursued.

Drafts of literature were written on Energy Conservation, Electricity and Household Fuel, Energy and Power, and Energy Management in Homemaking, which were tested on the electric leader-trainers for statewide reaction as either additions to or an umbrella over the traditional Electric Project. Acceptance was varied, but limited to one or two counties.

Plant Science

Enrollment of members increased 26.9% over the previous year. The bulk of the increase was in the vegetable crops project. Interest in this project increased by 75%. The plant science project interest attracted a total of 7,962 members.

In Placer County a gardening program was promoted to enroll welfare family participation. A total of 460 families requested kits for a mini farm garden project. A school enrichment program was initiated for sixth graders in Sonoma County. The program was offered by an experienced junior leader. The students were taught basic gardening skills. Judging and exhibiting plant science projects were utilized to create interest in the gardening project in Madera County. The staff indicate gardening has a great deal to offer youth in urban areas. A series of plant science events were held in San Joaquin County to provide learning experiences for leaders and members. They included a plant science training meeting for leaders and members, an instructional meeting on preparing exhibits for the fair, a plant identification contest, vegetable judging contest at the fair, judging and skills day for cereal grain projects, a sugar beet project field day, a pruning skills day for members with fruit projects and a vegetable garden training meeting.

Four sugar beet project field days were held cooperatively with a sugar company to recognize 325 members completing the project. Sugar beet projects were evaluated and instruction on improved cultural practices were provided for members.
Animal Science

In 1974, a total of 64 staff members used 1,287 activity days on written plans in 4-H Youth Science and Technology. These plans ranged from the specific Steer of Tomorrow program to the broad science and technology programs.

A survey indicated that 22 counties now have involved 208 resource leaders in animal science projects and 33 counties are increasing the use of them. Less than half the counties reported animal science leader training meetings.

Nine counties report using a 4-H farm where urban 4-H members can keep animals. Carcass evaluation is being used in 26 counties; dairy heifer replacement in 16 counties; beef heifer replacement in 1 county; and rate of gain contests in 19 counties.

Production of visuals is continuing. The California Cattlemen's Association has contributed more than $6,000 to provide 36 cooperating counties with the 16 sets of slides and cassettes for use in the 4-H beef project. Moorman's Manufacturing Company has contributed funds to provide the 17 counties in California with the largest dairy enrollments, which includes 82% of the total dairy projects, with 6 slide sets on aspects of the 4-H dairy project. A total of 42 slide sets are in production for sponsorship or sale to counties.

Three slide sets on the 4-H rabbit project have been placed in the state visual library. Attendance at a seminar for 4-H rabbit leaders and members held on the Davis campus of University of California far exceeded expectations with 1,000 attending from as far as 300 miles from the campus.

The horse project continues to have the largest enrollment in animal science followed closely by sheep. Approximately 35 to 40% of all members are enrolled in some type of animal project in 4-H.

Family & Consumer Science

The basic Home Economics projects of Foods-Nutrition, Clothing, Home Environment, and Food Preservation continue to interest and involve more than half the total enrollment. Food preservation is showing more growth than the others due no doubt to the concern of people for conserving of food economically and safely; and also to the excellent staff and leader training given by Dr. George York. Kathy Ferguson reported that more than 1,000 boys and girls, their parents and leaders attended a Food Preservation Workshop in Contra Costa County. A variety of activities involved everyone in judging, looking at displays, viewing slides, and watching demonstrations. Kathy rated this a most successful event, "informing not only those currently enrolled, but also those thinking about enrolling."

Because of the increase in enrollment and the greatly expanded offerings in educational experiences through projects and activities, 4-H Youth Advisors are turning to other resources for providing training.
"More and more leaders are getting involved in subject matter teaching—most effectively, too!" says Robbie Ellis of Stanislaus County. Norma Arndt of Napa County reports working with Key Leaders in the fields of Food and Nutrition, Clothing, Food Preservation, Home Environment, and Money Management to prepare them to lead projects not only locally but also on a countywide basis. A number of counties now have a Home Economics Advisory Committee to help plan and evaluate program. Carlee Moellendorf in Shasta County sees her group as one to "evaluate, review, and coordinate the present program, to take full responsibility to organize and direct all planned 4-H activities and events; and to serve as a liaison between the clubs and the 4-H Youth Advisor." Older members who were named county winners in various Home Economics fields are now taking leadership in training and in conducting events in these fields.

