


4-H

- **Goals:** 4-H is the youth education branch of the Cooperative Extension Service, a program of the United States Department of Agriculture. Each state and each county has access to a County Extension office for both youth and adult programs.
 - 4-H is developing all youth to reach their fullest potential through:
 - Developing life skills
 - Learning by doing
 - Utilizing the knowledge of the land-grant university system.
- **Chapters, affiliates, members:** 4-H brings the knowledge and research of the university to over six million youth in 3,150 counties of the United States, the District of Columbia, Puerto Rico, the Virgin Islands, Guam, American Samoa, Micronesia, and the Northern Mariannas Islands. Information on local and national programming may be found at the following web site, <http://www.4husa.org/>.
- **Best way to contact:** If the programming is to be local, it is best to contact local county offices. If the programming is to be national, it is best to contact the national office.
 - **General questions/media contact:**
 - To find local information, go to the national website, <http://www.4huse.org> "In Your State." State pages will then give you contact information for local county offices. The 4-H educator will be able to answer questions and direct you to appropriate contacts.
 - **4-H Headquarters**
 - Cathann A. Kress, Ph.D. Director, Youth Development
 - National 4-H Headquarters
 - CSREES, USDA
 - Phone: 202-690-3009 Fax: 202-720-9366
 -  ckress@csrees.usda.gov
- **Organization's culture:** 4-H Educators have built strong relationships with community collaborators, volunteers and youth. Their calendars fill quickly as they reach out to the youth in their communities and train the adults who work with them, so it is important to contact them early if you would like to collaborate. 4-H Educators have a great network of both youth and adult contacts, but lead time is important. The 4-H program isn't just an opportunity for youth who live on farms. The program is successful in Chicago, Pittsburgh, New York City, Philadelphia, Los Angeles, and many other urban areas around the country. 4-H members learn about the latest technology updates, GIS/GPS systems, financial management, operating small businesses, and many other project areas in addition to the traditional food and farm projects with which 4-H has historically been associated. The 4-H program wants youth to be at the table when youth programming is discussed. These youth should have an active role in the decision-making for such programs as well as preparation and delivery of programs.
- **Resources:** Staff, site/facilities, expertise, curriculum, program participants and community contacts.
- **Collaboration with public broadcasting:** In Pennsylvania, 4-H has worked with public broadcasting on special programming about 4-H particularly during 2002, 4-H's Centennial year. Contacts are also made if youth are needed for programming or if particular topics are parts of special programming. 4-H faculty have used PBS studios to tape leader training programs that are then distributed to county offices across Pennsylvania. Some of the challenges we have faced dealt with appropriate use of the 4-H emblem so that it appears correctly on screen and the understanding that 4-H youth and adults can provide a perspective on much broader topics than agriculture. We have worked through many of these issues over time as we have partnered on programming