

participated in the county cancer survey and the county health fair. The general public was contacted by means of the radio. This weekly broadcast is now on the air for the seventh year. The home agent attended meetings, not sponsored through the home demonstration program.

C. What was done for own professional improvement.

The agent attended agent's group training meetings and the Workshop for Farm and Home Agent's

The agent made use of subject matter and program planning and evaluation material to keep abreast of developments in extension programming.

Considerable reading was done in the area of counseling with families. Conferences with the district home agent, as to how different approaches could be applicable to this county situation.

VII. The Look Ahead.

The changed economic, social and social and educational aspects of family life greatly influenced extension activities this year. More rural non-farm and urban families look to extension for assistance in making the proper adjustments in the changed pattern of living.

Family counselling; management; child-care development; consumer buying and more opportunities for educational leadership and community action will be major areas of work in the year ahead. The local home agent will need to re-evaluate the methods and procedures used for helping families understand these changes and the help given in guiding them in decision making. More training will be needed in the method of mass contacts.

Food preservation and storage demonstrations conducted by Mrs. Lelia Dickerson; the home improvement demonstration conducted by Mrs. Evelynlena Martin, the home management demonstration conducted by the Irby family are good examples of the influence of result demonstrations and local leadership.

The community approach was, also a means of reaching more part-time homemakers. In carrying out the community improvement work, more leaders were trained individually and in groups. More people were reached more effectively, because of the increase in number of leaders and because of more intensive training.

The Taylorsville, Pounds, Riceville, Shields, Piney Level and Union Hall communities have conducted such programs. Several hundred people participated in these programs which involved many leaders. Leadership in Extension involved people working on common goals as they related to what was happening to people. There was constant contact between the home agent and leaders.

The program gave opportunities for encouragement and recognition to the many local volunteer leaders.

B. Progress in developing good public relations in the County.

Conferences with the county agent and the farm and home development supervisor gave the home agent to be informed as to the approach to county farm problems, as a result, farmers were encouraged to take advantage of the educational resources of the Extension office. Participation in activities of the county health council-the local home agent learned of the program carried on by each agency, and pointed out to families these available services. She also

VI. For Special Consideration

A. The leadership work in the county.

I am grateful for the volunteer leaders who have served so willingly over the years. The Extension recommendations and methods could not have reached such a wide area without their cooperation. When we take a look at the neighborhood leadership program which was used early in the beginning of home demonstration work in the county we have a feeling that such an approach was responsible for the present leadership.

Many changes have taken place since that days of the neighborhood leader method of approach. Neighborhood boundaries have disappeared; yet it is important that we recognize the fact that we still work with people and that where there is common interests there is need for trained volunteer leaders.

These people whether rural or urban need guidance in identifying and analyzing their problems. They need the type of assistance which will help them determine methods for providing the solution to their problems. This has been the role of the local volunteer leaders.

Extension has offered opportunity for developing leaders through such programs as surveys and committee work for group action dealing with community problems.

Result demonstrations and project groups were effective means of providing educational leadership to homemakers in reaching family objectives. A follow-up by leaders and agent stimulated interest and aided in recruiting additional leaders.

V. Leadership

A. Growth of leadership

1. Overall program leaders

	No. 1957	1958	1959
a. County Advisory Board	75	226	106
b. 4-H Advisory Committee	15	15	21
c. Home Demonstration Committee	63	54	36

2. Home Demonstration Club Leadership

	1955	1956	1957	1958	1959
No. organizational leaders	29	29	29	29	29
No. project leaders subject matter	212	85	93	95	106
No. District program of work chairmen	51	29	29	29	29
No. Program development leaders	29	29	29	29	29
No. result demonstrators	25	48	59	87	12
No. training meetings by specialist	2	1	3	2	1
by district agent	-	-	-	-	1
by agent	53	73	71	47	42
Attendance at all training meetings	383	564	502	458	325
No. Meetings held without agent	156	178	174	153	139
No. meetings leaders assisted	185	172	174	172	181
Demonstrations by leaders	349	1,000	2,074	2,863	1,785
Talks and discussions by leaders	-	1,847	450	581	735

