

Northeast News

A UF/IFAS Extension District Newsletter

Volume 13, Number 3

FEATURE Stories



Stephen Jennewein
UF/IFAS Extension
Duval County
Small Farms
and Alternative
Enterprises Agent

The Great Reconnection

Authentic connections are vital and essential to our well-being. Creating intentional connections provide an environment where people feel accepted and included. Opportunities to connect with colleagues is a critical factor in improving engagement and performance.

On May 10th, 2022, the Northeast District held its All-Faculty and Staff

Meeting. The meeting kicked off with Joy Hazell giving attendees a presentation on Facilitating Difficult Conversations. The meeting proceeded with attendees breaking out and reconnecting with peers. This professional networking was facilitated by visiting displays and tables from county extension offices, guests, and specialists. Lunch followed the meet-and-greet with entertainment being provided in the form of district updates. Attendees were introduced to new hires by Eric Simonne and given briefings from Kelsey Irvine, Kim Griffin, D'Alicia Straughter, Marnie Ward, Stephanie Toelle, and Ashley Johnston.

Following lunch, attendees broke out into programmatic group

continued on next page



NE district faculty and staff reconnect with peers at the Ag & Equestrian Center Arena at the UF/IFAS Extension Alachua County office.

July – September 2022

In this ISSUE

Celebrating “Principles of Good Practice” in the Northeast District **2**

Those who think they know it all are particularly annoying to those of us who do: The Dunning-Kruger effect and the imposter syndrome **3**

Question what you never question **4**

Beware of Scam Texts and Phone Calls **5**

Let's Meet Some Agents: In Our District **5**

Taylor County 4-H Member: is on the Trajectory to Thrive **6**

Building a Better Community with Youth Safety **6**

What's PR Got to Do with It? **9**

Keeping You Informed **9**



ALACHUA, BAKER, BRADFORD, CITRUS, CLAY, COLUMBIA, DIXIE, DUVAL, GILCHRIST, HAMILTON, LAFAYETTE, LEVY, MADISON, NASSAU, SUWANNEE, TAYLOR, AND UNION COUNTIES

The Great Reconnection...continued from previous page

meetings. Programmatic groups consisted of 4-H, Community Resource Development, Natural Resources, Virtual Teaching Community of Practice, Entrepreneurship, and County Staff Working Group. Group members

discussed current work and future collaborations. A summary of their discussion and plans was presented to attendees. The meeting ended with a tour of the new Alachua County Extension Office led by Cindy Sanders.

During the meeting photography services were offered along with the UF Cancer Institute's mobile bus providing screenings for outdoor workers.



Celebrating “Principles of Good Practice” in the Northeast District

Community development has been a nationally recognized Cooperative Extension program area since 1993 when the USDA acknowledged the need for focused work in this area. Community resource development is a newer program area to the state of Florida and even more rare in the Northeast Extension District. Nonetheless, many Extension agents, regardless of assigned program area, engage in community resource development-type work.

D'Alicia Straughter, Family and Consumer Sciences Extension agent in Bradford County, and Natasha Parks, Family and Consumer Sciences Extension agent in Duval County, both have Extension programs that *incorporate the diverse interests and cultures of the community*. D'Alicia organizes and delivers the Bradford Bridge program which connects low-income, at-risk individuals and families with human service resources. Natasha, along with a team of colleagues in the district, developed

and still currently teach the Homemade Entrepreneurship program.

D'Alicia's recognized the need for greater food access in Bradford County and implemented the Bradford Bridge program two and a half years ago to address the food access barrier. The program is a partnership between Extension and Farm Share. Farm Share is a Florida-based food bank that reduces food waste by supplying fruits and vegetables not suitable for sale at the grocery store to individuals and families in need. D'Alicia organizes a quarterly food and resource drive where the fruit and vegetable boxes provided by Farm Share along with Extension and other community resources (i.e., eating healthy on a budget, community resource guides, etc.) are provided to those in need of food. When the Bradford Bridge program started, 120 families were receiving support per quarter. Now, the Bradford Bridge program is providing access to food for over 200 families every quarter – that is over 800 families a year. Similarly, the Bradford Bridge program provides Farm Share snack and resource bags to 50 youth at local schools every quarter. The Bradford Bridge program answered a needed call by providing access to food for students during the COVID-19 pandemic when school was being done only at home. The Bradford Bridge program developed a partnership with local churches to use their vans to pick students up and provide transportation

to the one high school in the county to receive their school lunch meals. D'Alicia receives numerous follow-up contacts as a result of the Extension and community resources provided in the family fruit and vegetable boxes and youth snack bags. Through the Bradford Bridge program, D'Alicia has bridged the access gap to food and educational resources for low-income, at-risk individuals and families in Bradford County.

