

CYF NEWS

APRIL 2005

MICHIGAN STATE UNIVERSITY EXTENSION

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QUOTE OF THE MONTH

"Opportunities? They are all around us...there is power lying latent everywhere waiting for the observant eye to discover it."

— *Orison Swett Marden*

Happy Spring!

FAMILY & CONSUMER SCIENCES STATE LEADER SEARCH

The search committee is pleased to announce that dates have been set to interview three candidates for the FCS State Leader position. The candidate's day will include an interview with the search committee, a seminar, a meeting with the Director, other State Leaders and the Department Chair. It will be a full day, topped off with a tour of our beautiful campus.

Mark your calendar for the following days and with the time of the seminar set for 10:30 a.m. at the Kellogg Center in Room 105:

May 5th – Dr. Sally Harris
May 6th – Dr. Karen Zotz
May 13th – Dr. Deborah Bailey

Please be sure to join us to listen to the candidate's seminar and share your input.

The FCS Search Committee:

Barb Ames	April Bady
Betty Blasé	Cheri Booth
Les Bourquin	Doug Brahee
Alethia Carr	Chris Gehring
Katherine Hale	Martha Miller
Tammy Sullivan	Erica Tobe
Jane Zehnder-Merrill	



ATTENTION ALL STAFF:

The Family Resource Management Area of Expertise Team has made available for MSUE county offices to purchase bulk orders of the following slide rule calculators from Advantage Publications. Each calculator is personalized with the MSUE logo and Web site.



“Credit Card Smarts” – The “Credit Card Smarts” calculator shows the true cost of paying just the 2 percent minimum payment each month and the value of boosting each monthly payment. It also shows how many years it would take someone to pay off a credit card, paying just the minimum payment verses how many years if you paid more than 2 percent.



“Where to Find Money You Need” – The “Where to Find the Money You Need” calculator shows how curtailing impulse buying and routine spending on “little things” can result in big savings for important goals. For example, if you spend \$2 a day less; this calculator shows individuals how much that savings equates to in a week, 30-day period, one year, five years, ten years and 20 years.

To view an order form, click on www.fm.fcs.msue.msu.edu/curricula.html. Each calculator is \$1.75 and can be ordered in bulk quantities. For more information, contact Gloria Welch at 517.432.7652.

Money Smart Week – April 17 – 26, 2005

The second annual Federal Reserve Bank of Chicago – Detroit Branch Money Smart Week’s dates have been set for April 17-26, 2005! This week and a half will showcase several financial (and housing) education sessions throughout Michigan from a variety of non-profit and for-profit organizations throughout the state. The goal is to provide education aimed primarily at the elderly, unbanked and youth.

To view a listing of the MSUE events during Money Smart Week, click on <http://www.fm.fcs.msue.msu.edu/moneysmart.html>.

Also available on the Web site are marketing materials to promote sessions locally and participant evaluation forms and information.

To find out more about how you can be involved in 2005’s Money Smart Week, please contact Erica Tobe at tobee@msu.edu or 517.355.9655.

To learn more about the Federal Reserve Bank of Chicago – Detroit Branch Money Smart Week efforts, click on www.chicagofed.org/moneysmart.

THRIVE BY FIVE™: TEACHING YOUR PRESCHOOLER ABOUT SPENDING AND SAVING

Free educational activities and resources are now available to help parents of preschoolers and professionals working with this age group teach basic money concepts. To download the materials at no charge go to <http://www.creditunion.coop/>.

Thrive by Five™: Teaching Your Preschooler About Spending and Saving project has involved assembling a national task force of experts from the Cooperative Extension, the teaching profession and various credit union organizations to draft preliminary “pre-K personal finance standards and benchmarks” and create sample teaching activities for parents. The project team met for two days in late April 2004 in Madison, WI, to assemble the concepts and guidelines, and develop the activities. This project also utilized a peer language review of the activities in English. Focus groups were convened from participants of the Building Strong Families Program through Michigan State University Extension in Macomb, Saginaw and Sanilac Counties.

