

Best Education Practices (BEPs) for Water Outreach Professionals
Defining BEPs, Refining New Resources and Recommending Future Actions

POSTER PRESENTATION

Presenter(s): Les Everett, University of Minnesota Water Resources Center

Title: Timing And Design Of Education Programs To Enhance Participation: Manure Management Education In Minnesota

Abstract: An education program can attain its goals only if it reaches the target audience. Participation can be enhanced by timing the program with and designing it around a landmark event that enhances awareness of and perceived need for the education. In this case study the University of Minnesota Extension Service, anticipating release of new state feedlot rules, prepared a two-year education program to inform livestock producers about contents of the rules and to provide manure management education. The goal was to enable producers to implement manure management practices required or encouraged under the rules. Participation in these programs far exceeded that for manure management education in the state prior to rule adoption. Attendance exceeded 4,000 in the first year and 1,100 in the second. This is being followed with an in-depth and personal two-year education program in which small groups of producers develop two field manure/nutrient management plans for their own farms. To date, through the small-group project, 520 producers have developed nutrient management plans. Participation at programs timed to coincide with rule release benefited from both the heightened awareness brought by major rule adoption, and by the recognized need by many producers to learn about and implement improved manure management practices specified in the rules. Coupling of education programs with a change in regulations, new incentive payment programs, or some other high-profile event, effectively exploits a “teachable moment.”

Target Audience(s): Farmers

Educational Purpose: Education and information

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