Natasha has contributed to the community development needs of Duval County by making the cottage food lessons she developed and delivered for the Homemade Entrepreneurship program accessible to other audiences, such as the African American Entrepreneur Association and the Small Business Association for Latino Women. The cottage food industry in Florida supports and allows individuals to prepare certain food products in their homes and sell directly to consumers without a licensed kitchen or food permits. Natasha noticed groups often practice different food preparation and safety procedures in their respective cultures. Thus, she felt cottage food education is important for different cultural groups to understand the state approved cottage food products and the laws and regulations that accompany the production of those products. Other topics in her cottage food program include: when you need and don't need a food permit, cottage food exemption, food safety, and how

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Celebrating “Principles of Good Practice” in the Northeast District...continued from previous page

to sell and what you can sell. This program has allowed individuals of diverse cultures to become successful in their homemade entrepreneurship journey.

D'Alicia Straugther and Natasha Parks have worked to incorporate *the diverse*

interests and cultures of the community in the community development process. This makes their work an example of good community development practice happening in the Northeast Extension District. Join me in celebrating both D'Alicia and Natahsa and the principles

of good community development practice occurring in our district! D'Alicia can be reached at dalicia1203@ufl.edu or (904)996-6224. Natasha can be reached at nparks@ufl.edu or (904)255-7450.

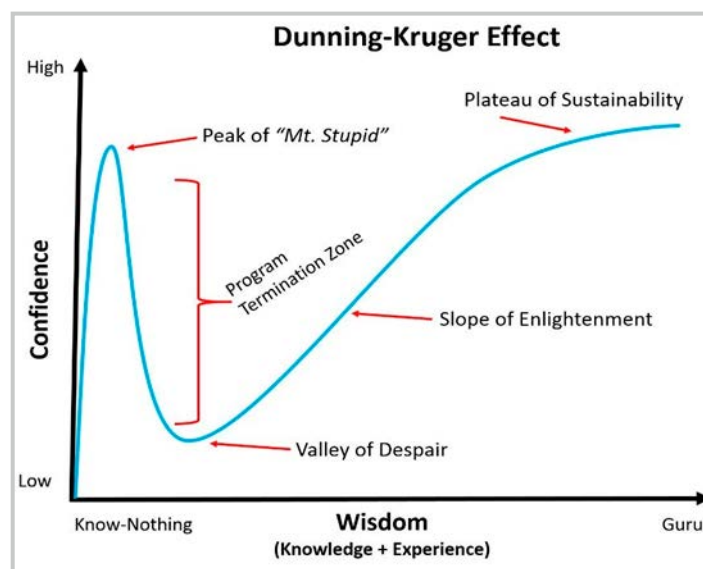
From the DISTRICT DIRECTOR



Those who think they know it all are particularly annoying to those of us who do: The Dunning-Kruger effect and the imposter syndrome

In an ideal world, our competence (what we can do) and our confidence (what we think we can do) should be the same. Yet, we often hear about “Fake it ‘til you make it” and “the secrecy of my job is such that I do not know what I am doing”. In the real world, our competence and our confidence do not always match. Developed by Cornell University psychologists David Dunning and Justin Kruger in 1999, the Dunning-Kruger effect is a cognitive bias wherein people tend to overestimate their abilities or skills. In this case, “bias” means “do not match”.

The relationship between competence and confidence is not linear (Fig. 1). When competence increases from “know nothing”, to “know a little bit”,



we feel empowered, and confidence soars up to the **“peak of stupidity”**. As we know a little bit more, we realize that we were missing the core of the issue and our confidence drops (almost as fast as it increased earlier). We feel discouraged, “this is too difficult”, and it will require more time and resources than initially thought. We reach **the valley of despair**. How can I ever figure this out? As we continue to learn more, we reach the linear zone where increases in competence match increases in knowledge. As emerging “specialists”, we climb **the slope of enlightenment**. Our increases in confidence are supported by a similar increase in competence. This is the most rewarding phase! As we become more and more “super specialized”, it takes an increasing amount of competence

to see a constant increase in confidence. Welcome to the **plateau of sustainability**.

In the early phases of the Dunning-Kruger effect (peak of stupidity and valley of despair), we miss the ability to think critically, leading us to misguided notions about ourselves.

