

## I. County Situation.

Accomack County has approximately 33,000 people, living on farms and in many small towns and communities. The main source of income is from truck crops, with some resources from the water and some poultry and livestock. Due to poor market conditions farm income was lower than usual last year. Many farmers have had to leave the farm and look for other sources of income. This is a real problem since there is a lack of industry in the area. Many women are holding jobs to help out with the family income. The seafood industry has been poor for the past few years and many people who depended on this for a source of income are out of work. The closing of the Chincoteague Naval Air Station last year was a blow to the economy of the area, but adjustments are gradually being made. Families are not spending very freely for other than necessities.

The health standards of the people are average. There is still a lot of TB and VD in the county, especially among the colored population. This is a difficult problem to control with so much migratory labor moving through the area. The Health Council, Home Demonstration Clubs and other organizations are working with local health officials toward educating the public on prevention and control of disease.

## II. County Extension Program - Adult.

### A. Organization.

1. Agricultural Extension Service Board. Plans are to reactivate this board and use it more effectively this year to help solve many of the problems of the people.
2. Home Economics Council. This council is composed of eight key homemakers of the county interested in helping other homemakers keep up with the changing times. They furnish information in the homemaking field which will help other homemakers to better meet their problems.
3. Home Economics Committees.

A Clothing committee with twelve members will help the agent provide training for young homemakers in the county who need information on purchasing and making clothing for the family. Training meetings for leaders, demonstrations and follow-up meetings will be held for homemakers.

A Nutrition committee composed of eight members will help homemakers to help their families secure more satisfaction and have better health from the food their incomes will permit. Plans

are to have leader training meetings on Consumer Information and thus help families have the best meals possible.

An Improved Lighting committee is composed of selected members from home demonstration clubs, representatives of electric service companies and equipment firms, and other key people in the county. This committee will encourage result demonstrations, improve present lighting equipment for better use in the home and make plans for buying certified lamps. They will work cooperatively with the electric service companies and dealers in keeping them informed and assist homemaker groups through home visits and demonstrations. Publicity on the lighting program will be given through the local newspapers and radio.

A Rural Arts committee was selected by the Home Demonstration Club Committee to help adults with leisure time to find satisfying outlets for self-expression through activities related to home life. The committee has three members with a background in crafts. The committee met and made plans for carrying out the program as follows:

Rural arts leaders will present the program to all organizations, nursing homes and home demonstration clubs.

The committee will find leaders for demonstrations or give information to groups themselves.

Hold a Craft Fair in September for people to exhibit articles made during the year.

Find outlets and markets for craft articles made by homemakers.

Assist nursing homes and health department workers with crafts for the handicapped, shut-ins, etc.

Topics included in the program are flagging and caning, renewing picture frames, hand painting trays and other articles, flower arrangement, educational exhibits, dried flower arrangement, making rugs and Christmas decorations.

4. County Home Demonstration Club Committee. This committee is composed of club presidents and other key people in the county. The committee will be used to execute the business of the home demonstration club program, set up county programs with the assistance of program development leaders and members of clubs, make plans for carrying out the program, check on progress made during the year, and evaluate the program at the end of the year.

B. Subject Matter or Special Emphasis Area Clothing

<u>Problem</u>	<u>Topics to be Included</u>	<u>Number</u>	<u>Goals</u>
The need for more up-to-date information on selecting and buying clothes on a limited family income.	Good grooming.	4 clubs	To stimulate interest among homemakers in clothing projects, teaching them information that can be used in selecting, buying fabrics and clothing for their families more wisely.
	Buying clothes.	11 groups	
The need for better skills in tailoring.	Simplified sewing.	3 groups	To interest homemakers in sewing techniques so they can help make some of the family's clothing.
	Tailoring	1 group	

<u>What People Are To Learn</u>	<u>Plans for Carrying Out Program</u>	<u>Notes</u>
To take inventory of the family clothing needs.	Increase interest among homemakers by having leader-training meetings held by specialists and other qualified leaders.	
To decide whether to buy or make family clothes.	Leaders give demonstration to members on consumer buying.	
To learn consumer information.	Have outside activities. Example: buying tour.	
To learn how to dress well and be well groomed on present income.	Specialist and agent hold special interest meeting on tailoring and simplified sewing.	
	Encourage follow-up work on the part of homemakers.	