Good project work leads to money making opportunities some 4-H members are learning. Junior Leaders meeting in the South Coast Area compared notes and discovered that catering, alterations, making wedding cakes, jams and jellies, breads, and custom designed accessories were profitable for individuals and groups. Several counties report successful Holiday Boutiques where 4-H members offer for sale items they have made. Mary Gomez in San Joaquin County said, "There is no judging, but the satisfaction that members get from making an item that other people choose to buy is as satisfying as—or more than--a ribbon."

Many new projects have been introduced in the past several years, and leathercraft enrollment for one has soared. However, Josephine Van Schaick of Santa Barbara County observes, "The excitement of new projects is diminishing and members are now zeroing in on a group concept approach—foods with food preservation with gardening, backpack with wildlife and food preparation, home furnishing with woodworking with arts and crafts, and electricity with energy consumption." Maybe this is the trend for the coming year.
1974 Report of Work

PROGRAM AREA: 4-H - Youth

TITLE: 4-H Youth Personal Development

PURPOSE

Young people should develop satisfactory interpersonal relationships; learn to communicate and express themselves well; achieve self-appraisal and develop workable ways to strengthen themselves; learn to know themselves and others; discover the family's role in human relations; master concepts of problem solving; explore character and personality development; develop a philosophy of life; develop self-esteem; and learn good mental and physical health practices.

ASSESSMENT STATEMENT

Career Exploration

A staff member in each county office is assigned to serve as a career exploration advisor. They counsel youth who desire assistance in securing career information, guidance in career selection and advice on higher education. A State 4-H Youth Specialist coordinates the program statewide.

Each career advisor is supplied with reference material on careers to develop a resource file for reference use. Career advisors are performing a valuable service in counseling individuals, participating in career days, presenting career discussions at high schools and community colleges, response to phone calls and letters on careers, assistance to career centers, supplying career information in 4-H project areas, and maintaining a reference file. Valuable counsel is provided for youth interested in careers in agriculture and home economics.

The Santa Barbara Career Advisor talked to four high school and two club groups on careers in nutrition and home economics; wrote 27 letters of recommendation for scholarships; is chairman of the Consumer Education Advisory Committee, Santa Barbara High School District; is member of Steering Committee on Vocational Education, Santa Barbara City Schools; counselled 40 young people on careers; guided two student interns for four months; maintained a career file.

Health

San Joaquin County members are being trained to be hospital volunteers and were taught first aid by a local nurse. Members in Merced and San Joaquin Counties work with mentally retarded youth as part of their contribution to community mental health. If counties considered physical education to be part of the California Health Program, there would be more member hours listed under Health. Many counties have active sports programs. Counties want more information about mental health. Riverside County has a parenthood education program; Ventura County has a mental health program in one of its low-income urban centers; Stanislaus County has a drug abuse information program; San Joaquin County has a dental care program.
Safety
With youth in virtually every county aware of hazards to life and limb both at home and in the community, considerable stress has been aimed at acceptable safety practices. Several clubs have worked to eliminate roadside structures and trees that impede sight; others have developed driver education activities; and still others have become involved in viable first aid programs. Many counties integrate safety practices into most of their other programs, such as precautions around animals, care and handling of machinery and electrical projects and special activities to promote safety with motor vehicles, bicycles, and even horses. A bicycle rodeo was also part of the Merced County program.

Fairs and Shows, Statewide
Counties continue to use fairs as an educational event. Some of the educational activities used include action programs, training sessions to prepare for fairs, use of steering committees of older members, judging events, and meat animal carcass evaluations. Del Norte County has added poultry and rabbits to their showmanship classes and livestock auction so more members can participate in these experiences. Dress revues continue to be an event which attracts older members and gives the participants the special feeling of parading in garments they are proud of for an appreciative audience.

