



University of Wisconsin-Extension Family Living Programs

453,000:
number of people who took
part in Family and Nutrition
Education Programs in
2014

UW-Extension: Working for Wisconsin

University of Wisconsin-Extension offers timely access to university research and knowledge through educational colleagues working in 72 county offices, on five 4-year campuses and within three tribal nations.

University of Wisconsin-Extension educators collaborate with local, state and federal partners to address the important issues facing individuals, families, youth, businesses and communities.

Putting university knowledge to work across Wisconsin is UW-Extension's goal. To learn more about our programs, visit www.uwex.edu/ces/

Today's diverse families form the foundation of strong Wisconsin communities. Family Living Programs provides statewide leadership to promote education, resources and partnerships that create an environment where families and their communities can thrive.

Increasing financial literacy

Coaching military veterans

A new approach to financial education—financial coaching—is helping people achieve their personal financial goals by making the leap from merely knowing what to do to taking action.

Coaching offers a way to assist military veterans in transition. During active duty, service members and their families experience financial challenges that come with frequent relocation and loss of income during deployment. After their service, veterans may be at risk for unemployment or difficulties due to the change from military service to civilian life. In 2012-2013, UW-Extension educators collaborated with the Dept. of Financial Institutions, and the Federal Deposit Insurance Corporation to provide financial coaching training



designed for military veterans. Volunteers trained by UW-Extension are now better equipped to provide financial coaching in two-thirds of Wisconsin counties.

Rent Smart: Practical education for today's renters

Wisconsin renters make up more than one-third of all the households in the state, and for many, paying the rent can be an ongoing challenge. In addition to coping with tough financial realities, many renters experience conflict with their landlords. UW-Extension family living educators are committed to providing access to housing information knowing that a stable, affordable home environment is essential to the welfare of all families. The Rent Smart program provides practical education to help potential renters acquire and keep housing. Family Living educators also train professionals to use Rent Smart with their clientele. In 2014, the UW-Extension Rent Smart team received the Governor's Financial Literacy award for its work.

Promoting better health and nutrition



Wisconsin Nutrition Education Program

Evidence shows that poor diet and lack of physical activity contribute to poor health. In Wisconsin in 2012, 47% of all deaths were due to heart disease, cancer and diseases clearly linked to diet. Ill health also leads to lost work time and more strain on health systems. Roughly \$9 million in federal funds from the USDA's Food and Nutrition Service are used to employ more than 150 county-based nutrition educators in 68 Wisconsin counties. The educators teach people how to eat better on a budget

and build healthy activity into their lives. In 2013-2014, nutrition educators reached nearly 122,000 learners for a total of 312,500 educational contacts. Nearly one in five were people of color.

The Strong Women™ Program

Research shows that regular exercise provides many benefits to mature women, yet only 7% of middle-aged or older women exercise daily. Strong Women™ is a national community-based exercise program targeted to older women with the goal of helping them maintain muscle mass, strength and function as they age. Family Living educators train new leaders and teach the 10-12 week classes in their communities. Since 2008, UW-Extension has conducted 34 training sessions, resulting in a total of 567 new leaders from 61 Wisconsin counties, including doctors, nurses, dietitians, public health educators, social workers, physical and occupational therapists and Extension educators.

Preserving food safely

Hundreds of Wisconsin residents are turning to food preservation as a way to save money and ensure healthy food for their families. Reports show there is a critical need for education and better awareness of safety concerns for home canners and preservers. This resurgence of interest is drawing growing numbers of Wisconsin residents to UW-Extension Family Living food safety and preservation classes. In 2013, 48 educators reached nearly 8,000 individuals with educational programs on how to preserve food safely. More than 300 group events, online resources and publications provided essential information for the state's home preservers.



Parenting in the digital age

eParenting® High-Tech Kids

A survey of middle-school parents, research and guidance from national experts formed the basis of a new Family Living curriculum titled eParenting® High-Tech Kids. The main goals for parents of 9- to 14-year-olds includes helping parents understand the role that digital media can play in supporting adolescents' growth and development; and finding ways to use digital media to improve their own parenting skills. Family Living educators provided information to parents via a workshop and an online blog. Four middle schools in Wisconsin collaborated with the educators to deliver new content once a week to parents. The program is poised to reach even more parents in 2015.



Parenthetical: An educational website for parents of teens

Traditional face-to-face classes and parent groups have served as important sources of parent education and support for decades, providing opportunities to learn about child rearing, meet other parents and discuss common experiences. Digital technology—computers, smart phones and tablets—have created powerful and accessible new ways to educate and support parents. While 85% of parents use online resources, very few evidence-based interventions use digital media, and none incorporate the active participation and user interaction of today's technology.

UW-Extension Family Living created a learner-centered, interactive, online learning community for parents called *Parenthetical*. *Parenthetical* provides weekly posts with age-specific, research-based parenting and child development information and incorporates multimedia such as videos and polls. Unlike most online parenting resources, *Parenthetical* provides opportunities for parents to actively process the information they received through interaction with the site's facilitators and other parents. From May 2013 to July 2014, the site had nearly 15,000 visitors. Currently, 900 registered participants regularly follow the site and receive e-mail newsletters.

To learn more about UW-Extension Family Living Programs, visit <http://flp.ces.uwex.edu/>

