

# Washington State University Pend Oreille County Extension

COMMUNITY DEVELOPMENT

NUTRITION EDUCATION

NATURAL RESOURCES



## PEND OREILLE COUNTY QUICK FACTS

- *Named for the French-Canadian name for local Indian tribe*
- *County seat: Newport*
- *Land area, in square miles: 1,400 (state rank: 25)*
- *Median household income (2004): \$35,019*
- *Population (2007): 12,600 (state rank: 33)*

## CONTACT

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**W**ashington State University Pend Oreille County Extension is part of the world-class outreach and engagement enterprise of the university. We partner with businesses, the community, and volunteers to drive innovation, invention, and technology transfer. We specifically focus on expanding the problem-solving capacity of communities within the county, enhancing and sustaining the local economy, enhancing natural resources and the environment, enhancing economic opportunities for agriculture, improving health and wellness—especially in the realm of nutrition and obesity prevention, and eliminating barriers to the success of youth and families.

We leverage every dollar we receive from Pend Oreille County with federal, state, grant, and private funding to maximize our reach and effectiveness. In fact, for every \$1 invested by Pend Oreille County, WSU Extension provides \$2.75 in state and federal resources. Moreover, faculty and staff in the county raised an additional \$186,969 in extramural funding in 2007. Therefore, every dollar that Pend Oreille County spends in support of WSU Pend Oreille County Extension generates \$4.55 for the county—a 455 percent annual return on investment.

## Impacts

### Workshops Spur Development of Lavender Festival

From 2001–2006, the Pend Oreille County Extension office joined forces with the CREATE arts organization in Newport to sponsor a series of workshops for producers of high-quality art and horticulture products. The audience included regional growers, artists, and artisans, a frequently overlooked audience for development in rural areas. The workshops covered business plan development, pricing, life changes resulting from going into business, portfolio development, marketing, and more.



LAVENDER FESTIVAL



FOOD \$ENSE

The Pend Oreille Valley Lavender Festival, launched in 2003, was a direct result of these workshops. The festival is a local marketplace for the products of entrepreneurial artists and growers. It is organized and run on a business model by nine volunteer committees.

Vendors routinely praise the event in their evaluations. This from 2008: “In both organization and artist quality, I would put your show on par with the two top shows in Washington. In fact I felt that you were the most organized of any of the shows I’ve attended. It was all those extra little touches...that put you on top.”

In 2008, evaluations indicated that implementation of a business model resulted in a 40 percent increase in buyer attendance and that vendor product sales were better than expected or extremely satisfying. New community donors increased 25 percent over the previous year’s festival. Personal outcomes for committee chairs included: an outlet for their organizational talents and skills; an increase in comfort in living in Pend Oreille County; opportunities to feel successful; increased personal competence; and increased interest in community involvement.

## Food \$ense Helps Families Eat Better

The Food \$ense Nutrition Education Program teaches skills and instills behaviors that help people living on limited incomes eat healthfully and maximize the value of their food dollars and food assistance benefits. In Pend Oreille County, 18 percent of the population lives in poverty and 8 percent of the households receive public assistance.

In Pend Oreille County, the program teaches nutrition education to all elementary students in the three school districts of the county, and to all children and adults in the Kalispel Tribe’s educational program as a supplement to school nutrition educational efforts.

A unique aspect of the Pend Oreille Food \$ense Program is the raised-bed gardens that have been built at all the elementary schools. Gardens are grown in pots on tribal grounds. These gardens are productive examples of the Food \$ense focus on the importance of consumption of fresh fruits and vegetables daily. The gardens were built with community donations and all garden supplies are furnished by community donors.

### Food \$ense classes are making a difference:

- Classroom teachers evaluate Food \$ense educators as highly effective. Teacher evaluations further indicate that the Pend Oreille Food \$ense staff are teaching the most important nutrition concepts for each age group and that they are getting excellent student response to the curriculum.
- When asked to name something learned this year in the Food \$ense classes, student answers included “how worms help the garden;” “we should get more exercise;” “keep food very hot or very cold;” and “carrots help you see better.”

- A sixth grade teacher wrote, “While the kids were planning their last classroom party, they proposed, voted on, and decided to have healthy snacks for party food. They had veggie trays and dips and explained other treats in nutritional terms.”
- The Kalispel nutrition program has been recognized by WSU administration as a model program for diversity.

The Pend Oreille County Food \$ense Program is being underwritten by a five-year, annual \$200,000 federal grant to Pend Oreille County Extension.