Project participation came from the Cooperative Extension, state credit union leagues and select credit union organizations. Experts in the following fields were selected to participate in this two-day endeavor: Child Development, Human Development and Financial Education. If you have any questions about this project, please contact Erica Tobe (Michigan State University Extension) at tobee@msu.edu or Philip Heckman (Credit Union National Association) at Pheckman@cuna.coop.

SAFE ROUTES TO SCHOOL RECRUITING NEW ELEMENTARY SCHOOLS

Michigan State University Extension’s Michigan Nutrition Network has teamed up with over 50 organizations statewide as part of Michigan’s *Safe Routes to School* campaign. *Safe Routes to School* is a national movement to make it safe, convenient and fun for children to bicycle and walk to school. When routes are safe, walking or biking to and from school is an easy way to get the regular physical activity children need to succeed.

Here are ten research-based reasons why kids should be encouraged to walk or bike to school:

1. They'll Be Healthier: Physically active kids have fewer chronic health problems and report lower levels of smoking and alcohol consumption. Walking and biking to school is a great way to help your child be more physically active.
2. It's Educational: Because there's so much to see, smell, touch, think and talk about children start learning as soon as they leave home.
3. They'll Perform Better: Children that are more fit have higher levels of achievement, especially in math. Their creativity and problem-solving ability increases as well.
4. It's Fun: Research shows it is children's preferred method of getting to school. There's so much to see, smell, touch, think and talk about.
5. They'll Build Relationships: Meeting friends to walk together is a motivator to get up and get moving.
6. It's Economical: Fewer car trips mean lower gasoline bills, a significant factor with today's higher prices.
7. They'll Concentrate Better: Physically active kids have improved mood and concentration. That means they have fewer discipline problems.
8. It's Non-polluting: Walking and biking do not result in any harmful emissions. In addition, walkers and bicyclists breathe less pollution than people inside an idling or slow-moving car.
9. It's Less Stressful: When you don't have to coordinate drop-off and pick-up schedules you'll find your day is much less stressful. As your child gains independence you'll spend less time driving him/her places and have more time for activities of your choice.
10. They'll Be Independent: Physically active kids have a stronger self-image and more self-confidence. Kids who show they are capable of walking to school on their own are more likely to get permission to do other things on their own – e.g., walk to the ice rink, or a friend's house.

The pilot for *Safe Routes to School* will be complete this year and new schools are being recruited for next year. A toolkit that provides step-by-step direction in how to implement a *Safer Routes to School* program has been developed and support is provided through the Governor's Council on Physical Fitness, Health and Sports.

MSUE Michigan Nutrition Network is proud to be part of the statewide coalition leading this effort. For more information on *Safe Routes to School*, contact

the Governor's Council on Physical Fitness, Health and Sports at 517.347.7891, or visit the Michigan Safe Routes to School Web site at www.saferoutesmichigan.org, or contact Paul McConaughy, 517.432.8740, mcconaul@msu.edu or Deb Grischke, 517.655.5696, Grischke@msu.edu.

FAMILY BOOKBAG REACHES FNP PARTICIPANTS IN EMMET AND CHARLEVOIX WITH NUTRITION EDUCATION AND LITERACY SKILL DEVELOPMENT

Are you wondering if and how you can use the new Eat Healthy. Play Hard. Read More. Family Bookbag to provide or enhance nutrition education programming to families with children in grades k-2?

The *Family Bookbag* contains five children's books with positive nutrition/health messages (to loan to families), a Leader's Guide (that explains how to run the program), a laminated parent letter and enough consumable items (a recipe card set and a family tip sheet on reading and nutrition) to run the program with 30 families. Everything comes packaged in a durable red, zippered tote and can be personalized according to your county's needs.



Diane Rellinger, in Emmet and Charlevoix counties is successfully using the Family Bookbag with FNP participants. If you're interested in learning about how Diane is using the bookbag, or how the Family Bookbag program is working you can contact Diane at: relling4@msu.edu or 231.439.8975.

If you would like more information on what's inside the bookbag download the order form at the Michigan Team Nutrition Web site (click on resources and scroll down): www.tn.fcs.msue.msu.edu, or contact Chris Flood, Program Leader at floodc@msu.edu or 269.639.0002.

