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Kern County gives UC deed to Shafter REC

The Division's principal field research facility for cotton, Shafter Research and Extension Center, is now owned by the University.

The board of supervisors of Kern County voted at the end of February to turn the deed over to the Regents. Transfer of the center, which is located northwest of Bakersfield, was recently completed.

Estimated value of the property, consisting of more than 100 acres and 20-plus buildings—is \$2.2 million, according to Shafter's superintendent, *Brian Marsh*.

The center was established in 1922 on 40 acres that a land company gave the county for a USDA-managed cotton research station. The donation began a long history of cooperation and collaboration at Shafter between the cotton industry, USDA, the University and Kern County, according to *Fred Perry*, director of ANR's research and extension center system.

The research that USDA and University scientists car-

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UC San Diego Chancellor Dynes named 18th University of California President

Robert C. Dynes, a distinguished physicist and chancellor of UC San Diego, has been named UC's 18th president by the Regents.

Dynes, who came to UC San Diego as professor of physics in 1991 after a two-decade career in the private sector and was named chancellor in 1996, will become president on Oct. 2. He succeeds *Richard C. Atkinson*, who is retiring from the UC presidency after eight years that began Oct. 1, 1995.

Dynes was selected from a national pool of more than 300 candidates. The recommendation was made by a Regental selection committee



Robert C. Dynes

that was assisted by advisory committees of faculty, staff, students and alumni.

Dynes, 60, is an expert on semiconductors and superconductors who spent a 22-year physics career at AT&T Bell Laboratories before coming to UC San Di-

ego, where he has continued his research and teaching while serving as chancellor.

Addressing the Regents' meeting in Oakland, Dynes pledged his commitment as president to high-quality teaching, research that serves the public interest, expanded educational opportunity and institutional accountability.

"I am a first-generation college graduate whose life was transformed by educational opportunity," the Canadian-born Dynes told the Regents. "As an immigrant, I came to America because of my belief that anything is possible in this country if

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4-H Center receives \$750,000 USDA grant to develop programming for at-risk youth

Scores of at-risk adolescents in Alameda, Sonoma and Trinity counties will soon take part in innovative 4-H youth development programs designed to help them stay fit, eat healthy and channel their energies toward productive goals.

They'll take part in Project PITCH—Partners Investing in Teens' and Children's Health—a UC Cooperative Extension-led partnership with local agencies that has received a \$750,000 federal grant. The partnership is developing three community-based programs that respond to the unmet health and so-

cial needs of youngsters living in high-poverty areas.

The grant, whose principal investigator is 4-H youth development specialist *Marc Braverman*, provides \$150,000 annually and is renewable for five years. Funding comes from the U.S. Department of Agriculture's Children, Youth and Families at Risk (CYFAR) initiative. The department's Cooperative State Research, Education and Extension Service (CSREES) manages the initiative.

"The CYFAR initiative is one of the major ways in which USDA is striving to reach important new audiences

for Extension programs across the United States," Braverman said. "Those of us in California who have worked with CYFAR grants have appreciated the opportunity to branch out in a variety of creative ways, and the federal CSREES staff have been very supportive partners."

CYFAR's goal is to expand the number of quality community-based programs that can equip at-risk youth and their families with the competencies necessary for fulfilling and successful participation in life. The initia-

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Eatfit receives national recognition for excellence in community nutrition

By *Gary Beall*

Eatfit, an ANR curriculum that targets middle school-aged children and emphasizes healthy eating and exercise goals, is the 2003 winner of the Dannon Institute University Award for Excellence in Community Nutrition. The \$5,000 cash award, given annually to a university program that demonstrates innovation and effectiveness in changing nutrition behaviors, will be presented at the 2003 annual meeting of the American Dietetics Association.

The nine-lesson Eatfit curriculum focuses on the synergistic relationship among nutrition, physical

activity and overall physical fitness. It allows students to analyze their eating and fitness levels and to select aspects they would like to improve. Supplemental materials include a website (www.eatfit.net), a student workbook and online and in-person teacher training. Additional online supplemental materials for teachers and 4-H leaders are being developed and tested.

“Approximately 10,000 middle school students in schools in low-income communities were involved in Eatfit field testing last year,” said UC Davis nutritionist and project director *Marilyn Townsend*.

Townsend expects the program to expand to an

additional 15,000 to 20,000 students this year.

Other members of the Eatfit project team included *Marcel Horowitz*, *Mical Shilts*, *Shirley Humphrey* and *Joan Randall* in the UCD nutrition department and *Karen Berke* and *Gary Beall* in ANR Communication Services.

Funding for the project was provided by the Food Stamp Nutrition Education Program, the American Distance Education Consortium, the Expanded Food and Nutrition Education Program, the UC Davis School/University Partnership Program and the UC Davis Center for Advanced Studies in Nutrition and Social Marketing.

Dynes named UC's 18th president (from p. 1)

you work hard and apply yourself. As a physicist, I have a passion for discovering new ideas, and an even greater passion for watching my students discover new ideas.”

