The Situation
The Hispanic population in the Bear River Basin Cluster Counties is 4 percent (1,057) of the total population for the four counties of 30,179. In FY 1999-2000 the 4-H ES237 report shows that Hispanic youth enrollment was less than 1 percent of the total 4-H membership of 1,066. 4-H is a program that could teach Hispanic youth life skills and be beneficial to them. The Bear River Basin Cluster’s previous recruitment practices did not reach Hispanic audiences enough to encourage significant involvement in 4-H. This project has focused on educating extension faculty and staff about multicultural communication and programming, building partnerships, and offering positive youth development activities that interested Hispanic youth. We developed a plan to focus our efforts in Franklin County.

Our Response
Inputs: Initially, the Bear River Basin Cluster was awarded a Critical Issues Grant for $1,500 for multicultural programming. Franklin and Bear Lake County faculty and staff attended a two-day training, Working with Hispanic Audiences. Then contact was made with Sylvia Woodward, who works at the Preston School District in the elementary schools as a Home-School Coordinator for the Hispanic youth. A flyer and recruitment PowerPoint were translated into Spanish. Materials for a craft, refreshments, and Hispanic music CD were purchased using the grant money for the recruitment night. Time was spent making personal contacts inviting Hispanic youth and families to the recruitment night.

Outputs: A Hispanic Recruitment Night was held on October 11, 2001. A total of 37 Hispanic youth and parents attended this meeting. The 25 youth participated in a hands-on activity making a kaleidoscope. UI 4-H faculty and staff presented a recruitment PowerPoint while Sylvia Woodward translated. All youth that attended signed up for 4-H that evening and provided what projects of interest. From this information, four 4-H project day camps were offered: 1. Self Defense (18 Hispanic youth enrolled), 2. Holiday Goodies (7 Hispanic youth enrolled), 3. International Flavors (4 Hispanic youth enrolled), and 4. Ready, Set, Sew (3 Hispanic youth enrolled).

Program Outcomes
Hispanic enrollment in Franklin County increased from 3% in 2001 to 6% in 2002. Of the 25 Hispanic youth enrolled in 4-H, they enrolled in 32 projects. Twenty-two (69%) of those enrolled completed their 4-H projects. Nineteen (59%) exhibited their projects at the 2002 Franklin County Fair.

For More Information
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