THE PYRAMIDS BETWEEN THE PAGES WEB SITE HAS MOVED – AND IMPROVED! CHECK IT OUT:

www.pbp.fcs.msue.msu.edu

Pyramids Between the Pages is a take-and-teach curriculum that links nutrition education with the development of literacy skills for children in grades K-3. The *Pyramids Between the Pages* Web site was redesigned to:

- support the curriculum by providing an easy-to-access site for locating and printing downloadable components of the curriculum;
- give users new ideas/ways to use the curriculum and information about new children's books they can use to provide nutrition education to children and families;
- assist users and potential users in reading about and sharing *Pyramids Between the Pages* success stories.

Looking for new children's books about food, health, family mealtime, gardening, nutrition or physical activity for children? Click on the *Book of the Month* where you can read about and listen to short – yet entertaining – audio file excerpts read by children.

New enhancement lessons for the *Pyramids Between the Pages* mini-pack are being developed this year. If you're interested in pilot-testing the new lessons, with children in grades K-3, in a school or out-of-school time setting, contact Chris Flood, program leader at floodc@msu.edu or 269.639.0002.

To help spread the word that *Pyramids Between the Pages* is available in your county please link to the *Pyramids Between the Pages* Web site: www.pbp.fcs.msue.msu.edu.

WORKING FOR POSITIVE OUTCOMES FOR ALL YOUTH

The face of Michigan's population and future workforce is dramatically changing. One third of the state's young people are children of color – an increase of 50 percent during the last ten years. Women and people of color are the largest groups entering the workforce and these trends are expected to continue as we move through the first decade of the 21st century and beyond.

Increased numbers do not, however, translate to increases in opportunity, equity and access to quality education, skills and jobs. The 2000 census shows that, despite increasing racial and ethnic diversity, the

country remains as segregated as ever. In communities across the country, well-documented racial disparity exists in overt and subtle forms in almost every quality of life arena including education, healthcare, homeownership, business, criminal justice, income and wealth.

A recent report by the Lt. Governor's Commission on Higher Education & Economic Growth (called the Cherry Commission report) highlights concerns that far too many students are not prepared for life and work – a problem “most acute in low-income communities, exacerbating the ethnic and regional disparities that exist in educational attainment in Michigan” (p. 16). Research shows that the disparities in outcomes between youth of color and their white counterparts are striking, enduring and pervasive.

How can 4-H, FCS and other youth and family development organizations address systemic, structural and institutional barriers to the healthy development of young people? A growing body of research provides the following guidelines:

- Include race equity outcomes as explicit components of the mission and objectives of the organization.
- Understand cultures of power and the ways in which they create barriers to the full participation of diverse staff, youth, volunteers and community members.
- Avoid superficial efforts that only focus on celebrating differences in food, celebrations, art, music and festivals.
- Develop intentional processes for confronting systemic inequities.
- Avoid a “savior mentality” which promotes dysfunctional rescuing and patronizing approaches.
- Honor and recognize the assets, wisdom, gifts and strengths of communities different than your own.
- Recognize that no one organization can do it alone. Develop skills in building authentic partnerships across differences.
- Create opportunities for young people and adults to develop relationships across race, gender and other differences based on respect, caring, fairness and equity.
- Work at the personal, interpersonal, institutional and cultural levels of oppression and change.
- Take a community youth development approach which recognizes the importance of youth being

fully prepared and *fully engaged* in their communities in order for them to become the future's leaders and involved world citizens. Involve youth and adults in group action to address racism and create social justice and positive change.

- Build a common racial justice analysis among program staff and volunteers. Ensure that staff members maintain a racial justice movement focus and a collective understanding of the role racism plays in young people's lives.

For more information about the barriers that racism presents to the positive development of all young people visit the following sites and download these reports:

- Forum for Youth Investment: www.forumfyi.org
Report: Countering Structural Racism
- The Aspen Institute: www.aspeninstitute.org
Report: Structural Racism and Youth Development: Issues, Challenges and Implications.