Communications
Developing the ability to speak in public can be very helpful in developing the members' self-confidence. Members in Lake and Mendocino Counties get the opportunity to make live broadcasts over three radio stations. Members demonstrate their knowledge at presentation days and the more polished demonstrations go on to compete at regional field days. Sacramento County had 400 members participating in action demonstrations before the general public at a 10-day display in a large shopping center.

Older Members
Instead of the usual, fairly invisible group of four or five top state award winning Diamond Stars, this year all 16 Diamond Star candidates stayed on to work as a highly visible team, with concrete plans to improve the 4-H image and to give suggestions for change in 4-H operations. The five Diamond Star winners question whether a few going to the National 4-H Congress is as productive for California as a larger team using those funds to get work done at home. Teen leadership is gaining increasing interest, but insurance liability still dictates that an adult leader be present on the sidelines during project meetings. All-Stars seem to be a far more active group in most counties than Hi 4-H groups.

Recreation
Outdoor recreation is often an important part of the older member program, particularly skiing trips, horse packing, and trip camping. Camps are held in almost every county with many younger members learning for the first time what it is like to be away from home. Older members get real leadership opportunities when they are camp counselors. Urban camp give middle class members exposure to working with low-income youth and give an expanded nature awareness to city youth. The return to our heritage is seen by a renewed interest in early American crafts, such as spinning, and toy making in Marin and Santa Clara Counties.
Demonstrations and Public Speaking

Regional 4-H demonstration events were held in eleven locations and provided several thousand 4-H members an opportunity to present their county "top award" demonstration beyond their own home area. Two new slide-cassette presentations were developed based on regional winner demonstrations. Former 4-H members, successful in their life's work, frequently refer to their participation in the 4-H Demonstration program as contributing greatly to their ability to communicate in the business world today.

Judging

A judging activity is often used at the project level to help members learn to use judgment in decision making. The Judging activity is also frequently used at countywide events either in conjunction with other activities or alone. An annual Judging Day in Alameda County became so popular that they outgrew the facilities available. Three area events were established to replace the one. This involved twice as many leaders and junior leaders to develop judging classes, supervise areas, etc. In the spring countywide event, 738 members participated which represented 31% of the enrollment in 4-H. In the fall events, 823 members participated representing 40.15% of the membership. The objective of the events is "to assist members to gain fundamentals of reasoning and decision making."
1974 Report of Work

PROGRAM AREA: 4-H Youth

TITLE: 4-H Youth Citizenship

PURPOSE

To aid volunteer and professional staff and 4-H members in identifying their values and to gain an understanding of how groups in communities, governments, and systems work out problems and make decisions. To have members develop an awareness of community needs and carry out "action" citizenship activities.

ASSESSMENT STATEMENT

The 1974 Citizenship Shortcourse in Washington, D.C. had 45 counties represented by 173 members, 12 leaders, and 5 staff members. The opportunity to participate in a unique living experience in the Nation's Capitol with delegates from many other states has expanded the awareness of becoming involved and participating in many phases of our democratic society. Judged by the attitudes, willingness to help others with local county programs, take responsibility for fund raising for local projects and the National 4-H Center, and contributions made to local clubs, communities and counties, 4-H members and leaders are accomplishing a great deal. Delegates from the Citizenship Shortcourse have conducted local workshops, explored community needs, participated in local "Youth in Government" days, established citizenship project information booths at the various fairs, presented slide/tape programs on citizenship to service clubs and many 4-H groups, toured local historic areas and the State's Capitol, assisted with naturalization of new citizens ceremonies, established freeway information/coffee stops, held citizenship retreats, developed a handicapped visitation program, served international dinners, appeared on local "talk" shows, and assisted local agencies in their programs.

As a result of California's fourth year of participation in the Citizenship Shortcourse, many older youth are now developing more sophisticated personal projects involving varying degrees of self development and personal motivation to make their communities better places in which to live. Much important teaching has gone on during the Shortcourse in the rap sessions, heritage tours, visits to Capitol Hill, and workshops at the Center. The trend is continuing in the direction of more involvement in problem identification and resolution at the local level. Many projects are beginning to develop with other agencies and schools. During the routine 4-H club year, everyone is involved with citizenship through service to others or in personal growth and development. The older youth definitely are exercising more leadership.

