

ANNUAL NARRATIVE REPORT

COUNTY EXTENSION WORK

Virginia Agricultural Extension Service

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Name

Local Home

Agents

Title

Assistant Agent

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1960

PITTSYLVANIA

County

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I. 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-ones of the State's larger agricultural experiment stations and an experimental farm is located just outside of Chatham.

Industry-Burlington Mills Finishing Plant located at Hurt; the Biston 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 1960 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; rapid transportation and communication reduces size of community, and school consolidation. The 1960 program was planned in light of the changed pattern of living of families.

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 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 need to review and use better techniques in carrying out the program.

This report relates the activities of two Local Home Agents, Miss E. Alice Hobday, retired on disability June 30. On September 1, Mrs. Willette T. Merritt, was employed as Local Home Agent. Due to the illness of the former agent and the two months vacancy, much of the program was not carried out as planned.

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.

One meeting was held for the purpose of setting up objectives 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 and 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. It assumes a large part in the program projection phase of the Extension program.

B. Subject Matter and Special Emphasis Area.

The home demonstration program for 1960 was planned to help homemakers establish new skills that would bring about the proper adjustment in the changed pattern of family living. 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.

Being in the county since September, the agent has tried to get a clear picture of the county so as to know just where to put the 1961 emphasis and in what areas, and where and what the problems are. To do this a survey was made. Nine hundred and fifty letters were sent out, seven hundred and one were returned. The following is the compiled results. It

revealed that three out of five Pittsylvania County families failed to eat some of all the seven basic foods, many have no vegetables for home use at all. Sixty-six per cent ate less than recommended five servings of fruits. One fourth did not eat a yellow or green vegetable, twenty-one per cent did not eat a vitamin "C" rich food such as tomatoes, or citrus fruit. One half failed to drink two glasses of milk daily, ninety-one per cent ate one or more servings of protein food daily and eighty per cent ate one or more eggs a day.

With the high cost of living expenditures for farm families, clothing was studied. The study revealed a need for consumer education and emphasis on home sewing.

The survey further revealed that families need definite changes in their family living and must be improved through use and application of many specific changes. By determining first, the needs of the particular family involved, because all families did not have the same type of problem. To meet the needs the families must (1) increase their managerial abilities to make wise decisions and plan for better housing facilities, (2) the agent must teach value of health through proper sanitation, (3) encourage larger percentage of families to make inside and outside repairs, (4) that agent need spend considerable time and thought on improving toilet facilities, running water and proper refrigeration.

There seems to be a need to enhance and encourage better family and community relationship among farm families. Few families and communities reported having provided wholesome recreation for the families at home or community. A very small number remember family birthdays, small percentage take a daily or weekly newspaper, none spent anytime developing ways and means of understanding teen-agers in both home and community and very few hold family council.

It was revealed that home management and family economics need some attention. There is need for the families to make a financial plan and to keep accurate farm and home records. It was found that garden program should be emphasized. From the returned questionnaires about sixty-seven per cent of Pittsylvania County families need grow a better garden, (emphasizing fall gardens for adequate food supply) increase size of the plot, and to have non-farm families take advantage of every available space for food production.

Nutritionists report that it takes about one quart of milk per person a day to supply milk for drinking, cooking and other purposes. This can only mean that with the present cow population of the county and the present low income for a number of farm families, a large number of individuals are not getting the proper amount of milk in the diet. With the above in mind an educational program to acquaint the farm families with the benefits and the valuation of livestock on farm, especially the milk cow needs considerable attention.

Home visiting was necessary in order to meet the people, as there was no time for meetings. In talking with the families in many cases, their desires are as follows: The wife wants to build a new home or make necessary repairs in the one that they are now living in. These homes to be of modern construction emphasizing modern kitchen and bath. The men for the most part emphasized wanting some type of enterprise to supplement the present income so that the new home or other expense for necessary equipment for the farm could be realized.

The survey revealed the need for more time to be spent in helping the farm families develop a pattern of farming and homemaking, which through proper and full use of their land and labor would result in higher economic returns, thereby making available to the farm family a better and higher standard of living.

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 develop-

ment; group participation and community development.