When we lack the ability to assess or

evaluate our own skills, there’s a chance that we become boastful. We can even end up thinking that we’re smarter than everyone else. This bias is often considered the opposite of imposter syndrome, which makes you feel like you’re not good enough – whatever your real competence is.

The researchers attributed the trend to a problem of metacognition—the ability to analyze one’s own thoughts or performance. “Those with limited knowledge in a domain suffer a dual burden: Not only do they reach mistaken conclusions and make regrettable errors, but their incompetence robs them of the ability to realize it,” they wrote. Like Alcoholics

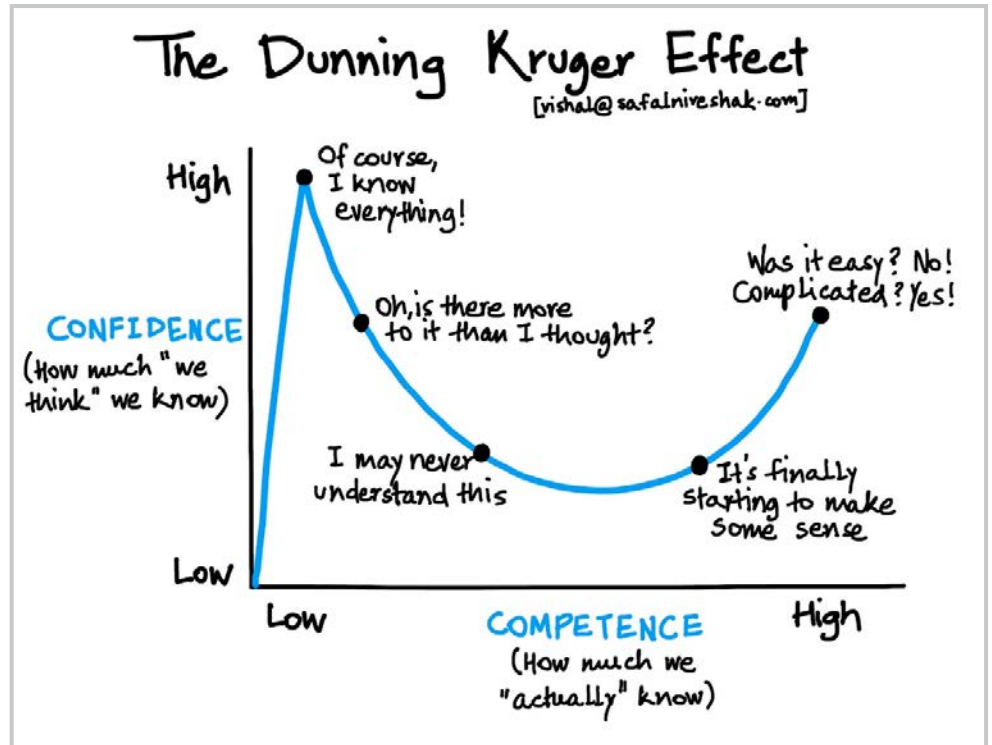
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Those who think they know it all are particularly annoying to those of us who do...continued from previous page

Anonymous teaches, you need to accept you have a problem before you can solve it.

In the professional world, confidence is so highly prized that many people would rather pretend to be smart or skilled than risk looking inadequate and losing face. Remember the “it is better to shut up and look like an idiot than speaking and demonstrate you are one”? Even smart people can be affected by the Dunning-Kruger effect because having intelligence isn’t the same thing as learning and developing a specific skill. Many individuals mistakenly believe that their experience and skills in one particular area are transferable to another.

A practical application of the Dunning-Kruger effect is when we receive feedback. Feedback is meant to help us grow and improve. If you’ve ever felt offended by someone’s feedback—friends, family or co-workers—you may be biased towards your skills. You have



to recognize that people who spend time with you and work with you know you (maybe better than we know ourselves!). If they’ve identified certain

areas where there’s room for improvement, we should consider their opinions and take action.

PROFESSIONAL Development



Question what you never question.

Watch: [How to Speak](#) by Patrick Henry Winston – His heuristics (aka guiding principles)

Patrick Henry Winston (1943 – 2019) was an American computer scientist

and professor at the Massachusetts Institute of Technology. Winston’s “How to Speak” talk was intended to improve speaking ability in critical situations by teaching a few heuristic rules.