The depth of program activities in part can be attributed to the addition of a 4-H Citizenship Youth Assistant (part-time college student) and the establishing of a staff development program whereby 4-H Youth Advisors serve one year as a Citizenship Shortcourse trainee and the following year serve as one of the California Trip Coordinators. After 4-H Youth Advisors retire from the Trip Coordinator position, they are moved onto the statewide citizenship program developmental committee. The Citizenship Youth Assistant has the responsibility to assist local counties with citizenship and develop a newsletter.
1974 Report of Work

PROGRAM AREA: 4-H Youth

TITLE: 4-H Youth Volunteer Staff Development  SW-436

PURPOSE

To identify, recruit, and train resource leader-trainers to strengthen the training of new leaders; to develop a Leader Guide series; to provide opportunity for Youth Leadership Conference delegates to study and understand 4-H program needs, and develop and implement recommendations for improvement.

ASSESSMENT STATEMENT

Adult Leadership

Leaders want and need training in working with members and other leaders, and training and operating a 4-H program. As staff-leader ratios dwindle and leaders have less time to attend training meetings, written training materials continue to be developed at the statewide and county levels. Sacramento County developed two leader guides that give explicit directions to club leaders on how to begin and end the Club year. Area resource leaders introduced these guides to leaders and are available to answer questions. Del Norte County uses Leader Council meetings as a vehicle for training in Affirmative Action, philosophy of awards, and Club organization. Special leaders' pages are added to monthly 4-H newsletters in some counties, such as Lake, Mendocino, Trinity, and Sonoma.

The Key Resource Leader Program continues to gain popularity. There are approximately 800 more experienced leaders (leaders with 4-H longer than two years) in California than in 1973. Leaders begin to realize that they may have one small area of expertise that can be shared with other leaders in the county. Some old-time leaders resist being trained by another volunteer; they prefer the attentions of paid academic staff. Home Economics key leaders are especially vital in some of the northern counties where there are no professional staff members with Home Economics training.

Key leaders were the target audience for the 1974 California 4-H Leader Forum and Western Regional Leader Forum. One hundred and fifty leaders attended workshops conducted by other volunteer leaders and a professional management administration team. The leaders were taught to recruit, to recognize the needs of, and to train new leaders. Sacramento, Alameda, and several other counties used the information from this Forum to conduct county level training meetings. Seventy-five California leaders attended the Western Regional Leader Forum in Hawaii. Because of State staff changes, there was inadequate follow up of the Hawaiian experience.

The ratio of men to women leaders remains about the same as in 1973 — 1/2.27. A workable plan to increase male participation in 4-H is needed.
Junior Leadership

Humboldt County receives much benefit from sending member delegates to the statewide 4-H Leadership Conference. Members who apply to attend the Conference sign a contract to do something for the county on their return. Contracts are screened and approved by Executive Board members and All Stars. Delegates are honored at the annual Awards Banquet. Following the Conference, the delegates conduct a 4-H Leadership Day. This kind of support for, and expectations of, the delegates seems to be what is needed for the counties to glean all they can from these large training events.

The adult advisor plays an important role in the junior leader project. He must be inspiring enough to motivate the older members. If he is either domineering or totally laissez-faire, the junior leaders seem to lose interest. An example of the importance of the adult advisor is shown in Sacramento County. Sacramento County recruited their Junior Leader Advisor while he was at the State 4-H Leadership Conference. He worked with Junior Leader Merit Award winners, helped plan the Junior Leader Retreat and training events, where participation was up 20% from the previous year.

State 4-H Youth Leadership Conference

The annual conference program was held at the University of California, Davis and Santa Barbara campuses. The former attracted 1,312 delegates, and the latter 715. The conference objective was to provide training for teen leaders in leadership skills to increase their capacity to serve in club leadership roles. An innovation was initiated with each delegate completing a contract identifying leadership goals and methods to be implemented following the conference.

Delegates attending were introduced to leadership skills and their application at a series of cluster sessions on citizenship dynamics and mini sessions on leadership topics. Team training was provided for the junior leader project. These teams provide a county training for their junior leaders.