Methods: Some of the methods used were club meetings and demonstrations stressing a good breakfast, quick low cost one-dish meals; how to recognize, cook and serve cuts of meats; making window curtains and draperies; buying home furnishings and household equipment; and homemakers participation in special club and county events.

Mass media proved an effective means of reaching club members that were prevented from attending club meetings because of bad weather, illness or other conditions.

A. Use of Circular Letters--200 of each of the following letters were mailed out: (1) Buying Sheets (2) Buying Towels and (3) The Textile Fiber Identification Act. The subject matter that was used in these letters was based on information prepared by home furnishings and clothing specialists.

B. Use of Leaflets--The 1960 Family Living Outlook--sixty copies were sent to all program development leaders along with a letter with suggestions for the use of the outlook material. "The Farmer's Guide" publication No. 225--200 copies were made available to farm families at club meetings and through the agent's office.

C. Use of Radio Programs--A summary of the Food Outlook was given on the first of the four broadcasts. The information was taken from the U.S.D.A. Agricultural Marketing Service. Other broadcasts carried accounts of club program activities.

D. Club Meetings--Though limited and re-scheduled because of

bad weather conditions, were well attended.

A "Good Breakfast" was stressed in group discussions. Methods demonstrations were given in "Quick Low Cost Meals" with emphasis on one good substantial dish served with a green salad, two other vegetables and a wholesome dessert.

Mimeographed material prepared by the Food and Nutrition Specialist was used in the demonstrations and radio broadcasts.

Emphas was placed on an "Outdoor Living Area." The topics that were discussed and the demonstrations gave information on "Landscaping the Home Grounds, Lawn Seeding and Care; Location of Plantings; How To Control Insects and Diseases in Plants and How to Provide Trash Disposal Receptacles."

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 improve nutrition.

Thirteen kitchen result demonstrations were set up. The aim was to have homemakers become aware of the factors that contribute to an efficient kitchen. A study was made of the problems in the present kitchen and how they could be corrected. Then homemakers were assisted in making a specific long-range plan for kitchen remodeling. Some immediate activities will be to cut single windows; install storage space; provide space for the laundry unit and the deep freeze; provide an attractive spot for eating and reading. Demonstrators will assist in planning community tours.

Radio Broadcasting, Newspaper Articles and Circular Letters

placed emphasis on the importance of milk in the diet. Recipes which included milk were made available to homemakers. Two hundred thirty bulletins were distributed to homemakers on canning and freezing fruits and vegetables; packaging and storing butter and the proper use of the home freezer. "Garden Suggestions" prepared by V.F.I. Vegetable Specialist were distributed to gardeners to assist them in planning the fall garden.

House Furnishings and Food and Nutrition Result Demonstrations were visited; nine major improvements were made in kitchens; one home freezer and two refrigerators were purchased. A large quantity of berries, vegetables, butter and poultry was stored.

In the short period the agent has been in the county, she has helped the people to change some of their practices. Mrs. Katie Stone, a retired teacher of forty years, is now taking an active part in the program. She had a beautiful fall garden of string beans. When the agent suggested canning or freezing, she said, "My family won't eat beans unless they are fresh from the garden." After a little persuasion, she consented to call her neighbors in the following day. A demonstration was given on canning string beans. A follow up gave another demonstration on variety in preparation. Mrs. Stone canned fifty-six quarts of string beans and the different families have reported their families liking the menus that were prepared.

Other Activities: Objectives of other activities were to give emphasis to the home demonstration club work; to give recognition

to individuals 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 Halifax County.

Procedure for Developing and Carrying Out Work With Urban Families:

Urban families were reached through two 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 the 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.

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 sewing and to help club members plan with their families the food needs and to decide on the house furnishings 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.

The 204 members enrolled in the house furnishings project. Two hundred four members were enrolled in food preparation. These projects were not completed.

The future of the 4-H Club program looks very bright for

1961. Twelve clubs have been re-organized with a total of five hundred and fifty-two members. The members and teachers are very interested in the program and each teacher and leader is trying to make her club the best in the county. Each club has selected a result demonstration. It is hoped this will help keep the interest high as the members watch the work progress.

Method demonstrations in the class room on procedures and recommended practices to exemplify his or her skills played an important part in the November meetings.

