



Around the State in 4-H

September 2007

4-H Youth Development

W O R L D

Resilient Children and Youth

PENNSTATE



an **OUTREACH**
Program of
the College of
Agricultural
Sciences

Look to the Future

By Christy Bartley

It is hard for me to believe that Labor Day is past and the new school year has begun. Are we sure that we truly had all those days entitled to us in June, July, and August? I know all of



you are working on the yearly enrollment reports. As you do, begin to think about ways to enhance your program for next year. Is there a particular program area that

used to have a large enrollment that has dropped off lately? Why? Do volunteers need more training? Do more volunteers need to be recruited? Finding the boys dropping out or not joining as much as girls? Why? Are you offering 4-H projects that are of interest to them? Are youth staying in the program or dropping out? Have you talked to some to find out why they are leaving or staying? Are there opportunities that could be offered? Are you making sure that all teens are offered the opportunity to participate in state level events? Do you have a rapidly growing project area that needs more support? As you begin to look at these questions, perhaps there is some professional development opportunities that would assist you in growing your 4-H program. Now is the time to share those ideas since we will be developing workshop schedules for both fall and spring in-service weeks. Let me know your needs. ❖

Seeking National 4-H Salute to Excellence Award Recognition Reviewers

The National 4-H Salute to Excellence Volunteer Recognition Awards program provides opportunities for states to recognize two 4-H volunteers each year. Awards are given to a Volunteer of the Year (less than 10 years of service) and a Lifetime Volunteer (10 or more years of service).



National 4-H Council is currently looking for nomination reviewers. Please recommend a youth or adult (volunteer or staff) that would be interested in reviewing nominations. One youth and one adult will be chosen per region.

If you are interested in recommending a reviewer, contact Arletta Gustafson at 301-347-3801 or agustafson@fourhcouncil.edu. To learn more about the National 4-H Salute to Excellence Awards Program, [click here](#). ❖

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Science, Engineering & Technology

The first materials for National 4-H Week 2007 are now available at: www.4-HBrandNetwork.org. Bookmarks, print ads, and posters showcasing 4-H's great work in science, engineering, and technology (4-H SET) programs are downloadable for you to begin planning for National 4-H Week – October 7-13, 2007. Many more materials are coming soon including a brochure, certificates, place-mats, Web banners, and other event materials.



Also, beginning in September, even more resources will be added to help you promote 4-H SET events being held during National 4-H Week.

And did you know that the 4-H Brand Network also has a variety of other promotional materials including the new 4-H Volunteer Recruitment kit? It also has tips and how-to's to promote 4-H most effectively in your community.

Stay tuned to both Clover Corner News and [4-HBrandNetwork.org](http://www.4-HBrandNetwork.org) as many more exciting materials are added!

To learn more about 4-H SET, [click here](#). Please contact Allyson McMahan at amcmahan@fourhcouncil.edu or 301-961-2915 if you have any questions.❖

NAE4-HA Directory of Successful Urban 4-H Programs

The urban directory is here! The urban directory is here!

For some great programming ideas go to: <http://www.colorado4h.org/urbanprogram/>. There are 22 successful 4-H program ideas on this site— and they are not just for the urban audience! We encourage you to take a look and think about submitting your program idea for 2007.

In 2006, the Programs Committee of NAE4-HA formed a task force to address issues related to urban 4-H programming. One of the first undertakings of this task force was to compile a directory of successful 4-H programming efforts conducted in the urban environment. In the first year of our urban task force efforts, we received 42 submissions, of which 22 were selected by peer review to be included in the directory.❖

Remember the FAIR SHARE Program

- ◆ Your orders from National 4-H Supply Service can benefit the Pennsylvania 4-H Youth Development Program.
- ◆ The Fair Share Program will return 10% of your total online order to the Pennsylvania 4-H Youth Development Program. Only online orders will receive the 10% rebate. Phone and Fax orders will not count!
- ◆ The funds collected by the Pennsylvania 4-H Program go to support statewide 4-H programs!
- ◆ To order, go to: <http://www.4-hmall.org/>.



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Calling All Online Teens and Young 4-H Alumni!

Are you currently involved in social media or social networking? Do you have opinions about 4-H's visibility online? What are your opinions about technology use in the 4-H program? Here is your opportunity to have your opinions heard and used!

Development of the new Access 4-H Internet Platform has begun. More than a Web site - greater than an online portal - Access 4-H will offer a comprehensive set of integrated online applications, services and tools. The Access 4-H Platform will aim to create a one-stop home for information, instruction, and interaction for the 4-H community to deliver research-driven programs; revitalize and expand the 4-H brand

beyond traditional audiences; recruit new youth to 4-H clubs; and increase the capacity to recruit, train, support and retain 4-H volunteers and professionals.



The Access 4-H Platform is designed to

bring together members of the 4-H family as never before. And, as such, we need and invite your feedback now and in the weeks and months ahead.

We are looking for members to join the Access 4-H Facebook or Myspace Communities. This is an online community of 4-H members and young alumni who are already partaking in social media. We will be engaging in discussion and asking your opinions on topics such as social media, 4-H online, what is cool online, and overall serve as a think tank for Access 4-H.

Take the next step and become a member of the discussions that are moving 4-H into utilizing next-generation technology.

Interested people should go to www.4-h.com/access4-h to find a link to their social network.

In weeks ahead, we shall choose some of the most active Access 4-H Community participants to join Team Access, which will have the opportunity to provide further insight into the direction of our changing 4-H Web presence. Get involved by participating in discussion now!

