



K-STATE

Research and Extension

Southwind District

Making a

Difference

First Quarter, 2021

The COVID-19 pandemic may have temporarily done away with face-to-face meetings and events, but it hasn't done away with the mission of K-State Research and Extension, nor the dedication of Southwind Extension District Agents. It has, in fact, strengthened our resolve as we search for new ways to bring educational programming and knowledge to the counties we serve. No matter the circumstances, our core values of integrity, communication, scholarship, leadership, and inclusion will remain the same.

The 4-H Difference

Kansas 4-H has introduced several new processes across the state including a new 4-H Dog Show Rule Book and a newly renovated online state 4-H Scholarship system where applicants submit everything virtually. 4-H Youth Development agent, Jennifer Terrell and 4-H Prograam assistant, MaKayla Stroud presented a weekly video series entitled "Southwind Stockpot Series" to encourage families to cook wintertime meals together to help beat the cold while helping their unit's mental health. "The Clover Bakery" video series was also created, featuring treats for families and their pets. These videos were published on the Southwind District 4-H YouTube channel and Facebook page. "Be a Star!" communication publication series was also released to inform 4-H members and their families about the different competitive areas within 4-H Day.

Contact Us:

Allen County: 1006 N. State, Iola; 620-365-2242
 Neosho County: 111 S. Butler, Erie; 620-244-3826

Bourbon County: 210 S. National, Fort Scott; 620-223-3720
 Woodson County: 211 W. Butler, Yates Center; 620-625-8620

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THE CLOVER BAKERY

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**Today's video highlights:
 Heart Shaped Pretzels**





Family & Consumer Sciences

With face-to-face gatherings not an option in many settings, Family and Consumer Sciences Agent Barbara Stockebrand offered 'The Basics of Zoom' at different times to patrons of Southwind District. The hands-on session allowed participants to practice and become more comfortable with the basic options Zoom offers, particularly before the holidays. Those sessions are still conducted as groups request them. Other programming included a successful completion of a Yates Center Stay Strong Stay Healthy program. Participants also learned more on what to look for through a Fraud, Scams & Identity Theft program offered in Neosho County.

Social Media Partnerships

The Southwind District has taken a big step forward to embracing new methods of presenting research-based information by better utilizing our webpage and social media platforms. We also recognize that Extension can be a tremendous partner to other organizations with a similar mission, such as the Farm Service Agency. In a collaborative effort to create awareness of both pandemic and existing government programs available to farmers and ranchers, the Southwind District produced recorded zoom interviews with the local FSA Director. The segment that focused on CARES Act programs saw a reach of over 3,900 people, was shared 51 times and recorded significant views from Kansas, Oklahoma and Missouri. By utilizing social media, the Southwind District social media videos can condense hundreds of pages of complicated information into a format that is more easily understood and therefore creating better understanding of complicated government programs that are intended to aid the agricultural community. Other social media partnerships have been developed with County Fair Boards, Kansas Farm Management Association and other Kansas Extension units.

Marketplace Insurance

Health insurance choices affect all Kansans and research shows that consumers do not know what to consider when purchasing health insurance, such as their financial situation, health needs, and available plans.

Joy Miller, certified Senior Health Insurance Counselor (SHICK) for Medicare and Assister for Marketplace, provided one-to-one counseling during the 2020 open enrollment period. Individual sessions help consumers understand health insurance options, coverage and costs to improve their competency and confidence in making health insurance decisions.

During the 2020 open enrollment, 164 people were assisted in the Southwind District and saved \$747,309 by making informed insurance choices for 2021.

Participants report these services are helpful and appreciated, confirm they are making the right decision, and trust the education and information through this program.

Pasture Leases

Working on pasture leases is always challenging, but the COVID restrictions we are currently under definitely adds to the complication of creating a fair and equitable lease for all parties involved. As an unbiased party, there is a fine line between what is fair and reasonable to the figures you hear in "the coffee shop". Dale Lanham, Sheep and Goat Management Extension agent, has shown numbers that satisfies both parties so that they can agree to a fair lease that definitely needs to be written and signed by both parties.