3. 4-H Club Leadership

	1955	1956	1957	1958	1959
No. Club Officers	174	174	174	75	50
No. adult project leaders	117	61	89	92	43
No. Junior leaders	-	37	43	46	31
No. training meetings by agent	31	56	44	26	20
Total attendance at training meetings	205	372	414	147	170
No. 4-H leaders trained individually	21	39	56	20	13
No. club mtgs. held by leaders without agent	200	195	243	148	98
No. additional club meetings at which Drs. assisted	78	144	50	42	27
No. demonstrations given by adult leaders	528	566	660	702	559
No. demonstrations given by Junior leaders	5	7	7	88	213

made by agent at meetings 3-4 times during the year were some of the ways work was conducted in these groups.

The community leader played a very important role in this phase of the work. Homemakers look to this individual leader for the latest information to help them in solving many of their home-making problems.

The mimeographed material that was prepared by Extension Service specialists was used in training these leaders. Especially was this the case in the subject matter field not emphasized in the 1959 program.

information which they received in home demonstration club meetings.

Meetings were attended by non-club members
at result demonstrations

A large number of non-club members were reached through public programs such as the observance of National Home Demonstration Club Week, special club exhibits and community tours. Talks at PTA and church group meetings. Non-club members were reached through the Health Fair sponsored by the County Health Council. An exhibit which emphasized the importance of milk in the diet was set up for the two day period. The Food and Nutrition specialist assisted the local home agent in planning the subject matter for the exhibit. Different club leaders helped in setting up the exhibit and also distributed leaflets on the Nutrition phase of the home demonstration program that was carried on this year.

The regular weekly Radio Broadcast was continued. This feature of the home demonstration program is now being conducted for the seventh year. Spot announcements were also used to keep home-makers informed as to what was taking place in the program. A follow up with additional information when requested indicated a growing interest in the radio program.

Work in unorganized clubs and groups was conducted through the use of local leaders. Individual leader training, circular letters, office and telephone calls, schedule home visits, talks

IV. Scope

A.

	1955	1956	1957	1958	1959
No. H. D. Clubs	15	15	15	15	15
Membership	279	300	308	350	357
No. H. D. Groups (unorganized)	321	281	255	204	200
No. 4-H Clubs	27	27	27	15	10
Membership	778	862	860	228	237
No. YMW Clubs	3	3	1	2	2
Membership	91	91	46	50	50
No. Community Clubs	1	1	1	1	1
Membership	25	25	25	25	25
No. Youth Committees	1	1	1	1	1
No. Farm & Home Development Families	5	5	4	4	1
No. other families reached	280	325	400	951	207
No. Different Families reached	830	1000	1023	955	658

B. What was done to increase scope of work:

Individual leader training; use of result demonstrators; work with urban families; a reevaluation of extension organizations and a study of changes within the county, such as food production VS consumer buying.

Local club and group leaders were given more individual training in the special subject matter area of work with emphasis on planning in the leadership role. More opportunities were given result demonstrators to work with homemakers. The local home agent worked with homemakers in the HOUSING Project. Thirty seven leaders representing two hundred and seven families. Their interests were in the area of consumer education, food and nutrition and home-grounds beautification.

Families and individuals not participating in organized home demonstration clubs received information at Canning Centers. Club members shared with homemakers, leaflets, bulleting and other

The 200 members enrolled in the house furnishings project made 527 articles. 160 members canned 3,645 quarts of fruits and vegetables.

Parent support was good. Club activities gave opportunities for junior leadership.

Thoughtful planning resulted in improved methods of preservation of food for the family and improved family living.

