

CYF NEWS

JUNE 2004

MICHIGAN STATE UNIVERSITY EXTENSION

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Quote of the Month

"The universe is full of magical things, patiently waiting for our wits to grow sharper."

—Eden Phillpotts



Message from the Leadership Team

With the change in seasons also come changes in our faculty and staff. Three individuals will be retiring as of the end of this month, Kay O'Daniel, Joanne Keith and Joanne Schultink. Kay has worked with 4-H youth programs at MSU Extension for 19 years and provides leadership for the Proud Equestrian Program (formally called Horseback Riding for the Handicapped). Joanne Keith, a Professor in the Department of Family and Child Ecology at MSU as well as an Extension Specialist, has been with MSU since 1977. She has been instrumental in work related to human development, including family demographics, working with adolescents, positive youth development and support to the Youth Development Area of Expertise Team. Joanne Schultink, an Assistant Professor in the Department of Human Environment and Design and Extension Specialist, has been with MSU since 1978. She has provided leadership in the clothing and textiles area as a base for CYF as well as in the Food Nutrition and Health area for 4-H Youth Development. Lisa McGlone, Associate Program Leader with Family and Consumer Sciences, will be leaving MSU Extension this month, also. Best wishes to Kay, Joanne, Joanne and Lisa.

Project FRESH is up and running for the 2004 season with some new materials including the Availability Guide (a colorful guide that shows when Michigan fruits and vegetables are in season). Mid-July will also mark the arrival of the new cookbooks (complete with all new recipes and a new title). Counties are also encouraged to share their successes and great ideas in a new Project FRESH newsletter. In making some start-of-the-season calls to the county extension and WIC offices, Viki Lorraine, Associate Program Leader responsible for Project FRESH was amazed at the many wonderful training ideas, participant successes, caring farmers and dynamic leaders who are making Michigan's Project FRESH program so outstanding. She will be compiling these stories into an e-newsletter that will hopefully be out in July. Please call Viki (517) 353-0751 or e-mail her at lorraine@carrs.msu.edu if your county has a Project FRESH story that needs to be shared with the rest of the state.

The Michigan Extension Association for Family and Consumer Sciences (MEAFCS) has a two-day retreat planned for June 28 and 29 at the Kettunen Center. This retreat will be a great opportunity for staff from across Michigan and campus to network, catch up on current projects and have fun.

August 3 is the kick off date for the Michigan Food Thermometer Education Campaign. The campaign is a collaborative effort of MSU Extension, the

National Food Safety and Toxicology Center, the Department of Food Science and Human Nutrition, Michigan Department of Agriculture, and the U.S. Department of Agriculture. Events kick off in Grand Rapids at the Public Museum of Grand Rapids. Ann Veneman, Secretary of Agriculture, is planning to attend. Additional media events in Grand Rapids include Grill the DJ with local radio stations and the Grand Haven Coast Guard Festival. Then it's off to Ann Arbor where the campaign will be featured at the Gallup Park Food Safety Fun Day, Annual Dixboro Fair and Artisans on the Green Celebration, Kroger grocery store, Grill the DJ at local radio stations, the Children's Museum and Ann Arbor Parks and Recreation Day Camp. In Lansing, the campaign will be featured at the Eastwood Towne Center, Kroger grocery store, Grill the DJ at local radio stations, and the Great Lakes Folk Festival. There will be photo opportunities with Thermy™ and BAC on the steps of the Capital and the Food Safety Mobile also will be on the road for these two weeks. Please let Paul McConaughy (mcconaup@msue.msu.edu) know if you see or hear media coverage of any of these campaign events.

4-H Exploration Days is also upon us. We will have 2,337 extra people on campus from June 23 – 25th. This includes both youth and adult volunteers and some guests from Indiana. There is only one county in the state that will not be represented this year! What a terrific show of support! All of these campus visitors will have the opportunity to participate in over 160 sessions plus all the great extras planned for them.

Summer might just be starting but we're thinking ahead to fall, too. Thank you to all the CYF staff who offered to present sessions and posters at the MSU Extension annual conference. Plans are moving forward and we look forward to seeing you in October.

Your State Leaders,
Cheri, Kathy and Gayle

“Is It Done Yet?” — Michigan to Take Lead in Food Thermometer Campaign

Michigan is serving as the pilot state for the nation in a critical food safety thermometer use campaign. Beginning in August, Michigan State University Extension, the National Food Safety & Toxicology Center, and the Department of Food Science and Human Nutrition at MSU, will partner with the United States Department of Agriculture Food Safety and Inspection Service (USDA-FSIS) on a pilot project to increase the use of food thermometers by Michigan consumers, thereby preventing dangerous foodborne illnesses. The results of the program will

shape the USDA-FSIS's national approach to consumer food safety and thermometer use.

The use of a food thermometer is essential to ensure that meat and poultry have been cooked enough to eliminate harmful pathogens. The USDA-FSIS reports that, in the case of hamburgers, even if they are brown in the middle, one in four burgers is still not cooked adequately. A food thermometer inserted into the thickest part of the hamburger will indicate if the patty has reached the safe internal temperature of 160 degrees F., optimal for killing E. coli O157: H7, a potentially fatal pathogen that can be found in ground beef.