MSU OBESITY COUNCIL PRESENTS "CHILDHOOD OBESITY: THE IMPACT OF SCHOOL, NEIGHBORHOOD AND SOCIETAL CHANGES"

Understanding how the changes that have occurred in children's lives relate to obesity rates can help us design more effective policies and practices to fight childhood obesity. Roland Sturm, Ph.D., senior economist at the RAND Corporation, will discuss "Childhood Obesity: The Impact of School, Neighborhood and Societal Changes" from 1:30 to 2:30 p.m. on Wednesday, April 20, 2005, in room A219 at the MSU Clinical Center on the MSU campus.

Dr. Sturm will report on recent RAND research related to the rising incidence of obesity among children, including factors such as how children spend their time, the provision of physical education in elementary schools and food prices in neighborhood stores.

The presentation is sponsored by the MSU Obesity Council with the Institute for Children, Youth and Families; the Families and Communities Together (FACT) Coalition; the Institute for Health Care Studies; the Michigan Department of Community Health; and University Outreach and Engagement.

The event is free and open to the public. Paid parking is available in the lot just east of the MSU Clinical Center. For more information, contact the FACT Coalition by phone at 517.432.9207 or by e-mail at fact@msu.edu. A flyer about the event is online at <http://outreach.msu.edu/Sturm-4-20-2005.pdf>.

NEW WEB SITE AVAILABLE FOR JUMP INTO FOODS AND FITNESS

Resources for families, staff, educators, youth and volunteers on evaluation, activities and resources are available on the new Web site for JIFF. Check it out at:

<http://web1.msue.msu.edu/cyf/youth/jiff/index.html>

Having fun with the serious business of teaching kids about healthy food choices and being physically active is built into Jump Into *Foods and Fitness (JIFF)*, a research-based curriculum for adults and older teens to use with kids aged 8 to 11 (grades 3 to 5). "Jiff the Joey" sets the stage for each of the seven "Kangaroo Jumps" or sessions in *JIFF*. Fun nutrition, physical fitness and food safety learning activities are integrated into the program, which uses the Kid's Activity Pyramid and the Food Guide Pyramid.

You don't need to be a nutrition or fitness expert to work with kids on *JIFF*! You can learn right along with the kids in club, after school, school and other non-formal educational settings! Cyndi Mark

MAKING SENSE OF CENSUS DATA

Often I hear people wishing they had data available so they could better understand the needs of their counties. One easy to access source of data is the U.S. Census Bureau American FactFinder. This tool makes accessing census data by county very easy and it provides a great deal of useful information.

If you ever wondered how many single mothers with children there are in your county, how many people own vs. rent, how many children are enrolled in preschool, how many grandparents are caregivers for children, how many people have disabilities by age, how many people speak a foreign language at home and what language it is, the percent of the population receiving public assistance, children in poverty, or how many people have no car or no telephone you can find it out using this tool. You can even create maps showing the distribution of various characteristics across your county.

If you are doing a needs assessment, it is a good place to start. Go to <http://factfinder.census.gov> and type in your county and select Michigan and you'll be on your way. Submitted by Paul McConaughy, 517.432.8740, mcconaul@msu.edu.

USING KIDS COUNT DATA COULDN'T BE EASIER

I ran into a new on-line tool that helps you analyze and present Kids Count data. It has county-level data for Michigan, so it should be a very useful tool for us. It's called CLIKS – County/City/Community Level Information on Kids. It enables you to create community profiles, and create line graphs, maps and rankings of your county. I was amazed at how useful and easy-to-use it is. You can access it at <http://www.aecf.org/cgi-bin/cliiks.cgi>.

Once you get to the site just click on one of the icons – profile, line graph, map or rank – and when it takes you to the opening page for that tool click the plus sign on “Michigan,” then click the plus sign on “counties,” then click on your county. Five minutes of trial should make you proficient in operating the tool.

In the testing I did, I found at least five-year data trends for many useful child and family issues. Check it out. The next time someone complains about the lack of useful data for needs assessment – amaze them with what you can provide! Submitted by Paul McConaughy, 517.432.8740, mcconaul@msu.edu.