To get the 4-H program on a sound foundation the agent:

1. Held educational meetings with 4-H members and adults.
2. Made personal contacts with leaders
3. Supervised selection of result demonstrations and gave method demonstrations
4. Held recreation activities to create interest in 4-H program
5. Radio and press to acquaint the public with 4-H activities

IV. Scope of Work

A.	1957	1958	1959	1960
No. H.R. Clubs or Groups	29	29	29	29
Membership	261	334	334	334
No. 4-H Clubs	27	15	15	10
Membership	860	226	237	338
No. Y.M.W. Clubs	1	2	2	1
Membership	46	50	50	-
No. Community Clubs	1	1	1	1
Membership	25	25	25	25
No. Home Ed. Committees	1	1	1	1
No. Farm & Home Environment Families	4	4	1	4
No. Other Families Reached	400	951	207	-
No. Different Families Reached	1023	955	528	800

- B. What was done to increase scope of work and to inform the public about home demonstration work.

The following was done to accomplish the above:

1. Tried to reach all families who can benefit by program
2. To choose the best methods for getting job done
3. To help homemakers develop their highest potentials
4. Improve their communities
5. Understand the importance of planning by all family members
6. To know problems of families
7. To plan the work to meet the people's need and abilities.

- C. To inform the public about the home demonstration program.

1. Public meetings have been held
2. Talked to people individually and in groups large and small groups
3. Circular letters
4. News Articles
5. Radio
6. Leaflets

V. Leadership

A. Growth of Leadership

1958	1959	1960
226	106	106

1. Overall Program Leaders
2. Home Demonstration Club Leadership

	1957	1958	1959	1960
<u>No. Organizational Leaders</u>	29	29	29	35
<u>No. Subject Matter Leaders</u>	93	95	105	60
<u>No. Program Development Leaders</u>	29	29	29	25
<u>No. Result Demonstrations</u>	59	87	12	13

	1957	1958	1959	1960
No. Training Meetings				
By Specialist	3	2	1	0
By District Agent	0	0	1	2
By Agent	71	47	42	5
No. Meetings held without Agent	174	163	139	56
No. Meetings leaders assisted	174	172	181	57
Demonstrations by Leaders	2074	2263	1785	113
Talks and discussions by Leaders	450	561	735	150

3. 4-H Club Leadership

	1957	1958	1959	1960
No. Club Officers	174	75	50	94
No. Adult Project Leaders	89	92	43	43
No. Jr. Project Leaders	43	46	31	31
No. Training Meetings				
By Agent	44	26	20	10
By Specialist	1	0	0	0
Attendance at Training Meeting	414	147	170	75
No. 4-H leaders trained individually	56	20	13	0
No. Club meetings held by leader without the agent	243	146	98	32
No. additional club meetings at which leader assisted	50	42	27	12
No. demonstrations given by adult leaders	620	702	559	25
No. demonstrations given by junior leaders	7	88	213	15

VI. Good Public Relations

The success of the home demonstration agent depends upon the relationship with county agencies and people. Visits were made to the County Farm and Home Agent's Office, Miss Perry and Mr. Blair; had a conference with the school supervisors, Mrs. Wallace and Mrs. Penn. Visits were made to: County Parent-Teachers Association and a talk was made; County High Schools where a conference was held with the principals; County Health Department, there plans were made to carry a joint program with them.

Individuals are also important. Had conferences with the Mayor of Chatham, several clergymen and special effort was made to develop their interest, also women's organization leaders of the various religious groups.

Subscription was taken out for weekly newspaper; weekly radio broadcast was continued; visited First State Bank and introduced the District Agent, Miss Heidi E. Ford, to the President.

Extension's main task is not merely to teach particular subjects, but to be helpful to people in the solution of their problems.

C. What was done for Professional Improvement.

The agent attended Agent's Group Training Meetings which were conducted by Specialists in the field and the Annual Farm and Home Agents' Conference. Subscriptions were continued to educational magazines.

VII. The Look Ahead

To develop higher living standards, we shall need to gear the

Extension Program:

1. To develop better standards of community and family living through community projects.
2. To develop worthwhile leadership.
3. To develop better health practices both physically and nutritiously.
4. To develop knowledge and skills in the selection and care of clothing.
5. To improve home surroundings.
6. To teach the value of the dollar and the "know how" of stretching the dollar.

The program for next year will provide broader and deeper experiences for the entire family.