Delegate training was supplemented by inspirational and fun activities to establish an attitude of enthusiasm to share conference experiences through dynamic leadership at the local level. This statewide conference program has a favorable impact on most local 4-H clubs in the state.

In Humboldt County delegates took an active part in planning and conducting 4-H Leadership Day in September. Turnout was excellent at the event and many members and leaders went away from the event inspired with new ideas for the new club year. A delegate recruited new leaders for a faltering club and gave it new vitality and growth.

Delegate task forces in Napa County are organized to assist clubs in club administration, records, activities, committees to conduct officer training and supervision of the junior leadership program.

Many counties report outstanding performance of junior leader teams in conducting junior leader training.
1974 Report of Work

PROGRAM AREA: 4-H Youth

TITLE: 4-H Youth International Programs

PURPOSE

For youth to become more aware of the likenesses as well as the differences of people of other nationality and culture; for youth to be able to adapt to living situations and family relations patterns different than their own, and to learn how to help those of another life style to feel comfortable in our American way of life; for youth to feel responsible for the image we project to representatives of other countries; for youth to develop a broader knowledge of world affairs; and for international service to become a focus for youth to use in expanding their learning opportunities in the 4-H Youth Program.

ASSESSMENT STATEMENT

The second step was taken this year in establishing a two-way exchange with the Japanese group who sponsored 131 young people and their tutors to a one-month host family stay in California in 1973. In 1974, 106 California 4-H members and 15 4-H leaders travelled to Japan to live with families in various parts of the islands for one month in mid-summer. Alex Gibson, group coordinator, observed, "our people had the opportunity to become an everyday part of the Japanese family and share their cultural ways and habits......The experiences of each differed greatly depending on the life style of that particular Japanese family." He concluded that "our youngsters matured greatly as a result." It is expected that California will again host a group of 125-150 Japanese youngsters in 4-H member homes in 1975. An older group of young people from Japan visited California Extension for a one-day orientation before continuing on to the Midwest and East Coast. The Youth Mission of the Saitama Prefecture arranges each year for their 12-15 young delegates to have their introduction to the United States Youth Programs with us.

Four young Californians were selected for IFYE assignments and had rewarding experiences in their associations in the United Kingdom, Federation of Germany, the Philippines, and Australia. We also had three 4-H members with summer assignments in the Caravan Program going to Sweden, Switzerland, and Greece.

Coming to California in the IFYE Program were representatives from the Philippines, Japan, Federation of Germany, North Ireland, the Netherlands, Thailand, and Sweden. Each had on the average four home stays with 4-H families. In addition, two IFYE's from New Zealand spent approximately two weeks in California with 4-H staff and 4-H families as an introduction to their scheduled assignments in two other states.

Two counties held very successful International Days and several others had 4-H members and 4-H clubs developing fair booths and displays and presenting demonstrations related to an international theme.
1974 Report of Work

PROGRAM AREA: 4-H Youth

TITLE: 4-H Youth Staff Development

PURPOSE

For staff in the Cooperative Extension youth programs to be provided opportunities to grow in their professional competence through educational experiences both formal and informal; and for staff to be involved in identifying their needs and in planning educational experiences that will lead to their feeling adequate in giving leadership to a rapidly growing and greatly expanded and more complex program.

ASSESSMENT STATEMENT

As a follow up of the Western States Paraprofessional Workshop held in the fall, six regional workshops were held in the spring of 1974. Paraprofessionals helped plan and carry out the programs which were well attended by 4-H Youth Advisors, ENEP Youth and Adult Staff Assistants, Home Advisors, and County Directors. Two very successful 4-H Electric Clinics were held for leader trainers and 4-H Advisors. The results of a survey of needs guided the planning of this training offering.

A statewide Family and Consumer Science Conference was rated very highly by 4-H Youth Advisors responsible for the many Home Economics projects and activities. This three-day meeting gave an updating of major subject matter areas, illustrated new approaches and new techniques, provided the stimulation of several excellent speakers, and allowed time for an exchange of ideas and a sharing of information about current programs.