Dynes told the Regents that he is eager to lead the UC system as it confronts the twin pressures of rising enrollments and falling state resources. “These same pressures are being felt by other universities in other states,” he said. “There is a national consensus that American public universities must redefine how they deliver quality higher education. And the rest of the country is looking to the University of California to lead the way.”

Dynes said UC must work in “vigorous partnership” with the state’s other segments of public higher education—the California State University and the California Community Colleges—to serve the state’s needs. The university must also continue its efforts to expand the concept of “R & D” to “R, D & D”—meaning “research, development, and delivery”—to ensure that research innovations end up in the hands of people who will use them.

“We must move discoveries from the bench to the public domain more effectively,” Dynes said. “And we must hand them off more quickly to end-users, whether they are first responders in a crisis, farmers, health care professionals, social workers, or teachers.”

(These excerpts are from a UCOP announcement that can be read at <http://www.ucnewswire.org>.)

Shafter REC (from p. 1)

ried out at Shafter helped propel the state’s fledging cotton industry into a strong market competitor worldwide. Cotton is now California’s second-leading farm export, with the industry shipping out \$605 million of premium cotton fiber to foreign markets each year.

USDA’s Agricultural Research Service operated the station until spring 1992, when, in the wake of ARS budget cuts, the Division took over the management under a partnership agreement: the county continued to provide the land and facilities and the cotton industry provided the funding for operations and support for cotton research.

In recent years drawbacks to the agreement surfaced. As Vice President *Gomes*

noted last September in a letter to county supervisors, “The involvement of Kern County as the landowner and partner [of the center] has been very successful,” but county ownership also posed “potential problems for long-term resource commitment” to the center.

Moreover, state statutes required UC’s lease to go out for bid every 10 years.

Last August a committee of representatives from the agricultural community, cotton industry, USDA, county and University met to look into these issues. On its recommendation, Gomes asked the supervisors to begin a dialogue with UC about ownership of the center. Those discussions led to the vote to initiate the property transfer.

“During the last 10 years, Shafter Research and Extension

Center has evolved from an interim accommodation to becoming an integral part of the research and extension center system,” Perry said. “The transfer completes the integration.”

Gomes noted that “UC, USDA and the cotton industry have initiated long-range plans to secure additional resources to maintain, expand and improve the programs and facilities at Shafter.”

Two UC Davis scientists—CE specialist *Robert Hutmacher* and AES specialist *Shane Ball*—four USDA researchers, plus support staff are based at Shafter. On-site research is also conducted by UC Davis and UC Riverside faculty, UC’s Statewide Integrated Pest Management Project, county-based CE advisors and the state Department of Food and Agriculture.

Project PITCH (from p. 1)

tive aims to involve community groups in Extension efforts to create effective and sustainable programs for these audiences. Local computer training, program evaluation and dissemination of program information through the national CYFAR network are also important components of CYFAR-funded projects.

In Project PITCH, county-based UCCE advisors serve as community site directors for their programs. Project PITCH's statewide staff, housed at the 4-H Center for Youth Development at UC Davis, assists them with program development and evaluation and with technical issues.

■ **TEENS 4 TEENS: TEEN PEER HEALTH EDUCATION PROJECT** is based in South Hayward, a

low-income, ethnically diverse suburban setting in the Bay Area's Alameda County. It focuses on two critical areas of youth development: adolescent health education and leadership training.

The program trains teenagers to become peer health educators for other teenagers enrolled in an elective health class. They help develop the topics being covered in the class such as pubertal changes and hygiene, nutrition, exercise, depression, coping skills and conflict resolution.

Other opportunities for honing their leadership skills are provided by participating on a youth advisory board and serving as advocates for teen health issues through their school's leadership body.

4-H youth development advisor *Charles Go* is the community site director.

The Tennyson Health Center, Tiburcio Vasquez Health Center and Alameda County School-Based Health Center Coalition are also partners in the program.

■ **4-H BLOCO DRUM AND DANCE PROGRAM** is based in the suburban community of Windsor in Sonoma County. The program is modeled after one that has been very successful in reaching at-risk kids in San Francisco's multicultural Mission District.

This program engages middle- and high-school youth in creative dance and rhythm activities, nutrition education, physical education and other learning experiences that foster a healthier lifestyle through exercise and improved diet.

The program uses music and dance from Brazil, Africa, Cuba and the Caribbean to develop a deeper appreciation of diversity. The program participants will also take part in San Francisco's annual Carnival parade and festival as well as other events.

4-H youth development advisor *Evelyn Conklin-Ginop* is the community site director. Local partners include the Windsor school district and police department, the county office of education and Santa Rosa Junior College.

■ **HEALTHY LIFESTYLE BUILDING: HRN YOUTH CENTER PROJECT** is located in the rural towns of Weaverville and Hayfork in Trinity County.

In this project, UC Cooperative Extension provides local youth-center staff with program curriculum for

developing and expanding young people's skills. The kids engage in business and career planning, entrepreneurship and money management to achieve their health, diet and lifestyle goals. They also focus on increasing their community service and learn to use existing social and health resources.