Using a food thermometer to check that meat or poultry is adequately cooked also ensures proper cooking lengths in order to provide peak taste and prevent overcooking.

The campaign will take place the first two weeks of August with events in three counties: Kent, Ingham and Washtenaw. The counties were selected because of the high percentage of their population that matches the target for the campaign – high income, high education and technology-oriented parents with children under ten. That target audience has been shown by pretests to be the most likely to begin using food thermometers and they are also know to influence the behavior of others.

The USDA-FSIS's Food Safety Mobile, a 35-foot recreational vehicle decorated with food safety characters and equipped to spread the message of food safety, will be featured at the events and will travel throughout Michigan's three targeted counties. “Thermy” and “Bac” will travel with the Food Safety Mobile. There will be advertising and media support in the three counties as well.

Results and efforts from the Michigan campaign will provide guidance to the USDA-FSIS for a nationwide campaign in the years to come.

For a complete report on the project, to date, along with a calendar of events for August, e-mail Paul McConaughy at mcconaup@msue.msu.edu. Opportunities exist to assist with campaign events – providing information to participants, staffing activities, and even fulfilling everyone's dream of being “Thermy” or “Bac.” You can also get a copy of the schedule of opportunities by contacting Paul. For more information: Paul McConaughy, 517-432-8740 or mcconaup@msue.msu.edu.

Ag Expo — July 20 - 22

This year, the CANR has invited departments/units within its umbrella to share a 96' by 60' tent during Ag Expo. The aim is to showcase how CANR's many departments/units come together to deliver research-based education and programs to

Michiganians. The CANR's Ag Expo's theme is "Serving People & Communities: MSU Agriculture & Natural Resources." MSU Extension, together with other departments and units within CANR, will present interactive sessions and activities related to the following sub-themes displays:

- Marking Healthy Choices
- Genomics and animal science
- Food safety
- Water Quality & Phytoremediation
- Sugar beets & Brix Meter
- Diagnostics/IPM
- Children's activity center - featuring 4-H activities & the Bug House from the Department of Entomology
- Emerald Ash Borer
- Ask the Expert "session"
- Chestnuts

This is a great venue to showcase all the great work MSU Extension and the college provides to Michiganians. Please stop by the CANR tent and chat with folks about the various works you do. Show your pride! Wear your MSU Extension Shirts!

Please contact Fran Adelaja at "adelajaf@msue.msu" with any presentation or activity ideas that support the above theme.

FCS Launches Cross Promotion Tool

Have you ever thought, while presenting one program, how many of the people in your session could utilize other services available through MSUE? Our new Cross Promotion Tool is an excellent way to direct participants to other programs. Developed by the FCS Marketing Team, you can view a sample of the new tool at www.fcs.msue.msu.edu/crosspromotionaltool.html and you can download an order form at www.fcs.msue.msu.edu/MSUEPrgCardReqFrm.pdf

The Cross Promotion Tool runs 8 ½" by 5 ½" and is printed on a glossy cardstock. It can be used as a mailer or distributed directly to participants at class sessions or special events. The Cross Promotion Tool is also a great resource for your local partners to use when referring their clients to MSUE. Stock up today! Quantities are available in bundles of 100. If you would like more than one bundle, please provide justification on the order form (see Web link above).

For more information, contact Paul McConaughy at 517.432.8740 or mcconaup@msue.msu.edu

Updates Made to *Grandma's Yellow Pie Plate*

A Lansing-based attorney recently reviewed the *Grandma's Yellow Pie Plate* materials and updated the curriculum based on Michigan Law. Information, updates, and changes including pdf overheads, handouts, and additional information are now available on the financial matters Web site at <http://www.fm.fcs.msue.msu.edu/curricula.html>.

Grandma's Yellow Pie Plate is an extension curriculum available from the University of Minnesota Extension that discusses the basics of estate planning and transferring of non-titled personal property. If you have any questions about the changes and/or are interested in learning more about this curriculum, please contact Erica Tobe at 517.355.9655 or by email at tobee@msue.msu.edu.

Blue Ribbon Q&A

- Q.** Does a 4-H Military Club have to meet on a military base to be counted on the ES-237?
- A.** No, the new delivery mode category, 4-H Military Club would include any programming being done with groups of National Guard units or other reserve groups. One example is Operation Child Care, a 4-H partnership with KinderCare Learning Centers. Any ongoing groups that result from this programming effort would fit the new definition. The groups do not have to meet on a military base to be counted.
- Q.** When is the next round of Blue Ribbon training scheduled?
- A.** Beginning Training is set for Tuesday, August 24th and ES-237 & Advanced on Wednesday, August 25th. Both will run from 9:30 a.m. to 3:00 p.m. and meet in 1210 Anthony Hall on the MSU Campus. The sessions will be posted in early July on the MSUE Inservice registration system.

If you have questions or need help contact Judy Lentz-Bishop, at bishopj@msue.msu.edu, 517.353.2922 or Laura Allen, at lacourse@msue.msu.edu, 517.432-7632.



Deadline for Next Edition of "CYF NEWS"

July 12, 2004, is the deadline for submitting articles for the July 16, 2004, edition of "CYF News." Please submit articles to Gail Hebert at hebertg@msue.msu.edu