State 4-H Staff have not only continued with meeting with county staff on request and in relation to regional meetings, but have been giving specific emphasis to certain areas of need. Program development has been a strong emphasis by one Specialist in 15 counties. He has met with two or three counties together and with individual counties to help them acquire the knowledge and skills of building a plan for sound program development. Another staff member has spent 37 days in counseling with county staff on animal science programs and answering their questions pertaining to problems they are encountering. All Specialists are spending more time in orientation of new staff on an individual basis. A more concerted effort needs to be made to see that all new staff are helped as early as possible to adjust to their new job and feel confident in assuming their new responsibilities.

Three 4-H Youth Advisors were on sabbatic leave during the year pursuing courses of study that will add to their competence as 4-H Youth staff.
1974 Report of Work

PROGRAM AREA: 4-H Youth

TITLE: 4-H Community Resource Development

PURPOSE

To help more young people explore and gain an understanding of communities, community groups and organizations; to encourage feelings of identification, involvement, and responsibility for their community; to give more youth "doing" experiences in community problem analysis, group decision making and action; and to help more youth become involved in community and organization decision making processes at the local level.

ASSESSMENT STATEMENT

Nearly 100% of California's 4-H clubs had some form of community service project involving members in local community needs. Eight thousand six hundred and ninety-five members are reported as having been directly involved in Community Pride or development projects supervised by state and county staff. The Community Pride format was altered from a conservation emphasis to one of Community Action process with a resulting 30% increase in older teen involvement. Eight thousand five hundred dollars ($8,500.00) was distributed to counties in grants for innovative 4-H CRD projects aimed at new-to-4-H clientele. Twelve counties developed 18 different projects involving 3,500 new youth. Nearly every one of these involved county staff with community organizations and agencies they had not worked with before. One hundred selected adults and teens attended a special week-long workshop for intense training in Community Action processes, and Standard Oil Company of California provided $12,500 to support three regional conferences for over 600 adult and youth participants.

Most counties reported some programs of teen involvement in "adult" community affairs. However, community organizations and agencies as a whole seem to need much counsel and encouragement to involve older youth in decision making activities. These agencies cooperate best when the personnel of cooperating agencies are locally based and known to the community.

The California Office of Economic Opportunity commissioned three one-year full-time positions for Youth CRD work under Extension staff supervision in Imperial, Yolo and Ventura Counties. The development of Youth CRD projects and publications resulted in three new project guides, and recent efforts at cooperation among the states of the western region in the Youth CRD area promise much more aid in this area.
COOPERATIVE EXTENSION
UNIVERSITY OF CALIFORNIA

1974 Report of Work

PROGRAM AREA: 4-H Youth

TITLE: 4-H Youth Program Development and Management SW-440

PURPOSE

To have all county 4-H Youth staff members develop and manage effective organizations resulting in local people becoming involved in program development and operation. To expand 4-H TV programming, update and prepare new literature, carry on a public information program, and improve use of modern teaching techniques, use of recognition and awards more effectively, and provide expanded camping activities for more young people.

ASSESSMENT STATEMENT

Overall membership in the 4-H Youth Program increased by 8,327 up to date of writing. This includes both regular and special interest enrollments but not TV participants. It represents an increase of 9.65%. Total clubs and leaders decreased slightly, but this was anticipated in view of the great increase in 1973. Failure to refill staff positions had some adverse effect on leader recruitment and training.

Promotional activities proceed year round; and during National 4-H Week the following activities were reported: 484 news stories printed, 154 pictures printed in newspapers and magazines, 84 advertising mats used, 264 radio spot announcements, 54 radio programs 3 to 30 minutes in length, 22 TV spot announcements, 10 TV programs 3 to 30 minutes in length, 496 window displays, 76 demonstration programs, 18 recognition programs, 60 other programs devoted to promoting 4-H, 60 other 4-H special events, 4,000 letter stickers used, 20,000 thank-you letters printed and distributed to counties for distribution to leaders and friends of 4-H, 8,000 posters distributed to county offices. At least 15 counties took advantage of urban shopping centers to put on 4-H demonstrations and displays of 4-H project work.

In television, in addition to "Agriculture USA," a weekly TV program produced by KNBC in Hollywood, which informs about the 4-H program and is carried by four stations in California and over 50 nationwide, "Mulligan Stew" was aired by stations covering most of the state this year. See report in the Nutrition Education part of the report.

