

Shelby County Extension

2020 COVID 19 Program Delivery

Shelby County Extension is the face of the University of Tennessee and Tennessee State University for the people of Tennessee. UT and TSU Agents and specialists deliver educational programs and research-based information on topics of agriculture, youth, families, and consumer issues. Our mission is to improve citizens' lives and strengthen communities through "Real Life Solutions"!

Our Virtual Programming Response

Shelby County Extension developed new social media formats to provide access to Extension research-based information, programs, and resources.

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Facebook: @UT and TSU Extension
Shelby County



Instagram: @shelbycoextension



Twitter: @shelbyextension



YouTube: @UT-TSU Shelby County
Extension

Website: extension.tennessee.edu/shelby

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- Over **84,897** citizens reached through social media.
- Over **385** posts since March.
- Over **9921** citizen engagements.

- 'A New Normal' for the citizens of Shelby County began in March and continue today as we all adjust to life with COVID 19. Our Extension Educators have developed and implemented new strategies to meet the needs of existing clientele and a whole host of new clientele seeking resources to cope and grow in the midst of this pandemic. While keeping safe from our teleworker locations and following local guidelines our educators have found new means of connecting to people and our accessibility remains high.
- 'ZOOM' is now the most common word in our everyday use.... We began using Zoom as our own training tool and now use it as well as other online formats to deliver educational programs. Our educators now offer the community programming on any of our traditional topics and more.
- 'An Expanded Audience' is the unexpected benefit of turning our focus from face-to-face programs to Virtual based programs.
- 'Traditional' programming has continued for much of agriculture as it was deemed 'Essential'. Focus this Spring on food production through work with community gardens and small farmers in our Urban area.
- Family programs have turned to innovative 'Virtual' programs. Youth programs have created a hybrid model as the new school year looks different in various parts of the county.



Shelby County Extension

The Agricultural and Natural Resources Team made over 92 virtual posts reaching 53,366 citizens.

The Agriculture Team continued to provide current information on food production as the interest in locally grown produce is greater than ever. From the development of community gardens to backyard raised beds to small urban farms the questions and need for timely and relevant unbiased information continue through this pandemic. Although program delivery methods varied, innovative programming provided the needed answers. Below are some of the topics covered and the number of citizens reached.

Agriculture, Forestry, Wildlife and Natural Resources

Over **7392** social media engagements since March.



Memphis Area Master Gardeners:
Zoom Member and Board Meetings
429 Active Members

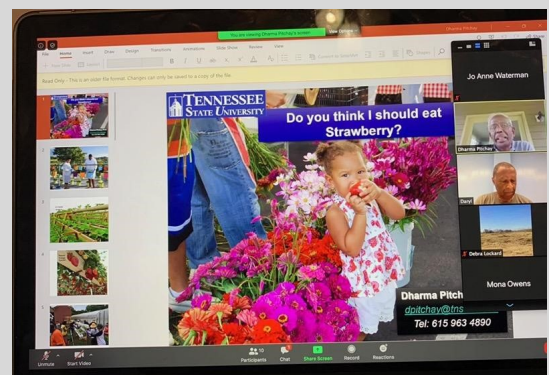


Program Videos Created

- Crape Myrtle-Slow to Leaf Out (8.9K reached---89 shares)
- Its That Time of Year for Soil Testing (1.1K reached)
- Japanese Beetles (2.1 K reached; 14 shares)
- Surprise Lily (1.3K reached)
- Zinnias Fungal Leaf Spot Control (1.0 K; 11 shares)
- Eastern Redbud: The Tree that Welcomes Spring (1.3K)

Articles for Facebook and Newspaper

- “Moles and Voles can Damage your Lawns and Plants”
- “Mushrooms Can be a Nuisance in your Lawns and Flowerbeds”; over 7000 reached
- Fall Vegetable Planting; 167 reached
- *Urban Agriculture: Three Small Farmers received awards at the recent TSU Small Farm Expo.*
- *Growing strawberries video (1K reached; 14 shares)*
- *TSU Hort Series-Zoom Class: “Strawberry Production Program” 10 participants*



Shelby County Extension

Family and Consumer Sciences

The FCS Team continued to address community needs working with community partners and organizations. The team took the lead in addressing personal and family safety during the pandemic while providing educational information relating to food preparation, nutrition, and health. The team made over 249 posts reaching 23,437 people.

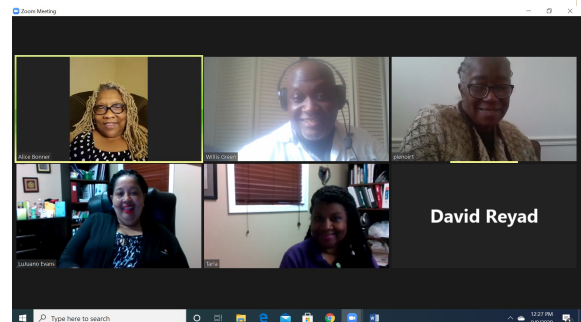
Informational
Pieces Provided to
Families at Meal
Distribution Sites

Partners: local
Churches and
Community
Centers

UT and TSU
Educational Timely
Topics for Social
Media

Program Videos Created

- Strengthening Exercises to Increase Mass (870 reached)
- Exercises You Can Use (779 reached)
- New Ways to Cook Chicken (302 reached)
- FCS Corner:
 - Money Crisis: Finding Resources
 - Exercise Video (741 reached)
 - Creative Cooking



Innovative Programs

- Health Virtual Bingo on Facebook (499 reached)
- Recipe Wednesday: Taco Casserole (366 reached)
- Promotion: National Thrift Shopping Day (601 reached)
- Reading Corner: FCS related bedtime stories for youth

Virtual Classes

- Personal Finance Training Zoom workshop for teachers
- Money Wise
- EFNEP Eat Smart, Move More
- Faithful Families train-the-trainer



UT and TSU Extension Shelby County

June 1 - 12

Come join us for this fun and hands-on Scavenger Hunt! Can you find all the food groups? Who will be the first to submit all their pictures? The Scavenger Hu... [See More](#)

The UT-TSU FCS Team uses a diversified approach to reach Shelby County citizens including videos created for YouTube and Facebook, educational timely topics for social media, virtual classes using Zoom, Microsoft Team, and Facebook Live. The FCS Team has posted to social media almost daily since the pandemic began in March.

Shelby County Extension

4-H Youth Development

4812 reached
through 19 social
media posts.
Over **450**
engagements.

1491 youth enrolled
in **79** 4-H clubs



**4-H Citizenship
Challenge (1.4K
reached)**

- *Virtual 4-H Clubs: Opportunity for special guest such as Willis Green with nutrition program and food demonstration*
- *Agricenter.4-H Weekly Reader: activities and education for youth, parents, leaders, teachers*
- *Virtual Contests: 4-H Fair; Photography; Wildlife Judging*
- *Traditional contests: horse judging and show*
- *New connections to community partners and schools to offer 4-H Virtual Clubs and activities*



Program Videos Created

- STEM: Making Plastic (1.3K reached)
- Let's Talk Trash---Recycling (843 reached)

CYFAR (Children, Youth, and Families At Risk)

- National grant awarded through the University of Tennessee----kick off Fall of 2019
- Dr. Tamika Richmond hired as Site Director
- Granville T. Woods Charter School ---grant established an after-school STEM/4-H program
- Five Year program - kicked off in September 2020