Measuring Results

Attendance at local club meetings and special interest meetings.  
 Interest and discussions among homemakers for information on clothing.  
 Accomplishments reports, requests for additional help and desire to continue clothing projects.

### Nutrition

<u>Problem</u>	<u>Topics to be Included</u>	<u>Number</u>	<u>Goals</u>
Many families in the county have poor teeth, health and are overweight.	Wise food buying.	11 clubs	To create an awareness of the need for better nutrition and health and an interest in becoming an intelligent consumer.
	Low calorie desserts.	11 "	
	Weight reduction.	1 group	
	Vitamin C in meals.	11 clubs	
	Apple dishes.	11 clubs	

<u>What People are to Learn</u>	<u>Plans for Carrying Out Program</u>	<u>Notes</u>
Study labels and consumer information.	Food marketing specialist give leader training on consumer information.	
Through practice to make menus to include basic foods for day and week.	Tour of supermarket.	
Plan and prepare low calorie meals and desserts.	Specialist and agent give leader training on low calorie desserts and meals, vitamin C in daily meals and apple dishes.	
How to lose excess weight.	Encourage food leaders to give follow-up demonstrations in clubs.	
Include vitamin C in meals daily.	Encourage members to give information to other homemakers on planning better meals.	
Learn various ways to prepare and serve apples.	Provide information through local food stores, radio, newspapers and organizations.	

To have better health through good nutrition.

#### Measuring Results

Homemakers applying wise food buying information.  
Preparing and serving more nutritious meals for their families by using a tentative food plan.  
Homemakers having better health and maintaining proper weight.  
Request for illustrative materials.  
Attendance at leader-training meetings, clubs, specials and unorganized groups.

### House Furnishings

<u>Problem</u>	<u>Topics to be Included</u>	<u>Number</u>	<u>Goals</u>
Many homemakers place their antique cut glass and other articles throughout the house so there is not room for anything else on tables, chests, etc. Everything looks cluttered. Many have small antique lamps which don't give the proper light.	Better Lighting.	11 clubs	To encourage homemakers to become more interested in making their homes more attractive and livable.
	Restoring accessories.	1 group	
	Use of accessories.	11 clubs	

<u>What People are to Learn</u>	<u>Plans for Carrying Out Program</u>	<u>Notes</u>
To make white lampshades, placement of lamps, and types of bulbs for best light.	Leaders give training on making lampshades and adjusting lamps.	
To adjust present lamps to correct height for better light.	Electric power companies plan an exhibit on lighting. Ask local stores to cooperate in promotion of certified lamps.	
To buy certified lamps when replacing lamps.	Have educational tour.	
To restore old accessories of value.	Interest homemakers in followup work at home. Set up result demonstrations.	
To use accessories attractively.	Hold special and leader-training meetings on restoring accessories, and using them properly.	
How to have more attractive homes.	Use radio, newspapers and illustrative material and letters to keep the information before the public.	

#### Measuring Results

Attendance at local meetings and exhibits.  
Families applying and enjoying better lighting.  
Interest in result demonstrations and requests for materials.

Art in Daily Living

<u>Problem</u>	<u>Topics to be Included</u>	<u>Number</u>	<u>Goals</u>
Several towns in county are Bird Sanctuaries. Homemakers are interested in learning more about birds and their habits.	Birds and their habits.	5 clubs	To stimulate and develop a deeper appreciation of wildlife.
	Building bird feeders.	5 "	

<u>What People are to Learn</u>	<u>Plans for Carrying Out Program</u>	<u>Notes</u>
Importance of a bird sanctuary.	Club discussions and panels.	
Identification of birds on the Eastern Shore.	Demonstrations on building bird feeders by Rural Arts Committee.	
Habits of birds in Eastern United States.	Slides, film strips, charts, booklets, exhibits used to supply information.	
How to make bird feeders.	Give helpful information on radio and in newspapers.	
	<u>Measuring Results</u>	
	Interest of homemakers to learn more about birds and their habits.	
	Interest in building bird feeders.	

