



Oakland County 2022 Annual Report

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MESSAGE FROM THE DISTRICT DIRECTOR



I am delighted to share the results of another successful year of partnership between Oakland County and Michigan State University Extension (MSUE). Because of your continued support of Extension, we've been able to make a difference in the lives of youth, families, businesses, and communities.

MSU Extension continues to offer a broad range of research-based educational services to county residents. Over this past year, we've empowered families and individuals to live healthier lives, supported new local businesses, created opportunities for youth leadership development and career exploration, helped farmers with business management, production, and much more. Our staff live and work alongside county residents, are rooted in community relationships, and are responsive to community needs.

In 2022, as we moved away from the last of our COVID-19 restrictions, MSU Extension continued to provide a robust variety of online options to participate in our programming. We've offered educational courses and answered questions on topics ranging from gardening to food safety, raised program awareness through social media and provided a library of research-based resources on our website. We are able to accomplish this while continuing to reopen many of our programs to in-person interaction. Our partnership with you makes this all possible. On behalf of the MSU Extension team serving Oakland County, thank you for another great year. We look forward to your continued support and hope you will be able to join us during one of our upcoming programs.

Edward N. Scott III M.A.E.
District 11 Director- Macomb & Oakland Counties

MICHIGAN STATE
UNIVERSITY

Extension

2022 OAKLAND COUNTY PARTICIPATION NUMBERS



4-H CHILDREN & YOUTH..... **5,760**



4-H VOLUNTEERS **121**



NATURAL RESOURCES..... **1,259**



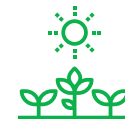
COMMUNITY & FINANCIAL STABILITY..... **603**



COMMUNITY FOOD SYSTEMS..... **228**



AGRICULTURE, AGRIBUSINESS & HORTICULTURE..... **3,552**



MASTER GARDENER VOLUNTEERS..... **487**



NUTRITION, HEALTH & WELLNESS..... **7,013**



OAKLAND COUNTY EXTENSION DIGITAL REACH..... **214,024**



TOTAL..... 233,047

MSU is an affirmative action, equal-opportunity employer. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status.

PROGRAM HIGHLIGHTS

AGRICULTURE, AGRIBUSINESS & CONSUMER HORTICULTURE

MSU Extension serves the agriculture and floriculture industries by engaging in research, education and outreach that enhances the quality of life of Michigan residents. This includes providing resources and information in areas that directly affect human health for those involved in these industries.

In 2022, **3,552** Oakland County residents participated in 136 programs related to:

- animal agriculture;
- agribusiness management;
- beekeeping;
- consumer and ornamental horticulture;
- and field crops, fruit crops, and vegetables.

SMART GARDENING

Smart Gardening is MSU Extension’s campaign using earth-friendly messages to help gardeners make smart choices in their own backyards. The goal is to equip gardeners with a “tool kit” of research-based knowledge to use immediately at home. Whether choosing plants, using garden chemicals, fertilizer, or applying water, gardeners need to understand the long-term impacts on their communities.

In 2022, **862** Oakland County residents participated in gardening programs including: Start Smart in the Garden; Seed Starting; HomeGrown Gardening Series; Lesser & Common Insects in the Garden; Backyard Fruit 101; Cabin Fever Conversations; Starting a Vegetable Garden; and Smart Gardening with Veggies 101.

SUPPORTING BEES, POLLINATORS & BEEKEEPERS

MSU Extension’s apiculture team provides information and resources for beekeepers to improve honeybee management and health. In 2022, **more than 232** Oakland County residents participated in in-person, in-hive or virtual presentations on commercial and hobby beekeeping, gardening and planting for pollinators, pesticide applicator training continuing education to protect bees and pollinators, and more.



In partnership with Michigan Food & Farming Systems, MSU Extension creates educational materials for participants in the Heroes to Hives program and holds in-person workshops (pictured: Heroes to Hives program in Novi).

Heroes to Hives is a 9-month beginning beekeeping education course designed to train service members while building a community of support with other veterans.

ASK EXTENSION

Through the Ask Extension system, Michigan residents can ask questions and receive expert answers quickly on a broad range of subjects through an [online](#) form. In 2022, experts answered 6,023 questions and **almost 14%** of those questions were asked by residents of Oakland County.



PROTECTING OUR ENVIRONMENT

Invasive species pose an enormous threat to Michigan’s biodiversity and economic well-being. MSU Extension provides educational resources to identify, assess and control invasive species such as the spotted lanternfly (pictured above) that was first detected in August 2022 in Oakland County.

In 2022, **293** residents of Oakland County participated in programs about invasive species such as the Spring Invasive Species Summit, Backyard Invasive Species Management webinar, informational sessions on insect and aquatic invasive species, and more.

MSU PRODUCT CENTER

Strategy development and implementation is crucial to a business’s long-term success. The MSU Extension Product Center is an organization that brings together on-campus expertise in the sectors of food, agriculture, and natural resources to help entrepreneurs define and launch innovative products. Field-based innovation counselors advise entrepreneurs on business planning, regulatory requirements, and product development needs. **237** Oakland County residents received client counseling from the Product Center in 2022.

PROGRAM HIGHLIGHTS

COMMUNITY, FOOD & ENVIRONMENT

Our natural resources programs improve public understanding, help landowners and communities use those assets for sustainable long-term social and economic development and conserve natural resources for future generations.