Community and economic advisor *Gail Goodyear* is the community site director. Local partners include the Human Response Network (HRN) and Trinity County's probation department, resource conservation and development district, and health and human services department.

Other contributors to the project are the Trinity County Economic Development Team, Planned Parenthood and Alcohol and Drug Services.

Project PITCH's statewide staff consists of Braverman, *Robyn Caruso* (program coordinator and evaluator) and *Eve West Bessier* (technology specialist). They will give technical assistance in program design and evaluation, help train local program staff, and disseminate new program knowledge to UCCE personnel throughout the state.

One goal of the CYFAR Initiative is to offer computers, Internet connectivity and training in essential technology skills to local agencies and staff at CYFAR community program sites. For the California project, Bessier will provide this technical assistance and access to CYFAR's extensive online resources.

Extension federal funds from CYFAR helped other at-risk youth in California

Congress has funded the CYFAR initiative each year since 1991.

Project PITCH is the latest CYFAR grant to be awarded to University of California Cooperative Extension youth development experts. California is one of only 13 states to receive funding this year for CYFAR New Communities Projects.

Previous CYFAR grants helped support an after-school program in Chula Vista in San Diego County, a community-based science education program in San Jose and a network of afterschool programs in 10 Northern California counties.

In addition, Braverman, Caruso, *Jeannette George*, *Faye Lee* and *Michael Marzolla* conducted a five-year CYFAR project called "Strengthening the Futures of California Families."

That project, completed last year, supported the development and evaluation of the Orland 4-H Afterschool Project in Glenn County, the College Bound Program in San Francisco, and the GreenNet Project in Santa Barbara County.

CS-produced radio story garners gold award

by *Jim Coats*

Agricultural Communicators in Education (ACE), an international society of ag extension communications professionals, will present the Gold Award for Audio News and Features to *Robert Singleton* and *Jim Coats* of ANR Communication Services this month at its annual convention in Kansas City. The two are being recognized for their 2002 UC radio news feature "Potomac Horse Fever Breakthrough."

For the story, Singleton interviewed UC Davis professor *John Madigan* about his research team's remarkable findings on the fluke-transmitted disease, which was first identified 20 years ago. Using DNA testing, Madigan's team identified an early life stage of the fluke (a parasitic worm) in a substance excreted by aquatic snails into streamwater in the study area. A later stage of the fluke was ID'd in caddisflies whose larvae had lived in the same stream. A small-scale feeding test then confirmed that horses that had eaten fluke-carrying caddisflies in their grass feed became infected. In nature, other caddisflies find their way into the stomachs of bats where the flukes mature and release their eggs, some of which return to the streamwater in bat droppings. Quite a round-trip for one so small.

Besides serving as reporter, Singleton edited and produced the final version for mailing to California radio stations. Coats posted the story to the ANR News and Information website and helped prepare written material to accompany the mailing.

ANR media training can help you deliver your message effectively

If you're an advisor, specialist or program coordinator, you know that talking to news reporters can help you extend the results of your research and educational programs and other valuable information to a large audience. Media coverage of ANR activities also informs taxpayers, decision-makers and potential donors, among others, about the benefits Californians derive from investments in UC Cooperative Extension and Agricultural Experiment Station projects.

In short, there's a lot to be gained by becoming media savvy.

Here's one guideline to keep in mind: rather than simply answering questions, you can help the media report what the public needs to know by having no more than three key messages that you want to get across and stating those messages early and often in an interview.

Happily, experience shows that conveying your desired message through the news media gets easier with practice. That's why News and Information Outreach assistant director *Pam Kan-Rice* and senior public information representative *Jeannette Warnert* offer media training to ANR program coordinators, advisors and specialists.

Kan-Rice and Warnert travel to your county or campus office to provide small-group instruction. The training includes group review and critique of excerpts of television interviews, development and presentation of "your message," on-camera practice interviews and tips for boosting your effectiveness in delivering your message on television.

On-camera interviews may also be done in Spanish, with guidance and feedback by Spanish Broadcast and Media Services manager *Myriam Grajales-Hall*.

Previous participants have called the program "useful," "a great experience," "very effective," and "enjoyable."

To schedule a training session, contact Kan-Rice at pamela.kan-rice@ucop.edu or 510/987-0043. Also check out the wide range of public relations resources available to you online at <http://ucanr.org/internal/prresourcesi.shtml>.

ANR news releases go electronic

To save paper, labor and postage, News and Information Outreach is moving its news release distribution from U.S. mail to email and fax. Paper copies of news releases will no longer be mailed.

A postcard has been sent out to reporters to gather their email addresses and fax numbers, but we welcome the assistance of advisors, specialists and other members of the Division who work with the media in helping us contact reporters.

If you know someone who should be receiving news releases about ANR research, extension and outreach activities, please direct them to <http://news.ucanr.org>, where they can sign up.

COMING UP



You can access information on hundreds of ANR-related events by visiting the online ANR calendar at <http://calendar.ucanr.org/>

ANR REPORT

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We invite you to visit ANR's website: www.ucanr.org. To access back issues of **ANR Report**, log on to <http://danr.ucop.edu/anr-report/>

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