Program Planning

<u>Problem</u>	<u>Topics to be Included</u>	<u>Number</u>	<u>Goals</u>
The homemakers need to be made aware of their need for ways to make family living better.	Program planning	11 clubs 2 groups 1 committee	To promote the planning of a better program to meet the needs for better family living.

<u>What People are to Learn</u>	<u>Plans for Carrying Out Program</u>	<u>Notes</u>
Importance of planning for their needs instead of their wants.	District agent train agent in program planning.	
Selection of a program for all homemakers instead of just a few.	Agent train program development leaders. Program development leaders assist members with planning for better family living.	
To follow up and carry out programs.	Provide information through radio and newspapers.	

Measuring Results

Ability of homemakers to plan an interesting and useful program.  
Progress made.

Federation Program of Work

<u>Problem</u>	<u>Topics to be Included</u>	<u>Number</u>	<u>Goals</u>
Homemakers need a better understanding and knowledge of the two new states and world affairs.	Alaska Hawaii United Nations	11 clubs (a talk each month)	To become better acquainted with our two new states and learn more about world affairs.

What People are to Learn

Plans for Carrying Out Program

Notes

More about population and people.	Agent and federation chairman furnish information to local clubs.		
Resources and transportation.	Federation leaders prepare interesting material and present it to homemakers.		
Recreation and Sports.	Hold countywide events to make program more interesting.		
Recipes and food.	Use slides, film strips, plays and illustrative material to make program interesting.		
Facts of International Peace Garden.	Use radio and newspapers to increase interest.		
More of United Nations.			

Measuring Results

- Interest shown among homemakers.
- Attendance at county events.
- Better understanding of the new states.

C. Other Activities.

1. County Home Demonstration Club objectives. To have home demonstration club members contribute to an overall program by:

Having 100 percent attendance at all county events.  
Observing National Home Demonstration Club Week by having a tour and each club sending representatives to the District Federation meeting.  
Each club sending leaders to all leader-training meetings.  
Each club assisting with county health activities.  
Evaluating and promoting a better county program.

2. Eastern Shore Library - A County Project . Encourage all people in the county to use the library and bookmobile services. This project will help keep the people better informed and provide a better type of reading material for their families. Each club will have a library chairman who will tell club of new books available. Reading certificates will be awarded to those earning them. Publicity will be given on this project through radio, newspapers and discussion groups.

3. National Home Demonstration Club Week. Have the County Home Demonstration Committee chairman appoint a committee to assist with the plans for observance of the week with the chairman and agent assisting. Encourage homemakers to exhibit articles so the public will have an opportunity to know what home demonstration club members are doing and hold a countywide tour to see result demonstrations and other projects of club members.

4. District and State Federation Meetings. Encourage county officers to attend district preplanning meetings during the year and participate in activities. Encourage each club to have representatives at Federation meetings. Have delegates give talks to other members upon their return from meetings and give publicity on these meetings in local newspapers and on radio.

5. Tours. Have County Home Demonstration Committee appoint a committee to plan tours and make arrangements. Plans will be publicized in club meetings, in newspapers and on radio.

6. Family Recreation. Have committees to take care of recreation for picnics, etc., so family groups can enjoy playing together.

7. Home Demonstration Fair. Have county committee appoint a committee to plan the fair to show articles made by homemakers. Have materials, slides and other information available to clubs on educational and other exhibits.

8. Achievement Day. Have an achievement day program planned to show the progress made by home demonstration clubs during the year. A committee to be appointed to plan the program on some phase of the Federation Program of Work. Club presidents will give summary of accomplishments and pins and reading certificates will be awarded to members. Publicity on achievements will be given in local newspapers and on radio.