Older members are now participating actively in most county councils and are well represented in the newly formed state and regional leader councils.

A full-time educational communicator and a full-time 4-H editor were assigned to work on 4-H production and distribution. This has resulted in improved production and distribution as well as higher quality in 4-H publications.
Regional judging in awards programs involving the participation of more leaders in the process has improved the operation and effectiveness of the awards program. Certificate recognition was given at regional and state level in all project areas.

The temporary freeze on employment of 4-H Youth Advisors due to the delay in completing the 4-H program review reduced the number of 4-H units and the number of leaders recruited and trained. This situation should be remedied next year.

More camping opportunities were offered for urban and minority youth through both the regular camping programs in counties, holding of overnight and day camps, and carrying out a series of migrant education camps for children of migrant farm labor families.

Many more young people were reached through short-term special interest groups than ever before.
COOPERATIVE EXTENSION
UNIVERSITY OF CALIFORNIA

1974 Report of Work

PROGRAM AREA: 4-H Youth

TITLE: 4-H Youth Urban Programs

PURPOSE

Professional staff to involve more urban youth and volunteers in planning and implementing 4-H educational experiences, to use methods and procedures related to the urban situation, and to become aware of means for obtaining additional resources.

ASSESSMENT STATEMENT

California has the largest urban population among the states. Currently there are 1,781,108 young people 9-19 years of age living in cities with population of 50,000 or greater. Considering farm or non-farm areas according to the census, 95% of California's population is urban. Presently, 80.2% of the enrollment in California are from non-farm areas; this is an increase of 40% in the past 20 years. Over 43% of all youth enrolled in 4-H are from urban areas of 10,000 or more in population.

Although there has been an increase in 4-H member and leader participation in urban areas, it is just beginning. Most of the youth enrolled are in continuing long-term programs.

California needs a balanced youth program with youth representing all income levels, all ethnic, racial and nationality backgrounds, and from all geographic areas. The needs for urban youth to be involved are reflected in the many problems youth encounter in their ability to cope with day to day challenges and pressures. These needs can be categorized chiefly in areas of self concept, ability and opportunity to communicate and relate to other people—both youth and adults, ability and opportunity to contribute positively to society. Evidence of problems is the high numbers of delinquents, school dropouts, poor health due to lack of nutritious diets, drug abuse, venereal diseases, and the lack of positive self concept. The inability to obtain or the lack of opportunity to obtain work is due to poor preparation.

New programs and new opportunities for 4-H exist. The real challenge for Extension is establishing educational priorities based upon the greatest needs of youth in each community. It can be done by redirecting program emphasis and obtaining many more resources. Most of the resources must come from the city, county, community or federal programs in cooperation with other agencies.

ACCOMPLISHMENTS

Urban programs in California have been greatly strengthened as a result of planned staff development experiences. One urban workshop was conducted for 87 county academic staff and program assistants.
Resource development has been a priority. State and regional offices and county and city offices of various federal agencies have been contacted, and cooperative relationships have been established. The greatest cooperative effort has been with Manpower of the Labor Department through the Comprehensive Employment and Training Act. At least $500,000 worth of staff personnel have been provided. San Francisco County will have 20 CETA and 90 NYC type youth employed. Large numbers of CETA workers, up to 50 in one county, are in the process of being employed.

Community colleges through vocational training acts are providing training for volunteers. City neighborhood and community centers are becoming important places for 4-H programs for urban youth. Orange County alone is working through 10 community centers. Student volunteers and interns are being utilized in supporting volunteers or serving as volunteers. Orange County conducted classes in art relating to exhibits and leadership planning for volunteer adults and junior leaders through Fullerton Community College - all directed specifically toward 4-H.

Parks and Recreation Departments have staff and some organization but need our program. San Jose Parks and Recreation Department teamed up with 4-H Youth Programs to reach youth as did Sonoma County to reach more than 2,000 youth.

Health Departments have teamed up with 4-H at camps and on nutrition education programs.