C. Other Activities

These activities called attention to the opportunities offered rural girls and boys through 4-H club work. These activities gave opportunities for recognition of accomplishments to members, parents, leaders and supporters of the 4-H club program. Each club sponsored a special activity to carry out these objectives. During National 4-H Club Week programs showed the public what 4-H club members had accomplished. The program gave opportunity for individual recognition and was a challenge for club members to greater achievement. Such recognition was in the form of certificates and awards.

Rural Life Sunday observance placed emphasis on ways that the 4-H club program could supplement youth activities in the church. Radio broadcasts served as additional means of calling the attention of the public to these program activities.

Junior leadership was developed. Opportunities were given club members to participate as teams and committees.

Leaders could look at the real purpose of the 4-H club work in light of objectives and accomplishments.

III. County Extension Program - Youth

A. Organization

4-H Advisory Committee

The fifteen member committee studied the needs of the county and assisted in planning with the 4-H club leaders and club officers the county 4-H activities.

It was felt that to develop a more effective 4-H club program the time this year should be devoted to homemaking projects, only. Emphasis was placed on quality of work rather than quantity, use fewer projects and better planning.

The committee worked with club leaders and families of 4-H club members in carrying out the county program. Seventy five families were involved in the 4-H program.

B. 4-H Project Work

The club projects selected by the clubs were closely related to the work carried on by the home demonstration club members.

The projects were designed to teach girls to improve their homes, to make them more attractive and more comfortable for better living, to teach better methods of canning and to help club members plan with their families the food needs and to decide on the house-furnishing improvements to be made during the year.

Project requirements were set up. Project instruction was given by adult project leaders. Demonstrations, charts, mimeographed materials, illustrative material, leaflets, exhibits, circular letters and home visits were some of the methods used in carrying out the work.

each day.

Assistance was given in the buying of clothes for the family.

Mrs. Pannell is participating in the home demonstration program.

She attended the district home demonstration committee meeting.

She has more time to participate in community activities. Living conditions in the home have improved.

III. Dancy

E. Farm and Home Development.

Work was continued with one family in the Farm and Home Development program. Budgeting the income was the most outstanding problem with this family. Assistance was rendered the family through conferences with the Farm and Home Development supervisor. Through encouraging the family to make application for aid through a Federal Loan Agency.

Assistance was also given in management procedures.

Progress of a family resulting from the use of the farm and home development approach.

Better management partly solved what appeared to be a major problem in 1968.-for the Pannell family.

It took several home visits and conferences to get Mr. Pannell to see that there was an alternative, that of improving the present farm rather than buying more land.

The income from the farm was increased as the result of following through with better management practices. These practices were recommended by the farm and home supervisor.

The local home agent gave educational assistance by referring them to a federal loan agency for aid to carry out the farm improvement recommendations.

An increase in the number of hogs and cows on the farm provided additional food for the family.

The local home agent gave demonstrations in food preservation, meal-planning and meal preparation. A plan was worked out for the preparation of lunches that the ten children take to school

The twenty-five families provided new storage spaces for food and clothing, painted and remodelled homes; installed water systems; improved homegrounds, driveways and mail boxes. These families worked with agricultural agencies in making improvements on the farm.

A community project of church ground improvements was continued. Families participated in church and civic activities.

An award which was given by the State Advisory Board in recognition of the accomplishments will be used to further the community improvement program.

County 4-H Camp-a joint activity with the 4-H Club program was continued.

The special event-County Health Fair. see details under how scope of work was increased.

D. Procedure for developing and carrying out with urban families.

Urban families were reached through three to four group meetings during the year; through local volunteer leaders, especially leaders that had moved from the rural area; through home visits, telephone calls; leaflets; mimeographed materials and radio broadcasts.

The mimeographed material that was prepared by extension service specialists was used in this phase of the program.

Urban families pointed out the many ways that they were helped in making decisions in consumer buying, in saving time and energy, in money management, and in carrying on many other homemaking activities.

C. Other Activities

Objectives of other activities were to give emphasis to the home demonstration club work; to give recognition to individual and club accomplishments; to provide opportunities for leader participation to reach non-club members and to inform the public of the work of the extension service. It was also an opportunity to evaluate the over-all county program.