I particularly liked the reinforcement that ability to speak depends on (in decreasing order of importance) preparation, knowledge, and talent. His 4 heuristics are (1) cycle (in Extension we say “tell them what you are going to say, say it, and remind them what you just said”), (2) use verbal punctuations (yes, we often remind the audience about where we are at in our presentation overall plan), (3) near miss help establish

boundaries (an illustration that is almost the point, but not quite it), and (4) ask frequent and simple questions to the audience.

Among the other thing that left an impression: Seriously? No jokes?! Dr. Winston also states that 20% of people are fogged out at any time! And do not thank your audience at the end. Beware of your position on the Dunning-Kruger curve!

Information TECHNOLOGIES

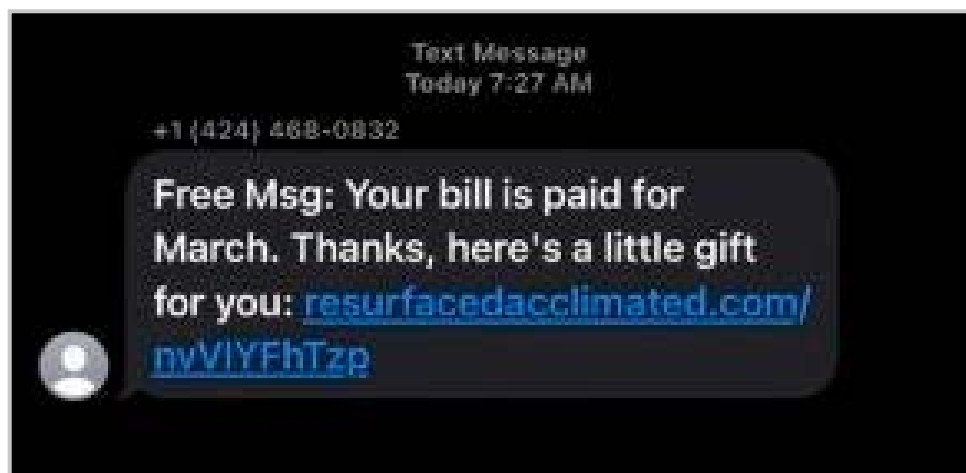


Beware of Scam Texts and Phone Calls

(Posted May 12, 2022; reprinted from Update UF IT; <https://news.it.ufl.edu/tag/uf-account-hacks/>)

Have you received a strange text like this one pictured? **Smish alert!** Smishing and **vishing** are like phishing, except scammers use different devices to try and trick you into giving up personal information.

Smishing is done through text messages, while vishing happens through phone calls. Smishing attackers are also using instant messaging apps, like WhatsApp!, as well as LinkedIn and Facebook to reach new victims. What



do they want? The same things that phishing scammers are after: personal information, account passwords, and your money. Often, scammers employ social engineering tactics by pretending to be someone you know or represent a familiar organization.

The best way to handle smishing and vishing attempts is simple: Delete the message or hang up! As an added measure, depending on your device and cellular provider, you may be able to block and report the sender. It only takes one

click, call, or responding to one message to have your personal information stolen or credit card maxed out. And, if that stolen personal information leads to figuring out how to use your GatorLink credentials, then you, your friends, professors, and anyone else on the UF Network could be impacted.

If you are unsure about a communication purporting to be from a UF department—email, text, or phone call—you can always check with the [UFIT Help Desk](#).

Let's Meet Some Agents: IN OUR DISTRICT



Heather Janney
UF/IFAS Extension
Columbia County
CED/4-H Agent

I am the new Commercial Crops Extension Agent for Suwannee County. I have a lifelong passion for agriculture that I am excited to share with the extension community. My husband and I have a small row crop and livestock farm in Lee, Florida. We raise corn, peanuts, Brangus cattle, LaMancha dairy goats, and show horses. My husband also supervises the farming of about 12,000 acres of corn, peanuts, carrots and cotton for a corporate operation. This gives me a unique perspective of both the corporate and small farmer sides of farming.



Amanda Phillips,
Commercial Crops
Agent, UF/IFAS
Extension Suwannee
County

I have a Bachelors in biology from Valdosta State University and a Masters in Biology from Clemson University. I am transitioning from a 15-year teaching career in high school sciences. I have taught everything from Marine Biology to Chemistry, Biotechnology and of course Agricultural classes. I have a diverse background that I am hoping will help give me a broad base to draw knowledge from in my new extension career. I look forward to working with local farmers in Suwannee County!