In 2022, **1,259** residents participated in Oakland County natural resources programs including Introduction to Lakes, Conservation Stewards Program, Introduction to Orienteering, Michigan Birding 101, Bioblitz and Beyond, MI Paddle Stewards, and Septic System Education.

FINANCIAL HOMEOWNERSHIP EDUCATION

MSU Extension provides resources and education on money management, foreclosure prevention, buying a home, retirement planning and more to help residents and their families to become more financially healthy.

In 2022, **159** residents participated in 64 financial homeownership education programs such as Protecting Your Identity, Informed Renter, Homeownership Education (MSHDA), Foreclosure Basics, How Much Home Can You Afford?, Surviving and Thriving on a Fixed Income, and many more.

SUPPORTING STRONG COMMUNITIES

Successful and thriving communities combine knowledgeable and engaged legislators, businesses, community groups, and residents. **538** Oakland County residents participated in **70** programs about leadership, planning and zoning, policy options, land use, and environmental issues.



PROGRAM HIGHLIGHTS

CHILDREN & YOUTH

YOUTH DEVELOPMENT

The largest youth development organization in Michigan, 4-H provides thousands of young people with experiential learning opportunities to explore new interests and discover their passion. In 2022, **5,760** Oakland County youth participated in **281** programs.

BUILDING STRONG FOUNDATIONS

The goal of Michigan 4-H Youth Development is that every youth possess the necessary skills to be successful. Life skills are a basic foundation that prepare youth for success in life. 4-H provides youth with hands-on opportunities to explore future careers and entrepreneurship while enhancing their financial literacy and developing important skills for the workforce. **374** Oakland County youth participated in financial literacy programs including Grow Your Money and the Show Me Your Money Smarts Contest; leadership and civic engagement programs such as the Teen Leadership Program, the Spectacular Youth Leadership Institute, and Changing the World with your Single Vote; and career and workforce development programs like Make a Difference Day, Virtual Skillathon, and Poverty Simulation.



Animal projects give youth the opportunity to showcase their skills while learning about animal science and building life skills such as responsibility, commitment, mentorship, and financial and time management.

16 Oakland County youth participated in the 2022 State Horse Show, including Alyssa E., Morgan B., Allie Z., and Olivia H. who all received champion ribbons (pictured).

CHILDHOOD & FAMILY DEVELOPMENT

Research shows that the possession of skills such as verbal and nonverbal communication, the ability to work cooperatively, a sense of responsibility and respect, community involvement, decision making and problem solving are all predictors of academic, community, and workforce success. Since these skills begin to develop in early childhood, it is vital that parents and caregivers are equipped with the tools to help children embrace these skills and learn to grow, thrive, and contribute in a complex and changing world. To help address this critical area of need, MSU Extension provides programs that help parents, caregivers, or other important adults in the lives of children develop important skills. In 2022, **1,158** Oakland County residents participated in these programs.



The Adulting 101 program allows youth to gain skills and useful information that will help them be successful. **66** Oakland County youths learned about getting organized, professionalism in the workplace, paychecks and taxes, food safety, and food preservation in this program.

PROGRAM HIGHLIGHTS

HEALTH & NUTRITION

Through MSU Extension's nutrition and physical activity programming, Michigan adults, families and children gain crucial knowledge about nutrition and healthy foods, increase their daily activity and improve their food security. In 2022, **7,013** Oakland County residents participated in **622** health and nutrition programs.



MeMe's Daycare has been a long-time partner of MSU Extension. In 2022, the daycare set a goal to get kids to eat more vegetables. After trying new recipes and having the kids pick different things to try, the daycare still struggled to reach their goal. With advice and seeds from the local Extension office, the daycare built raised garden beds to engage the kids. Not only did vegetable consumption increase, but the kids loved gardening and watching the plants grow.



MSU Extension partners with the Michigan Department of Health and Human Services to provide SNAP-Ed, a nutrition education program designed to reduce hunger and food insecurity and promote healthy eating habits for people who are eligible for food assistance programs like the Supplemental Nutrition Assistance Program (SNAP). MSU Extension SNAP-Ed community nutrition instructors teach youth, individuals, and families how to make health a priority. The goal of SNAP-Ed is to improve the likelihood that SNAP-eligible persons will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA food guidance. In 2022, **2,628 Oakland County residents** participated in SNAP-Ed programs, including Eat Healthy Be Active, Cooking Matters, Senior Project FRESH, Discover Michigan FRESH, and Show Me Nutrition.

"Since I have been eating more fruits and veggies, my blood pressure has gone down. I feel so much better!"

-Julie, Cooking For One at Highland Senior Center program participant

FOOD SAFETY

After participating in MSU Extension's food safety programming **748** adults in Oakland County learned how to reduce their risk of illness when preparing food and to preserve food safely, childcare providers learned how to reduce foodborne illnesses in the children they care for, and food service managers, workers and volunteers learned how to protect their customers' health and sell food products safely and legally.

SUPPORTING HEALTHY COMMUNITIES

In 2022, **1,986** Oakland residents learned how to manage their anger, reduce stress, thrive as caregivers, practice mindfulness and strengthen their families' and communities' understanding of and response to mental health crises. Residents participated in **234** programs including RELAX: Alternatives to Anger, Stress Less with Mindfulness, Mental Health First Aid, Powerful Tools for Caregivers, and many more.

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