

Northwest County COVID 19 Report – January 1, 2020 – June 30, 2020

1. County: Escambia
2. CED: Nick Simmons
3. Reporting Date: 7/27/2020
4. Number of Creative Works & Publications: 302
5. Number of Extension Programs & Educational Activities: 486

6. Extension Programs: Clientele Contacts	
Number of Educational Materials Developed	376
Field Consultations	89
Office Consultations	346
Telephone Consultations	1,126
Group Learning Participants	11,905
E-mail Consultations	3,718
Website Visits	2,976
Social Media	280,414

7. Challenges during these uncertain times and support needed:

- Keeping up with changing policies for both UF and the County.
- Keeping up with email, a lot more of them nowadays.
- Learning how to do more digital work on the fly.
- Mental health.
- Keeping motivated when attendance and engagement to some virtual programs has been low. It takes a lot of work to pull these together.
- Events and programming canceled in all programming areas.
- Conferences postponed.
- No revenue enhancement from distance learning programs or Pensacola Interstate Fair.
- Lack of ability to teach remotely because other traditional organizations do not have technology to receive education.
- No funding for remote food demonstrations.
- Lack of evaluation to show increases in knowledge and positive behavior changes for participants with no technology.
- Can't get into schools until the end of October at the earliest.
- Working with a volunteer group through distance means. State support needed for uniform educational materials.
- No in-person youth contact.
- Online content created, are youth really participating?

- How do we pivot to virtual for our normal programming?
- Zoom overload.
- Concern for the growers who are in a bad age bracket.
- Not being able to provide the services clients need or feeling all together comfortable about seeing them in person.
- Not offering info in the way that clients expect or like.
- Personal mental health and motivation to keep going.
- Anxiety over others being sick and not being upfront about it.
- Reaching clientele that does not have access to current technology.
- Determining current needs of target audiences.
- Developing educational materials to address the target audience.
- Technical difficulties.
- Limited feedback from audiences.
- Modifying programs to fit virtual means of delivery.
- Identifying and learning the new tools to transition to virtual means.
- Connecting with youth in a meaningful way.
- Working with colleagues from a distance while we were all out of schedule.
- Learning to manage the new work-life balance.

8. New activities and ideas for program delivery (online, distance, remote, etc.):

- More videos for programs.
- Webinars.
- TEAMS has been handy for some groups.
- Podcasts.
- Utilizing Google Sites to carry out asynchronous teaching.
- Creating videos to be shared on Google Sites and Social Media to share important information.
- Zoom meetings to carry out meetings and educational workshops.
- Internet health and wellness life skills interactive virtual games.
- Educational centered apps.
- Culinary, nutrition, food safety, and focus food labs.
- Video-based healthy food demonstrations, selection, and techniques.
- Offering the Extension Field Day through video will be different, but doable in conjunction with PIO.
- Google Sites, not just for day camps.
- Learning new tech, video creation, editing, etc.
- New virtual 4-H contests could replace face to face.
- Zoom meat judging is easy to do and kids like it.
- Kahoot, Flipgrid, Quizlet, all have been used for the first time and were successful.
- Combine 4-H and 4-H EFNEP series-based distance learning.
- Combine youth and adult EFNEP for “family” learning (ex: Grandparents Raising Grandchildren and the grandchildren).

- Email schoolteachers to ask them to speak with principals to be approved to begin teaching distance/virtual UF/EFNEP.
- Distance teach youth groups at faith-based organizations and homeschool youth.
- Social media health tips, food distributions, and other resources.
- Facebook Live.
- Filmed, edited, posted videos to YouTube and Facebook Live for Seafood at your Fingertips and Florida Invasive Species Week.
- Teams and Zoom for interviews and large meetings.
- Adobe Captivate for e-learning.
- Weekly blog posts.
- Live video production is successful for a strong online presence.

9. Any other major items not included above?

- Grants: Funded-\$2,280 (4-H)
Pending-\$2,000
- It would be helpful to have some University-created PSA-type social media items or articles to share about best practices for health, science of the virus, and vaccine progress and development. Many of our clientele are worried and afraid, and they are receiving lots of very bad science, rumor, and outright lies via social media. As a trusted purveyor of scientific information, it would be useful for IFAS/Extension to share accurate, up-to-date information directly from the University's medical professionals and epidemiologists.
- Evaluation tools are needed.
- Ag – Concerned about grower's health, but also about their mental health. The price of cotton is not good, and they are worried about finances. My whole way-of-being around them has changed. I'm also concerned about the people in my office. The fewer people in the building, the better.