SUCCESS Stories



Abbey Tharpe
UF/IFAS Extension
Taylor County 4-H
Youth Development
Agent

Taylor County 4-H Member: is on the Trajectory to Thrive

Oftentimes youth come into the 4-H program, and you see a spark. It may be a small spark because Macy is extremely shy. She was eight years old when her 4-H journey began. She began her 4-H journey in the Livestock club where she learned to care for an animal, keep records, and show the animal at the Livestock Show and Sale. Her first year competing in county events was in 2015. She was oh so nervous and overcame a fear of speaking in front of her peers and a panel of judges. Since 2015, Macy has competed in the livestock judging contest winning high point individual at the North Florida Fair, has

excelled in showing heifers at the North Florida Livestock show, worked with her 4-H Agent to lead the Shooting Sports club, and completed the hog and ham project at the University of Florida meat science department. Through all her efforts in 4-H she has grown her confidence in knowledge and speaking. When it was time to plan and ask senior 4-H members to emcee County Events, I knew Macy was ready to take on this challenge. We spent an hour before practicing and perfecting her parts of the speech. Later when I got home, I opened my Facebook and saw her mother's post about County Events. It stated: "I am lost for words on how proud I am of Macy she has come so far. With the help of 4-H Macy has come out her shell and is able to speak in front of people Macy struggles with dyslexia but 4-H has helped her accomplish her life goals. District here we come #kickindyslexicbutt#noholdbacks#. According to her mother's statement, I would say that Macy is on the trajectory to thrive and contributes that to UF/IFAS Extension Taylor County 4-H.



Senior 4-H Member Macy Lundy who was diagnosed with dyslexia at a young age. She has overcome her fears of presenting in front of an audience because of this experience.



Marnie Ward
UF/IFAS Extension
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Interim County
Extension
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Building a Better Community with Youth Safety

Long shadows were forming under the live oak trees at Florida Best Blueberry Farm, as families and volunteers gathered for the first Citrus County 4-H Progressive Agriculture Safety event. Each year, Progressive Agriculture Safety Days© reach tens of thousands of kids across the United States and Canada with potential life-saving education.

According to the National Safety Council (NSC), injuries are the major cause of childhood emergency

department and hospital visits. Yes, kids will be kids and bruises and scrapes are a part of growing up. However, unintentional injuries cause nearly 12,000 deaths in children and young adults, ages 1-19, every year. Most of these injuries are linked to falls and drownings. In Florida, ninety-eight children died from drowning in 2021, an increase from sixty-four deaths in 2020. Often, these childhood injuries are preventable. Citrus County Extension wants to reduce injuries and increase safety for youth across the county.

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Building a Better Community with Youth Safety...continued from previous page



Left Photo: Hailey Anderson (L) and Emily Washer (R) learn electrical safety from Brian Thomas (C), safety coordinator with IRBY Construction.

Right Photo: Sponsorship by the Citrus County 4-H Foundation, Florida Best Blueberries, Ag-Pro of Crystal River, State Farm-David Rom, Florida Department of Agriculture and Consumer Services (FDACS), Florida Department of Health in Citrus County, and Hernando-Citrus Farm Bureau.



Hope Walters (L) and Grace Ward (R) learn how whistles are a tool to practice water safety with the Citrus County Sheriff's Office.

Cindy and Tony Russ, Florida Best Blueberries, generously provided their blueberry farm east of Inverness as the host site for the event. They know first-hand how quickly an accident on the farm can change a family especially because farming is the most hazardous occupation in the U.S.¹

Youth and their families rotated through educational stations to learn about safety and health with fun, safe, and hands-on activities. By partnering with the Citrus County Sheriff's Office, youth learned to be safe on the water with whistles, sharing a water plan, and avoiding swimming alone. Brian Thomas, IRBY construction company, taught electrical safety sharing his "tools of the trade. Dr. Serap Gorucu, from the University of Florida's Agricultural and Biological Engineering Department brought a unique tool. The power take-off (PTO) simulator allowed the participants to relate reaction time to rotation. At 9-16 revolutions/second, loose pants, boot laces, and jewelry can be wrapped around the PTO very quickly. This is because reaction time is much slower than the speed of an engaged PTO.