ANOTHER DATA SOURCE – SCHOOLMATTERS.COM

This new National Education Data Partnership site provides in-depth, highly searchable information on public schools, school districts and state education agencies. In addition to student achievement information and demographic and financial data, the site also includes tools and objective analyses that provide education leaders with the information they need to make better-informed decisions about schools and school systems. You can access the Web site at <http://www.schoolmatters.com>. Information provided by Paul McConaughy, 517.432.8740, mcconaul@msu.edu

MSU EXTENSION CO-SPONSORING ANNUAL MICHIGAN WIC CONFERENCE

Information on the Annual Michigan WIC Conference, May 10 – 11 at the Grand Traverse Resort is now available at www.mphi.eductrng.net. The theme for this year's conference is “Social Marketing.” The registration deadline is April 12, 2005.

For those unable to attend in person, three sessions will be Web cast:

May 11, 2005

10:00 – 11:15 a.m. – *Multicultural Marketing for Social Marketers: Challenges, Changes, and Criticisms* with Jerome Williams, Ph.D.

This session will address the critical role of multicultural issues in social marketing programs and will provide strategies to target multicultural audiences in an effective manner.

1:15 – 2:30 p.m. – *Intro to Social Marketing*

Part 1 – Kelli McCormack Brown, PhD, CHES

This session will discuss what social marketing is and why it is important to the WIC program.

2:45 – 4:00 p.m. – *Intro to Social Marketing*

Part 2 – Kelli McCormack Brown, PhD, CHES

This session will discuss the use of social marketing to develop programs that work with WIC participants.

The Web cast programs will be accessible by going to: www.wmsu.org. The programs will be available live and will be archived for a period after the conference as well. For those planning to view the sessions live, it is a good idea to go to the Web site in advance and try to view one of the archived programs. This will help you ensure that the necessary software is available and the system is set-up correctly.

Contact: Paul McConaughy, program leader, Communication Design and Social Marketing, 517.432.8740, mcconaul@msu.edu.

Upcoming New Staff Trainings

April 26 – Nutrition II: Nutrition II is appropriate for educators and program associates in Food, Nutrition and Health programs. Nutrition II is the second in a series of three trainings for new staff. The training includes information about nutrition and ideas and activities for teaching participants. Nutrition II includes information on: nutrients and nutrition-related health issues, food safety, and working with youth audiences in food, nutrition and health.

May 16 – Nutrition III: Nutrition III is appropriate for educators and program associates in Food, Nutrition and Health and Building Strong Families. Nutrition III is the third in a series of three trainings for new staff. The training series provides information on nutrition and ideas for teaching participants. Nutrition III covers the following topics: prenatal nutrition, breastfeeding, feeding the infant, young child and preschooler. A one-hour session is included at the end of the day on prevention of nutrition-related chronic diseases and the Dietary Guidelines for Americans. Parenting instructors may also attend this one-hour session or just register for part of the session.

UPCOMING NUTRITION CONFERENCES

May 10-11, 2005 – Michigan WIC Conference, Grand Traverse Resort, Acme, MI

May 13-14, 2005 – Michigan Dietetic Association Annual Conference, Grand Rapids, MI

June 23-26, 2005 – American Association of Family and Consumer Sciences (AAFCS) annual conference, Minneapolis, MN. The conference has the theme "Sizing Up America: Obesity Causes, Effects and Solutions." Visit <http://www.aafcs.org> for more information.

BLUE RIBBON Q&A

Blue Ribbon Training – Wednesday, May 11, 2005, 1210 Anthony Hall, MSU

Session #6309: Blue Ribbon Fundamentals
9 a.m. – 12:30 p.m.

Session #6310: ES-237 and Enhanced Blue Ribbon Features 1:30 p.m. – 4:00 p.m.

For more information and to register go to the MSUE InService Registration page at

<http://web2.canr.msu.edu/in-service/coursetitle.cfm>

If you're unable to attend either of these sessions and would like to host a training in your region, please contact Laura Allen at lacourse@msu.edu.

- Q.** Is it possible to password protect Blue Ribbon data?
- A.** MarTech is not planning to add that feature to the program at this time. Brian from MarTech did indicate that it might possibly be done through your county network. We recommend that you check with your county IT expert.



Deadline for Next Edition of "CYF NEWS"

May 9, 2005, is the deadline for submitting articles for the May 13, 2005, edition of "CYF News." Please submit articles to Gail Hebert at hebertg@msu.edu