Sonoma County involved several thousand youth cooperating with schools on an enrichment program where older youth serve as volunteer teachers. The program has expanded to five schools and 3,000 youth on popular demand from school administration. The learn-by-doing experiences are well planned.

Day camps and week-long camps are involving more and more urban youth, particularly with nutrition education.

The Parenthood Education Project continues to involve over 500 youth in Riverside County teaching parenting and about children.

Reaching captive audiences and cooperating with other agencies and institutions are expanding most rapidly.

Many new 4-H projects in California have been introduced and are growing. Other more traditional projects are rapidly expanding. The garden project is moving in very fast. Los Angeles, San Diego, San Francisco, Richmond, Vallejo, and Sacramento are locations where garden projects are extensive. Leathercraft, marine science, food and nutrition, bicycle, and pets are becoming more important.

San Diego's bicycle program at the Barrio Center is exceptional. Old bicycles and bicycle parts retrieved from the police department are used to assemble workable bikes by the youth themselves.

A group enrollment plan has been developed to ease enrollment procedures via data processing for inner city youth.
The greatest impact to the 4-H program from the additional resources is not only the number of youth reached, but in the change in emphasis and images of the 4-H program, focusing on the real needs of youth. Practically all new resources are being utilized for reaching new audiences—primarily low-income and primarily minority.

A greater and perhaps more influencing fact has been the changes in county Extension personnel who have acquired the desire and skill to obtain additional resources to conduct 4-H youth education programs.

Skills in utilizing youth staff and program assistants have been acquired. The greatest gain in skill and knowledge has been the assignment of Youth Staff Assistants to specific geographic and demographic regions, limiting the scope of the job, distance to travel, and focusing on a target youth audience with similar needs; thus creating a greater educational impact and reaching more youth. Accompanying this success has been the development of highly definitive position descriptions which identify the essential skills required.

Great strides have been made.
1974 Report of Work

PROGRAM AREA: 4-H Youth

TITLE: Affirmative Action 4-H Youth Programs

PURPOSE

To assure that all Extension 4-H and other youth programs (including clubs, activities, events, camps, and special interest groups) are provided to all clientele on a non-discriminatory basis without regard to race, color, or national origin by providing service to minority racial-ethnic youth that is at least comparable in nature and extent to that provided to other youth and by developing and maintaining a 4-H Youth program organization and methods which are non-discriminatory, in order to arrive at a balanced program.

ASSESSMENT STATEMENT

The need for the 4-H program to make services available to minorities has been demonstrated to staff with clarity. In the process of attempting to implement Affirmative Action, some fundamental program issues have surfaced which had been lying dormant. One of the chief benefits has been the discovery that the program has been operating in ways quite satisfactory for existing clientele but could not meet the needs of minorities or whites not currently being reached. The Expansion and Review Committee requirement provided staff with some insight into the program's image, while pointing to the inability of staff to work with diverse groups. For the most part, 4-H has serviced a clientele that is homogenous in race, philosophy and life style.

The Affirmative Action program is directed at staff, 4-H leaders and potential minority clientele. The goal is for staff and leaders to understand the necessity of providing the opportunity for minorities to participate and for minorities to be aware of services available. This goal has been met in part.

A number of shifts in programming has occurred as a result of Affirmative Action. Many 4-H fairs have been opened to youth in general, except where master premium money is involved; more work has been done through schools for purposes of disseminating information and organizing; expansion efforts have focused on potential minority clientele; more staff have been concerned with an assessment of youth needs; additional resources have been sought for special efforts with some success; an effort has been made to reduce leader turnover in order to provide more continuity so that staff can concentrate on expansion; and new types of projects and activities continue to be developed. In addition, staff have become involved with many more organizations (public and private) than has been the case in the past.

No one appreciates being told that they discriminate on the basis of race in any way. One of the more difficult problems is to arrive at the point where staff and leaders can examine racial factors affecting the delivery of 4-H program services in a reasonably objective fashion.
While the number of volunteer leaders increased, the number of 4-H members decreased. A significant decrease in the already limited membership of minorities was noted. The additional volunteer leaders were not located in the areas of most need and the energy crisis, together with inflation, crippled the ability of leaders and staff in their outreach efforts.