

# CYF NEWS

## MARCH 2005

# MICHIGAN STATE UNIVERSITY EXTENSION

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### **QUOTE OF THE MONTH**

“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”  
—Winston Churchill



### LEADERSHIP MESSAGE

### Happy Spring!

Yes, in the part of Michigan where I live we have snowdrops and crocuses trying to bloom; though they are shivering in the cold as I write this. The tulips and daffodils are bravely trying to stick their heads up, too. Certainly May flowers are not far away!

It's a beautiful, busy season in Extension. Though every season is busy, spring is a great time to take stock of what's working for families in your communities and plan for the upcoming year.

It was great to see some of you during ANR Week events. Have a wonderful spring season!

*Kathy*

### **CREDIT REPORTS – HAVE YOU CHECKED YOURS OUT?**

Increasingly, it is becoming more and more important to review your credit reports annually. Because of the Fair and Accurate Credit Transaction Act, which added new sections to the Fair Credit Reporting Act, as of March 1, 2005, Michigan residents are now able to receive a **FREE** credit report from each of the three major credit reporting agencies: Equifax, Trans Union and Experian. Until now, in Michigan, credit reports cost \$9.50 per report to receive. This Act was put in place to help combat identity theft issues in our communities. Identity theft continues to be one of the fastest growing crimes in America.

Why is reviewing your credit report annually important? Credit reports provide a record of your credit history. They include information such as your current and recent home addresses, employer information, whether you pay your bills on time, how much debt you have and who that debt is with, the timeliness of your payments, available credit and current balances. Your credit report is then used to help determine your credit worthiness, for instance, when you apply for a car loan, a mortgage, or another credit card. Your report is compiled by the credit reporting agencies and released to potential creditors and lenders, by request.

It is important to ensure that your credit report is as accurate as possible. To order your free credit report, go to [www.annualcreditreport.com](http://www.annualcreditreport.com) where you can order your reports directly or download the [Annual Credit Report Request form](#) to mail in your request. The form will need to be mailed to Annual Credit Report Request Service; P.O. Box 105281; Atlanta, GA 30348-5281. You can also call 877.322.8228.

In addition to the one **FREE** report you can receive per year, you can still get a free copy of your credit report if you certify to the credit reporting agency that:

- You are unemployed and intend to apply for employment in the 60-day period beginning on the date you make the certification.
- You receive public welfare assistance.
- You believe your file contains inaccurate information due to fraud.

The FACT Act also gives you new rights to a free credit report if you are a victim of identity theft.

For more information on the FACT act, check out <http://www.privacyrights.org/fs/fs6a-facta.htm>.

### **DORIS WETTERS TRAVEL FELLOWSHIP PROGRAM**

Attention all MEAFCS members! Are you thinking about traveling somewhere for professional development this year? Here is a way to help with your expenses!

This year the South East MEAFCS members serve as the Professional Development Committee. They will select recipients of the Doris Wetters Travel Fellowships for spring 2005. If you hold current membership in MEAFCS and meet the other requirements listed in the guidelines, please consider applying for this financial award to support educational travel study opportunities. This includes first-time attendance at the Annual Session of the national Extension Association of Family and Consumer Sciences.

April 30, 2005, is the deadline to apply for travel between July 1 and December 30, 2005. The application form and guidelines are at: <http://www.msue.msu.edu/meafcs/> The application

may be faxed or sent postmarked by April 30, 2005 to the following address:

Joan Miller, SE MEAFCS Regional Coordinator  
Washtenaw County MSU Extension  
705 N. Zeeb Road  
Ann Arbor, MI 48103  
(734) 222-3956 / Fax: (734) 222-3990

### **COUNTY STAFF MEMBERS JOIN FCS MARKETING TEAM**

The FCS Marketing Team works to cultivate collaborative partnerships, develop consistent standards of excellence in FCS communications, and provide cutting-edge communication tools!

We are currently working on a general brochure about FCS programming, a general display that could be made available for use around the state, radio PSAs about program impacts - that can be localized, PowerPoint programs about impacts - that can be localized, and we're looking at ways to create a photo library and create a repository for communication tools on the Internet.

In January a number of county staff members joined the Team. They are currently participating by phone, but we will soon be using the portal.

County members are: Jo Bush-Glenn, Kathy Hale, Kendra Hughson, Gail Innis, Julie Moberg and Beth Waitrovich.

Campus members are: Paul McConaughy, Chris Flood, Amy Malow, Samone Jones, Michelle Lavra, Jennae Rozeboom and Jodi Spicer.

If you have ideas or suggestions for FCS marketing please talk to one of the Team members or me – Paul McConaughy ([mcconaul@msu.edu](mailto: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](http://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](http://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](mailto:mcconaul@msu.edu).

**Upcoming New Staff Trainings**

**March 23<sup>rd</sup> – *Nutrition I:*** Nutrition I is appropriate for educators and program associates in Food, Nutrition and Health programs. Nutrition I is the first in a series of three sessions that focus on giving new staff basic information on nutrition and ideas for teaching this information to program participants. Nutrition I addresses the following subject areas: identifying participants' needs and interests, teaching through food preparation, the Food Guide Pyramid, nutrition labeling and planning low-cost meals.

**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**

- Q.** Is it true we can only count volunteers who have gone through the Volunteer Selection Process on the ES-237 Report?
- A.** No, that isn't true. There are many volunteers, both youth and adult who are not 4-H Leaders, but help out with activities or special events. In our ES-237 training handout we have a good example of a county who holds a "Reading is Fun" event on a Saturday. Because this event includes both 4-H members and non-members, a Volunteer Group Enrollment form is used. Those youth and adult volunteers that worked the event are all reported. Any currently enrolled

4-H Leaders or members would be counted as duplicates. You would, of course, also complete a Youth Group Enrollment form to get credit for all the youth participants. We encourage you to count all your volunteers who in some way contribute to your youth development programming efforts.

The Volunteer Group Enrollment form is also the appropriate place to count members of advisory boards or planning committees that help make decisions about 4-H programming. If any of these individuals are already 4-H Leaders or members, you would count them as duplicates on the form.

If you have questions about how to report volunteers contact Laura Allen at [lacourse@msue.msu.edu](mailto:lacourse@msue.msu.edu), 517.432-7632 or Judy Lentz-Bishop, at [lentzbis@msu.edu](mailto:lentzbis@msu.edu), 517.353.2922.



**Deadline for Next Edition of “CYF NEWS”**

April 12, 2005, is the deadline for submitting articles for the April 15, 2005, edition of “CYF News.” Please submit articles to Gail Hebert at [hebertg@msu.edu](mailto:hebertg@msu.edu)