

Cooperative Extension Impacts during COVID-19

- Maine Families Parent Education: Before the current health crisis, Maine Families was a critical link for new and expectant parents. Now more than ever, it is an essential service for families as they navigate social isolation, economic uncertainty, the challenge of balancing work without childcare, and other unique and heightened stressors brought on by COVID-19. Between March and July, 418 virtual visits were provided to over 100 local families and 91% of these families were connected with a community resource.
- Agriculture: In light of the COVID-19 outbreak and related physical distancing guidelines, a Maine Farm & Seafood Products Directory became available to the public on March 20, 2020, https://extension.umaine.edu/agriculture/farm-product-and-pickup-directory/. An interactive locations map allows consumers to find and obtain local food and products. Listings include 33 producers in Knox County and 45 in Lincoln County. Cooperative Extension staff developed best practices guidelines for farmers markets and farm stands, https://extension.umaine.edu/food-health/food-safety/farmers-market/. Staff continues to support local farmers and gardeners as interest in home production of food has increased significantly during the pandemic.
- 4-H: Staff quickly shifted to online virtual meetings and events. Maine 4-H Public Speaking Tournament was held as a live, virtual event. Served 28 youth from 12 counties; 8 from Knox-Lincoln. 85% of youth reported increased confidence, 58% said it helps them in school, 100% anticipate using public speaking in future careers. Maine 4-H Summer Learning Program serves over 100 youth with 50 hands-on workshops and activities led by 4-H Staff (including Knox-Lincoln), Volunteers, and Youth. Delivered online, or kits mailed to homes. Virtual 4-H Exhibit Hall, a VR-style substitute for canceled fairs is being built on our website. 4-H youth are submitting photos of their projects. Volunteers and Extension Staff will evaluate their work and award ribbons. The hall can be viewed online.
- Alliance for Maine's Marine Economy has gone virtual and is hosting the series: Pandemic Pivot: Innovation and Resilience in Maine's Seafood Community. Industry members share how COVID-19 has impacted their businesses and what innovative strategies they are using to adapt to changing markets and consumer needs. The Marine Extension Team is also developing BUOY MAINE- rising together during the COVID-19 pandemic and beyond, fostering innovation and entrepreneurship to support Maine's working waterfront and coastal communities.
- Horticulture: A surge in new home gardeners (and the browntail moth) have increased client calls by 50%. To address demand, we hold weekly virtual office hours, tag-team with other Extension offices to handle weekend calls, and our state-wide horticulture team has developed four unique on-line gardening series https://extension.umaine.edu/gardening/. Topics include vegetables, fruits, water & soil management, pollination, integrated pest management, harvest, and storage. The programs complement our on-line classes on food preservation. Many clients and Master Gardener Volunteers are also growing vegetables for local hunger initiatives.
- Climate Change: For 2020 and our 10th season of Signs of the Seasons: A New England Phenology Program, we reorganized our normal in-person trainings into three online sessions via live webinars which are now on the SOS website. https://extension.umaine.edu/signs-of-the-seasons/training/ This revised approach allows volunteers to be able to get outside in their backyards, local parks, etc. while still continuing to contribute meaningful data to researchers/resource managers safely and abide by the social distancing needed. The enthusiasm for the program from both new and returning volunteers has also shown a 40% increase in data entry this year over last year.