National Home Demonstration Week was celebrated by each club. Public meetings, club exhibits and guest speakers were some of the features of the activities. Emphasis was placed on reaching people that were not enrolled in the clubs. The over-all objectives were reached and the home demonstration work was strengthened. Delegates attended the District Home Demonstration Committee meeting in Campbell county.

The Fara-City programs were a means of highlighting the change in family living of rural homemakers. General discussions centered around the trend from fara production to consumer buying. Some clubs had former club members that now live in the city to appear on program.

Community Tours-State Community Improvement Work

The community improvement work was used as a means of reaching more people with extension recommendations and methods for family living and community action.

It was used to promote educational leadership. The work was conducted as a community contest with family units participating.

Homemakers took advantage of the experiences in home furnishings and household equipment programs by setting up goals for themselves. Through better management practices homemakers were guided into making wise decisions with in their family group. Some goals have been reached, others will be worked on into the next year.

The effectiveness of the work in subject matter areas with home demonstration club members is reflected in what other homemakers did, they learned through contacts with members in organized groups.

How Food Preservation increased family income:

The problem: What to do with surplus food.

The expected solution: Better management.

This family purchased a deep freeze instead of continuing rental of a locker space. The homemaker learned to freeze fruits, vegetables and poultry. A portion of meat from hogs was made into sausage and put in the freezer. Milk from three cows was sold on the cream route. One cow was butchered and processed at the meat processing plant.

Educational assistance rendered by local home agent; guided in making the decision to purchase a deep freeze; recommended sale of cream to the cream route; planned with management to give a meat cutting demonstration, which was attended by farm families.

The sale of cream over pays for monthly payment on deep freeze; meat sold at meat cutting demonstration paid for cost to family for processing and packaging of the beef for home use.

The rental money formerly used for space at freezer plant is added to family-income.

Such changes in the pattern of living most often encountered were: families are more consumers than producers; off-farm employment; more families have telephones; more women drive automobiles; and urban influences.

Objectives set up were:

To help families feed their families well-balanced meals for better health; to help homemakers make their homes convenient and attractive for better living; to help families make wise decisions in spending the family income to get the most for their money; to help families make the home surroundings attractive and to promote pride in their community.

Homemakers received assistance in problems of food and nutrition; home furnishings; management; consumer buying; family relationship; health and safety; leadership development; group participation and community development.

Some monthly club programs were ways to include more milk and milk products in the diets; quick low cost one dish meals; how to recognize, cook and serve cuts of meats; freezing baked and pre-cooked foods; making window curtains and draperies; shopping for foods with a plan; buying home furnishings and household equipment; and homemakers participation in special club and county events.

Results: The willingness to accept the food and nutrition program and to make it a part of the family plan reflected a change in attitudes towards food and evidences of actually providing more adequate diets for improved nutrition.

II. County Extension program-Adult

A. Organization

1. County Advisory Board.

The county advisory board is composed of the organized home demonstration groups. The members of this board assist with the organization and conducting the Extension work in the county.

Two meetings were held. One for the purpose of setting up objectives, one for group participation in the evaluation of the program.

The over-all program is planned in light of the long time home demonstration program objectives.

The State Community Improvement Work is sponsored by the county advisory board.

2. The home demonstration Club Committee.

The home demonstration committee is composed of club leaders. The committee, plans the county program. Assists in setting group action committees relating to carrying out subject matter and teaching activities of home demonstration clubs.

This committee supports the work of the District Home Demonstration committee. This committee assumes a large part in the program projection phase of the Extension program.

B. Subject Matter and Special Emphasis Area

The home demonstration program was planned to help homemakers establish new skills that would bring about the proper adjustment in the changed pattern of family living.

What was considered: The off-farm influence. The need to help families understand these influences and to make the right adjustments.