For more information, please contact Jessica Falkenthal at jfalkenthal@fourcouncil.edu. ❖

Participate in the 4-H Club Exchange Database

Showing off your favorite places to visitors can be as fun as visiting new places yourself. Thanks to the 4-H Exchange program, youth clubs from Arkansas to Washington have enjoyed the best of both worlds.

If your club would like to experience another part of the country or to share your home state with a visiting club, the 4-H Exchange database makes it easy to get started. Simply submit your free exchange ad online, highlighting the "best of" your state and listing what parts of the country you'd like visit, as well as your preferred travel and/or host dates.

[Click here](#) to submit your ad and to read other ads from clubs across the country. Let the exchange begin! ❖





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All Dauphin County Team Attends National 4-H Wildlife Event

Pennsylvania's 4-H Wildlife Habitat Evaluation Program (WHEP) team competed this August in the 2007 4-H WHEP National Contest. The event, held this year in the Cedar City, Utah, is staged annually in different regions of the country. This year's contest attracted 70 participants and more than 30 coaches and guests from 19 states. Participants judged wildlife habitat in the Intermountain—"Sagebrush Zone" region using habitat evaluation skills they learned through their local 4-H WHEP training. Contestants individually judged the suitability of habitat for wildlife species through on-site evaluation and aerial photographs. As teams, they also wrote urban and rural wildlife management plans for eight different wildlife species.

This year's Pennsylvania team members, all from Dauphin County, included Brianna Clark and Elizabeth Fulton from Middletown, PA, and Jake Harman of Harrisburg, PA. The team's coach was Judy Martin, a volunteer leader with Dauphin County 4-H. According to Sanford Smith, Extension Specialist in Forest Resources, "The national 4-H WHEP contest is sponsored by the U.S. Fish and Wildlife Service and International Paper, and many other state and local sponsors provided financial and/or logistical support for the 2007 program." Alabama's team took first place in the team competition, Utah's team placed second and Texas' team took third.

WHEP is a 4-H youth natural resource program dedicated to teaching wildlife and fisheries habitat management to junior and senior level (ages 8-19) youth in the United States. WHEP won the 1996 Wildlife Society's Conservation Education Award. The Wildlife Society is the professional organization that certifies wildlife biologists worldwide. ❖

THINGS TO DO

- ◆ Complete the Youth Development Annual Report
- ◆ Recruit Salute to Excellence reviewer
- ◆ Identify volunteers to nominate for Salute to Excellence
- ◆ Organize local marketing for National 4-H Week, October 7-13
- ◆ Place local 4-H exchange clubs in the national database
- ◆ Develop a county mailing list for fund development



MARK YOUR CALENDARS

The 2007/2008 4-H Calendar can be found at:
<http://pa4h.cas.psu.edu/>

SEPTEMBER

- ◆ 9/15 Travel Itinerary for National Congress due to Lydia Everhart
- ◆ 9/15 Youth Development Enrollment report due
- ◆ 9/15 4-H Cost Recovery fees due
- ◆ 9/28 ATS articles due

OCTOBER

- ◆ 10/7-13 National 4-H Week
- ◆ 10/11-14 Northeast Region Leaders Forum
- ◆ 10/15 Open Registration for 4-H Leadership Conference

NOVEMBER

- ◆ 11/15 Fair Fund Application due
- ◆ 11/23-27 National 4-H Congress



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4-H Gets Physically Active

By Jill N. Cox

Physical Activity and Nutrition Extension Educator

Recently, the American College of Sports Medicine and the American Heart Association released their updated recommendations for physical activity for adults. They are recommending that all healthy adults age 18-65 need 30 minutes per day of moderate intensity physical activity for five days a week or 20 minutes of vigorous intensity physical activity for three days a week. In addition, adults will benefit from exercise which increases muscular strength and endurance on at least two days each week. According to the My Pyramid and USDA Dietary Guidelines, children are recom-



mended to have sixty minutes of physical activity daily.

Moderate physical activity includes brisk walking, gardening, leisurely biking, playing basketball, washing windows,

or wheeling self in wheelchair. Vigorous activities would include jogging, swimming, running, racquetball, or skiing. When planning physical activity, it is important to keep in mind that it should be fun and that it is helpful to try a wide variety of activities to find those that are most enjoyable. With schedules as busy as they are, it can be challenging to find a 30-60 minute chunk of time, but experts suggest that 10-minute intervals can be effective as well.

Considering the aforementioned guidelines and the challenges adults and children face in achieving a healthy amount of physical activity, new plans are underway to consider how to creatively include more physical activity in 4-H programming. Many clubs may have already thought of ways to keep members moving and it would be great to hear about these at the state office. Please feel free to e-mail me at jnc14@psu.edu any ways that your program has successfully incorporated physical activity into your meetings. In the meantime, be looking for updates on physical activity in the coming months. ❖

2008 State 4-H Week Annual Fund Mailing for County Support

- Each county is encouraged to mail a solicitation to support their 4-H programs at the local level.
- Each county should compile a mailing list of **at least** 500 volunteers, supporters, past members, and involved community leaders.
- The development office will provide a sample letter that will help you get started AND can assist in gift receipting and tracking.
- Contact Eric McGinnis to participate in this coordinated effort and for fundraising support.

How many names are in your mailing list?

4-H Development: 814-863-2754 or emcginnis@psu.edu



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EDITOR'S PAGE

Christy E. Bartley

Christy Bartley
State 4-H Program Leader

In Consultation with
4-H Youth Development Faculty & Staff

This publication is available in alternative media on request.

Penn State encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact Christy Bartley 814-863-3828 in advance of your participation or visit.

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