9. Community Projects. In order to create an interest in community affairs homemakers will be assisted in selecting projects needed for their community and encourage them to follow through on these projects.

10. Result demonstrations. Use result demonstrations to increase awareness among homemakers and families of new methods and equipment available to them and how it can be used to advantage. Members will be encouraged to visit result demonstrations and note progress being made. Results demonstrations will be included in the county tour and publicity on progress will be given in newspapers and over radio.

11. Judging. Encourage leaders to attend training school on judging. Have these leaders assist with local fairs, flower shows, and other activities.

D. Plans for Adapting and Carrying Out Programs with Urban Families.

Many home demonstration club members live in the local towns and have a chance to express their needs at planning meetings. Other interested urban homemakers will be assisted with special projects individually or in groups. Encourage rural art leaders to assist the urban homemakers and invite these homemakers to attend club meetings.

E. Farm and Home Development.

No. families worked with in 1959 - 7. Goal for 1960 - 14.

Plans are to make contacts with professional organizations, young homemakers' groups, farm organizations, etc. to help farm families develop an understanding of their problems and assist them in solving these problems. Work will be done with both groups and individuals in the following subject matter fields:

1. Home Management. Interest homemakers in wise management of time and money. Give information on keeping records, maintaining filing centers and storage facilities.

2. Nutrition and Health. Help homemakers recognize the need to improve eating habits for better nutrition. Give consumer information on wise food buying and food for fitness. Stress need for having a garden and freezing or canning a portion of the family food supply.

3. Clothing. Help homemakers take inventory of family wardrobe and make a list of needs. Help with sewing problems and give helpful information on buying clothing.

4. House Furnishings. Help homemakers take inventory of house furnishings and give information on buying furniture, equipment and appliances. Help families decide on best buys. Stress the importance of proper lighting.

Plans for Recording Help Given and Progress Made.

Make card for each family and list all information about family plans.

List progress made and evaluation by homemaker and agent.

III. County Extension Program - Youth.

A. Organization.

County 4-H Council. This organization is composed of officers of the 4-H clubs and meets at least twice during the year. Plans are to have this council sponsor talent and public speaking contests for 4-H members, present awards to club members for outstanding work, send delegates to camps and short courses, and encourage members to take an active part in the leadership of clubs to promote better county programs and activities.

Honor Club. Plans are to reorganize the honor club this year. Many members have graduated from high school and are out of the county. Outstanding 4-H members will be selected and with these a program for the year will be planned. The agents will assist the officers and committees in carrying out their plans. Plans are to have a northern county group and a southern county group which will meet six times during the year, with a meeting of the two groups together annually.

Program Planning Committee. Have certain selected 4-H club members discuss with other members their needs and interests and assist them in selecting their projects in the fall.

Adult Advisory Committee. This committee, composed of leaders, parents, sponsors and other key people, will be reorganized this year. The committee will be used to find leaders for clubs, assist

in planning 4-H events, furnish transportation for members to various events and attend state and district activities. They will assist the county 4-H council and 4-H honor club.

B. Project Work. (See chart - Page 13)

C. Other Activities.

National 4-H Club Week. Observe National 4-H Club Week in March by each club having an educational window exhibit in a local store, and encourage leaders, sponsors and teachers to assist clubs with the exhibits. Present cups to winning clubs and give publicity in county newspapers and on radio.

Rural Life Sunday. Interest members in observing Rural Life Sunday by attending church in a group and taking part in the services. Encourage leaders, pastors, and parents to assist members with the program for the event. Several weeks in advance send program suggestions to ministers.

Camps. Encourage interested club members who have completed their project work to attend 4-H camp. Each club send at least one delegate to camp and encourage adult leaders to attend camps. Have organizations to sponsor members who would be unable to attend camp due to lack of funds. Give publicity on camps in the local newspapers and radio.

State 4-H Short Course. Select outstanding 4-H club members to attend the short course and have them report on activities upon their return to the county.