## Sense of Place Program Builds Community Pride, Encourages Engagement

The Pend Oreille County Sense of Place program was started in 1999 in response to the growing population of small-acreage property owners and the consequent impact to water quality, wildlife habitat, and wildfire management. This program capitalizes on documented high landowner interest in local culture, natural history, and wildlife to attract an extensive audience of new and established residents. Sense of Place provides a unifying theme for marketing a variety of natural resource stewardship classes. The program cultivates a sense of pride and engagement in community activities, valuing the culture and history of the area, and ecosystem protection.

Between 25 and 100 people attend the 11 to 18 classes that are offered annually. For up to half, it is their first Extension class. Classes are taught by the county Extension Agriculture Coordinator and by other experts, including Kalispel tribal members.

After-class evaluations found that, in 2007, participants increased their knowledge by an average of 38 percent. Over 80 percent have implemented one or more practices they learned, including measures to protect homes from wildfire, conserve water, and enhance wildlife habitat. They shared what they learned with others, teaching 135 friends and neighbors about firewise landscaping. Weed Board records for 2007 indicate 1,384 landowners adopted practices to manage noxious weeds on more than 9,200 acres of private and federal land.

The Kalispel Tribe is a major partner in funding classes, contributing to salary, and in writing articles for and printing the Diggings newsletter associated with Sense of Place.

## Master Gardeners Enhance Natural Resources and Environmental Stewardship

Master Gardener volunteers provide science-based information on horticulture and environmentally sound gardening practices, enhancing the capacity of the Pend Oreille County Extension office to serve the public.

Volunteers must complete a rigorous training program to qualify as a Master Gardener. In 2008, the WSU Pend Oreille County Extension office trained



### SENSE OF PLACE

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- *1,384 landowners adopted practices to manage noxious weeds on more than 9,200 acres of land.*





## MASTER GARDENERS

*Parents and children participate in the Master Gardener run KinderGarden summer class.*

37 new Master Gardeners, bringing the total to 160 community volunteers trained to-date. (Master Gardener training is offered every three years.) In 2007, WSU-certified Master Gardeners volunteered 2,850 hours valued at \$55,604 (\$19.51 per hour) to educate over 400 community members in county-based horticulture and agriculture classes, field days, and workshops. Master Gardeners contacted 1,000 individuals directly.

Pend Oreille Master Gardeners have several distinguished projects. They maintain the raised-bed gardens in the summer that are part of the school-based Food \$ense nutrition education program. They have taught a unique “KinderGarden” class in the summertime to five-year-olds and their parents, using a specially built demonstration garden at the Historical Society as their classroom. “A Winter Day in the Garden,” an educational program developed by the Master Gardeners in 2007, featured the editor-in-chief of Mother Earth News. It attracted 160 gardening enthusiasts longing for winter to be over. Master Gardeners raise over \$3,000 annually at their annual spring plant sale to cover project expenses and fund college scholarships for high school students.

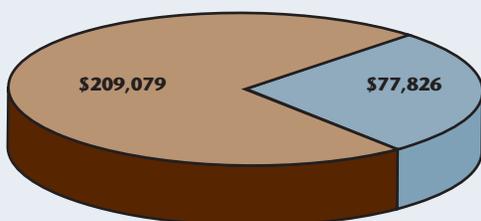
Master Gardeners manage an educational booth at the annual Lavender Festival and submit articles for the “Gardening in Pend Oreille” newsletter sent to 1,500 households.

Pend Oreille County’s Master Gardeners have perfected garden tours. In 2008, they offered their 18<sup>th</sup> annual tour of north and south county properties. The tours educate people about how to garden successfully in the county’s many microclimates and difficult soils. For the past three years, the volunteer tour committee has added a highly successful, well-attended dinner with reservations from more than 90 people.

## Overview of Funding for WSU Pend Oreille County Extension Programs

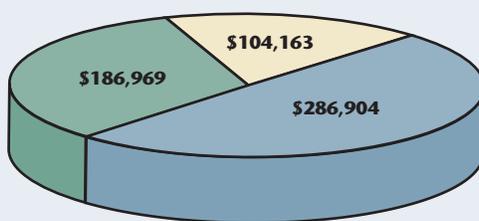
**WSU Support for County Extension Programs**

- WSU Support in County
- Other WSU Support



**Direct Funding Sources for County Extension Programs**

- Total WSU Support
- Grants and Contracts
- County Support



**Total Funding Supporting County Extension Programs**

- WSU Support in County
- Other WSU Support
- Grants and Contracts
- County Support