Youth attendees were surprised to learn the amount of sugar in their favorite sodas and juices. When presented with the choice of a sugared beverage or fruit-infused water, 75% were able to identify the water as a drink lower in sugar and "better for staying hydrated". At the mental health awareness station, youth self-identified stressors, including homework, school, chores, and family responsibilities. They shared peer to peer strategies for reducing stress. One youth demonstrated a breathing



Participants share ways to practice mental health awareness with Marnie Ward (C), 4-H Agent, form top L - R. Lillianna Athanasiou (top L), Hope Hill (top R), Marnie (C), Emilia Indelicato (bottom L), and Sailor Copeland (bottom R).

technique that has worked for them. As a result of attending the Safety Day, youth were able to interact with safety-trained adults and practice safety skills.

This event was sponsored by the Citrus County 4-H Foundation, Florida Best Blueberries, Ag-Pro of Crystal River, State Farm-David Rom, Florida Department of Agriculture and Consumer Services (FDACS),

Florida Department of Health in Citrus County, and Hernando-Citrus Farm Bureau.

4-H is the youth development program of the University of Florida offered in cooperation with Citrus County. Our mission is to support youth as they gain knowledge and life skills and grow to become productive, responsible citizens.

¹According to the U.S. Bureau of Labor Statistics, **the agriculture sector is the most dangerous in the country**. There are 573 fatalities each year in the farming profession, which equals 23 deaths per 100,000 workers. Sep 21, 2021

Keeping YOU INFORMED



What's PR Got to Do with It?

The 2022 hurricane season began June 1, and it's shaping up to be a busy one. The National Oceanic and Atmospheric Administration forecasts an above-normal Atlantic season, with 14 to 21 name storms – compared with 14 in an average – and three to six major hurricanes, rated Category 3 or higher.

As Extension professionals, you are often on the front lines of educating the public and our stakeholders about what to do before and after a storm.

Hurricane Preparedness

*The image below includes a link

Stay up-to-date this hurricane season

Homeowner's Handbook for Florida

- [Homeowner's Handbook available for download](#) – This link provides an electronic copy of the handbook available for download. Link can be shared.

EDEN Resources

- [EDEN Resource Database](#) – Great searchable database of resources from other universities on a variety of different topics.

Here are some tips and reminders for communicating about natural disasters:

1. Think about what new residents need to know. Long-time Floridians might know the drill when a storm is on the horizon, but those new to the Sunshine State may need extra help. Keep this audience in mind when sharing information about storm preparation and recovery.
2. Check out disaster.ifas.ufl.edu. This website contains a wealth of resources you can share and repurpose. And if there isn't something there that should be, let me know, and the UF/IFAS Communications can create it.
3. Blog about it! Are there questions you always get about storm season? Whether it's how to secure livestock or what to do with food if your power goes out, consider writing a blog post about these FAQs.

State Resources

- [Hurricane Preparation and Recovery Guides for Florida Producers](#) | [USDA Climate Hubs](#) – Excellent resource for preparation and recovery guides for producers. Guides available for many different products.
- [Florida Public Radio Emergency Network](#) – A collective of 13 public radio stations that stay on-air during times of crisis to broadcast real-time updates from EOC in Tallahassee.
- [Floridadisaster.org](#) – Great website from the FL State Emergency Response Team (SERT). Website includes planning resources, weather resources, and the ability to sign-up for text alerts from the state Emergency Operations Center (EOC).
- <https://floridastorms.org> – Great website from the FL Division of

4. Work with me to share your expertise through the news media. Interested in communicating about hurricane season through your local media outlets? I can help. Let's talk!
5. Record and share impacts and stories. If a storm does affect your area, remember to record the impacts using photos and video. As you and others in UF/IFAS help with recovery, document those efforts and share those stories with me. This helps the IFAS Communications team amplify the good work you are doing in times of need.

Stay safe out there this hurricane season, and as always, reach out with your communications questions and needs.

Emergency Management. Website includes storm tracker, know your zone, and alerts.

National Resources

- [National Hurricane Center](#) – NOAA website providing latest storm updates and predictions. Updates are provided every 3 hours beginning at 8 a.m.
- [Ready.gov Hurricanes](#) is a great site with lots of wonderful resources. Page linked here is specifically for hurricanes, but there are many other disasters and emergencies covered.
- [FEMA Hurricane Planning & Response](#) – National Hurricane Program (NHP) provides data, resources and technical assistance for hurricane planning and response.

continued on next page

Keeping You Informed...continued from page 9

IDEA Statewide Extension Webinar Series

Check your inbox for more information.

Thursday, August 18, 2022

UF Mindfulness Institute – Stress Management

Thursday, September 15, 2022

Gender Identity and Inclusion

For past Northeast News issues, visit:
EXTADMIN.IFAS.UFL.EDU/COMMUNICATIONS/NENEWS

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