Contests. Hold public speaking, talent, demonstration and project contests and encourage county winners to enter the district and state contests.

Achievement Day. Hold an achievement day in the fall in conjunction with the fall 4-H Council meeting and give awards to outstanding members and clubs. Have members report on achievements of clubs and on trips won by various members.

Community Projects. Have president appoint a community project committee in each club to suggest projects for the club to work on. Members will select and carry out one or more projects during year.

## B. 4-H Project Work

Clothing

<u>Project</u>	<u>Topics to be Included</u>	<u>No. Clubs</u>	<u>Goals</u>
Better Grooming	Care of clothes, hands,	10	To interest members in better
So You'd Like To Sew	hair and skin.	4	grooming habits.
Make or Remake	Equipment needed, simple sewing.	3	To teach members to sew so they can make garments for themselves and families.
	Inventory of wardrobe, using a pattern, making a garment		
<u>What Members are to Learn</u>	<u>Plans for Carrying Out Program</u>		<u>Notes</u>
To be better groomed.	Train adult and junior leaders in good grooming and sewing projects.		
To learn to sew.	Encourage leaders to assist members and give demonstrations.		
To make better garments for themselves and their families.	Teach groups to judge garments. Exhibit garments in club and county events. Use slides, films and other educational material to make program more interesting.		

Nutrition

<u>Project</u>	<u>Topics to be Included</u>	<u>No. Clubs</u>	<u>Goals</u>
Food Preparation	Better breakfasts and lunches.	8	To stimulate interest among
Dairy Foods	Better dinners and refreshments.	4	members in learning to develop
Food Preservation	Dishes with cheese, cream and milk. Freezing and canning fruits, vegetables, meats, etc.		better eating habits.
<u>What Members are to Learn</u>	<u>Plans for Carrying Out Program</u>		<u>Notes</u>
Plan and prepare meals.	Agent and adult and junior leaders give demonstrations to members and give assistance with record sheets.		
Freezing and canning foods. Including vitamins and minerals in meals.	Teach food for fitness.		

#### IV. Scope of Work

##### A. Goals.

	<u>No. in 1959</u>	<u>Goal for 1960</u>
No. H.D. Clubs	11	14
Membership	285	350
No. H.D. Groups (unorganized)	1	3
Membership	8	24
No. 4-H Clubs	14	16
Membership	237	275
No. YMW Clubs	0	0
No. Community Clubs	0	0
No. Home Economics Committees	1	1
Membership	8	8
No. General Interest Committees	2	4
Membership	8	35
No. Youth Committees	0	0
No. Other Organizations	0	0
No. Farm & Home Dev. Families	7	14
No. Other Families Reached	2100	2200
No. Different Families Reached	2400	2450

The 4-H club program needs greatest emphasis. The main need is for project leaders. Plans for meeting this need are: Encourage mothers to find project leaders for 4-H girls; train junior and adult leaders in giving demonstrations; encourage members to attend leader-training meetings; and encourage members to keep good records.

The Adult 4-H Advisory Committee needs reorganizing. Plans are to find parents, leaders and other interested people to serve on this committee, and to hold meetings and discuss ways and means of making the 4-H program more attractive to boys and girls. This group will be used to sponsor the 4-H Honor Club for outstanding members and will help to guide 4-H members in making decisions.

##### B. Plan for Informing Public about the Program.

1. Have a county publicity chairman in both home demonstration and 4-H club work. Encourage these to send important news items to the county newspapers each month.
2. Visit high schools and make personal contacts with home economics teachers and their classes.
3. Assist other organizations and groups with homemaking projects and take the opportunity to offer them information about our program.

4. Use radio and newspaper facilities to inform the public about the extension program.

5. Invite county representatives to county home demonstration and 4-H events.

6. Encourage educational exhibits during National Home Demonstration Club Week to inform the public about extension work.

7. Give public recognition and awards to outstanding homemakers.

8. Encourage home demonstration club members to visit homemakers in their communities who are not members of a home demonstration club and invite them to club meetings.