Management was a big problem. Wise decision making with the family counseling approach would be used; local volunteer leaders trained in line with the rising level of education of the homemakers.

The increase in the number of telephones would promote the effectiveness of the home demonstration program. The weekly radio broadcasts would be continued with more follow-up as to the use of information given; More work to be planned with groups.

Local Home Agent needed to review and use better techniques in carrying out the over-all county program.

A need to find more techniques to use in overcoming the road blocks in carrying out the program.

1. County Situation

Pittsylvania County is a progressive community in beautiful Piedmont Virginia. The county area is 1,006 square miles with a population of 66,096; 20, 387 are Negroes.

Agriculture Production-Bright tobacco represents about 85% of the farm income. There has been an increase in beef cattle and chicken raising and the trend is toward more diversification with emphasis on pasture improvement and hay crops.

Agricultural Research-One of the State's larger agricultural experiment stations and an experimental farm are located just outside of Chatham.

Industry-Burlington Mills Finishing Plant located at Hurt; the Disston Plant in the Southern end of the county; the Galveston Mills at Gretna; the Dry Fork Milling Company at Dry Fork; the Eastern Division factory of the Ennis Tag and Salesbook Company in Chatham; a Solite Block Company at Cascade; some eight-five saw mills and lumber companies are in operation in the county.

Changes affecting the 1959 program planning

Some of the changes were: The transition in agriculture, larger farms and fewer farm families; Part-time farming and off-farm employment; Rural non-farm families and urban families request assistance; The trend from the production of food to food buying; Goods and services now available near the home community; and Rapid transportation and communication reduces size of community; and school consolidation. The 1959 program was planned in light of the changed pattern of living of families.

Most outstanding contribution made to family living; as result of this year's program:

Feeding the family was still the number one concern of homemakers. It was essential that emphasis on higher nutritional standards receive priority in the 1959 program. The increase in number of requests by rural-non farm and urban families was significant and a challenge in planning the program.

Some results obtained through the food and nutritional program: Diets were improved through the meal planning which gave opportunity for guidance in many practices. Food selection as to quality and preparation; food budgetings; a shopping list in relation to the food plan; ways for including more milk and vitamin "C" foods in the diet; teaching skills and better management were areas of work. Families served well-balanced meals which required less time and energy. Living conditions improved.

Family living was further improved because of the educational assistance which was rendered by local volunteer leaders. Through this assistance families were informed as to the latest research developments. The changes in attitudes resulted in wise decision making and adjustments to the changed pattern of family and community living.

TABLE OF CONTENT continued.

	Page
1. Over-all program leaders	15
a. County Advisory Board	
2. Home Demonstration Club leadership	
3. 4-H Club leadership	
B. Development of leadership activities	15
VI. For Special Consideration	16
A. The leadership work in the county.	
B. Progress in developing good Public relations	17
a. Other county workers	
b. General public	
c. Other professional workers	
C. What was done for own professional improvement	18
VII. The Look Ahead	18

TABLE OF CONTENTS

	Page
I. County Situation	1-2
II. County Extension Program-Adult	
A. Organization	3
1. County Advisory Board.	
2. County H. D. Committee	
B. Subject Matter and Special Emphasis	3
1. Line of work	
2. What was attempted	
3. How work was carried on	4
4. What results were obtained	4-5
A story in Food and Nutrition	
C. Other Activities	6
D. Program with Urban Families	7
E. Fara and Home Development	8-9
III. County Extension Program-Youth	10
A. Organization	
1. County 4-H Advisory Committee	
B. 4-H Project Work	10
C. Other Activities	11
IV. Scope of Work	12-14
A. Clubs	
B. What was done to increase scope of Work	
V. Leadership	15
A. Growth of leadership	

ANNUAL NARRATIVE REPORT

COUNTY EXTENSION WORK

Virginia Agricultural Extension Service

Miss E. Alice Hobday
Name

Local Home Agent
Title

Assistant Agent

Assistant Agent

Assistant Agent



1959

Pittsylvania

County