

Making a Difference

Panola County AgriLife Extension 2020 Program Summary

Developed by:

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RELEVANCE: 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 populations across the state. Through a well-organized network of professional educators and some 100,000 trained volunteers, Extension delivers practical research-based knowledge. Our expertise and educational outreach efforts pertaining to the food and fiber industry, natural resources, family and consumer sciences, nutrition and health, and community economic development. In both good and trying times; as evident with the current pandemic, Texans turn to Extension for solutions. Its agents and specialists respond not only with answers, but with resources and services that are designed to improve the daily lives and health of our fellow Texans.

RESPONSE: Preparedness in times of crisis is imperative, in direct response to the continually ongoing pandemic, following guidelines and directives set forth by Texas A&M AgriLife Extension, agents worked with program area committees utilizing phone calls and video chats to develop both traditional and non-traditional educational tools effectively transferring critical information to area clientele in the most diligent and expedient means available.

TRADITIONAL BASED PROGRAM IMPACT HIGHLIGHTS:

East Texas Landowners Conference (1/17 Carthage): Multi County educational program developed through our local Leadership Advisory Board to assist area landowners better understand current fence laws, eminent domain, water well safety tips and our local aquifer. Conducted as traditional face to face program with 80 area landowners in attendance

East Texas Turfgrass Conference (2/4 Overton): Regional educational program developed by agents and local committee members from across our region to assist homeowners with horticulture concerns as well as water wise management practices in the home landscapes. Conducted as a traditional face to face program with 67 regional homeowners in attendance.

East Texas Forage Conference (9/4 Henderson): Annual Multi County Educational Program conducted in partnership with Panola, Rusk, Gregg, Harrison, and Upshur Counties. Program goal is to improve level of understanding and implementation of best management practices. conducted as a traditional face to face program with 46 area beef and forage producers in attendance.

Walk Across Texas (September – October, Carthage): 8-week program designed to help Texans establish the habit of regular physical activity with 40 adult and 12 youth participating.

Beckville Anti-Bulling in School Curriculum (10/21&28, Beckville): Two-day traditional face to face educational program in partnership with Beckville Sunset Elementary presented to 148 (3rd, 4th, and 5th graders).

Panola County NRCS Hay Show (11/17, Carthage): Annual event conducted in partnership with local NRCS SWCD to assist area beef and forage producers with a better understanding of management practice to utilize for improved forages as well as nutritional needs for cattle. Hybrid face to face and virtual program with 21 area producers in attendance.

East Texas Beef & Forage Conference (11/20 Henderson): Annual Multi County Educational Program conducted in partnership with Panola, Rusk, Smith, and Cherokee Counties. Program goal is to improve level of understanding and implementation of best management practices. conducted as a traditional face to face program with 84 area beef and forage producers in attendance.

NON-TRADITIONAL BASED PROGRAM IMPACT HIGHLIGHTS:

In response to guidelines and restrictions set forth for Covid-19, Panola County continued serving clientele during the early phases of the pandemic by utilizing technology more specifically Face-book. Using face-book live and creating post, agents of Panola County were able to continue to disseminate critical information pertaining to health and wellness as well as travel guidelines along with the more traditional AgriLife Extension topics. the following are the results compiled for the 2020 year to date.

Virtual Based Educational Program Efforts:

Do Well Be Well with Diabetes (May): Virtual Educational three-part series, developed to help people with type 2 diabetes learn how to manage their blood glucose through basic nutrition and self-care management. Conducted utilizing Zoom with average attendance of 10 per session.

Backyard Poultry (5/18, 5/19, 5/20): Virtual Four day statewide educational program planned and conducted in partnership with Panola and Presidio county AgriLife Extension along with specialist from TAMU Poultry Science Department. Average Daily attendance throughout the four-day series was 212.

Panola/Harrison Wildlife Information Webinar: (10/6, 10/7, 10/8) Annual event conducted in partnership with local soil water conservation district to assist area landowners increase their level of understanding towards wildlife management practices. In response to Covid-19 the 2020 program was conducted utilizing Zoom and set as a statewide wildlife webinar focusing on feral hog management, supplemental feed of white tail deer and getting started in Agritourism. Average Daily attendance throughout the four-day series was 42.

Facebook Live Videos: Agents developed and recorded **50** videos which have been viewed 3386 times.

Facebook Post: in developing new as well as existing content with focus supporting education and dissemination of information, agents utilized and distributed **415** Face Book post with 33,765 individuals clicking on a post at least once.

Panola County – Summary of 2020 Contacts

Total Educational Programs Conducted	62
Total Participants	4,148
Contact Hours via Educational Programs	15,275
Covid-19 Contact Tracing	15 weeks = 300 total hrs.
PPE Deliveries	6 packages to local daycares and the election offices
Educational Contacts by Volunteers	1,500
4-H Members	132
4-H Leaders	12
4-H Clubs	7

Direct Individual Contacts 1,512

Newsletter/Phone/Newspaper/Mail/E-Mail Contacts 567,772

The members of Texas A&M AgriLife will provide equal opportunities in programs and activities, education, and employment to all persons regardless of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or gender identity and will strive to achieve full and equal employment opportunity throughout Texas A&M AgriLife.