9. Invite unorganized groups to attend local club meetings, special interest meetings and other activities.

10. Assist unorganized groups with homemaking projects that are interesting to them by giving demonstrations and furnishing illustrative materials, bulletins, etc.

11. Urge home demonstration club members to assist non-members whenever the opportunity presents itself.

#### V. Leadership.

##### A. Plan for Leadership.

No. in 1959    Goal for 1960

##### 1. County Program Leaders.

a. County Agricultural Extension Service Board	0	10
B. Youth Council	0	0
c. Home Economics Council	8	11

##### 2. Home Demonstration Leadership

No. organizational leaders	64	66
No. project leaders	92	94
No. Fed. program of work chairmen	11	12
No. program development leaders	11	12
No. result demonstrators	5	8
No. training meetings by specialists	6	8
by Dist. agents	0	1
by agents	2	3
by others	1	4
Attendance at all training meetings	147	160
No. meetings held without agent	101	120
No. meetings leaders assisted	113	120
Demonstrations by leaders	136	140
Talks and discussions by leaders	589	600

3. 4-H Club Leadership	<u>No. in 1959</u>	<u>Goal for 1960</u>
No. club officers	112	122
No. adult project leaders	10	12
No. junior project leaders	35	38
No. result demonstrators	0	2
No. training meetings by specialists	0	0
by Dist. agent	0	0
by agents	2	4
by club dept.	0	1
by others	1	4
Total attendance at leader training mtgs.	37	40
No. 4-H leaders trained individually	6	8
No. club meetings held by ldr. w/out agent	19	30
No. additional meetings at which leaders assisted	30	35
No. demonstrations given by adult leaders	19	20
No. demonstrations given by junior leaders	88	92

B. Strengthening Leadership.

1. Organization Leaders. Hold training meeting for 4-H officers and home demonstration officers on parliamentary procedure and other needed information.

2. Project Leaders. Agent will train adult and junior leaders in project work and encourage leaders to give demonstrations and help members keep records; have leaders give information to others; have leaders encourage members to exhibit at county events.

VI. For Special Consideration.

A. Plan for Maintaining and Strengthening Good Public Relations.

1. Cooperate with all members of the State Extension Organization for a better overall extension program.

2. Cooperate with the Parent Institution in any way possible to promote better living for the people as a whole. Encourage boys and girls to attend the Land Grant College at V.P.I. in the fields of agriculture and home economics.

3. Cooperate with elected and appointed officials of the county and state to promote better programs.

4. Cooperate with organizations by assisting them with information about the county extension program.

5. Cooperate with various businesses by keeping them informed about the projects of interest to homemakers.

6. Cooperate with newspaper and radio station personnel in the county in publicizing the extension program and developing a better understanding among the public. They will be kept advised of services and programs available through the extension service and the objectives of the extension program.

7. Cooperate with other agencies represented in the county by keeping them informed on extension work and its objectives. Keep school teachers and counsellors informed on the opportunities for students in extension work.

8. Cooperate with individuals and families by keeping them informed on the extension program and assist them in all ways possible with their problems.

B. Plan for Professional Improvement.

1. Organized Study. Plan to attend schools offered to improve professional outlook and take extension courses offered in the area. Visit another county to study their county program.

2. Professional Publications. Plan to read professional publications to broaden knowledge of the work and subscribe to magazines sponsored by professional organizations. The Eastern Shore Library will be used for information on various subjects.

3. Plan to renew membership and attend all meetings of the Virginia Home Economics Association and Virginia Home Demonstration Agents' Association and to participate in their programs.

C. Phase of Program Contributing Most to Family Living.

Young homemakers' clubs and unorganized groups.

1. Discuss the home demonstration club program with these homemakers.

2. Assist them with special interest projects.

3. Work with interested groups monthly.

4. Give publicity in newspapers and on radio to both organized and unorganized groups.

5. Encourage these young homemakers to have higher ideals and to become better homemakers.