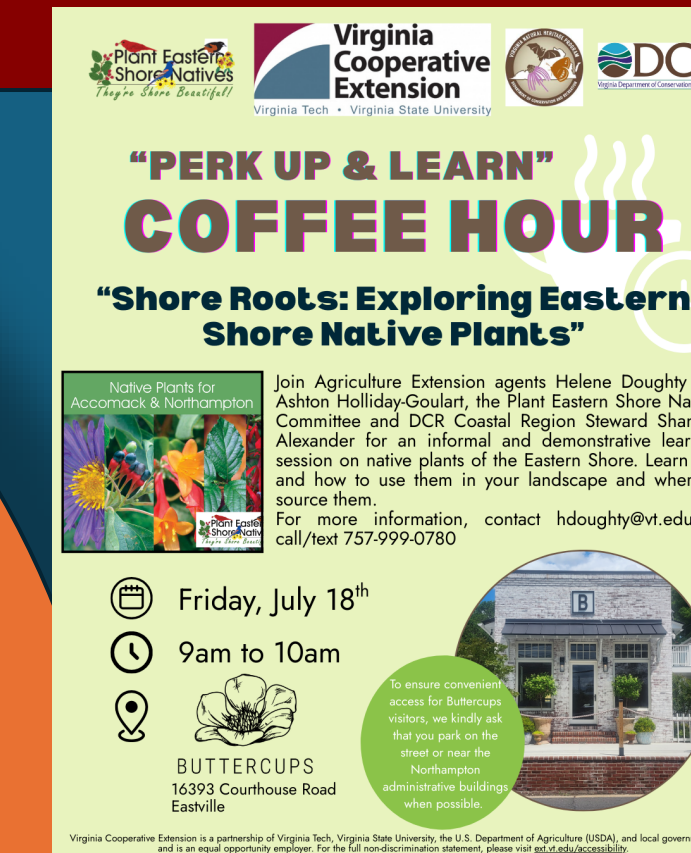


PERK UP & LEARN COFFEE HOUR: EXTENSION CONNECTS PEOPLE AND PRACTICES FOR LOCAL CONSERVATION

Helene Doughty, ANR Extension Agent
Virginia Cooperative Extension – Northampton
hdoughty@vt.edu



A COMMUNITY EXPRESSES A NEED FOR CONSERVATION

- Northampton County, VA's coastal ecosystems, marshes, forests, and farmland support a \$109M agricultural economy and \$9.3M outdoor recreation sector.
- These natural resources face growing threats from pollutants, invasive species, biodiversity loss, and improper land management.
- Community members expressed a need for accessible, science-based education to better understand conservation practices and sustainable land stewardship.

EXTENSION GOALS FOR THE COMMUNITY

- Provide a low-barrier, community-centered program that increases awareness of local natural resource challenges.
- Build community knowledge and skills in conservation practices, invasive species management, and sustainable land use.
- Connect community members with trusted conservation resources and agencies to support long-term stewardship.

CREATION OF VCE COFFEE HOUR

Introducing perk up and learn coffee hour ----

- Monthly series of free, conversations sessions designed to strengthen natural resource literacy and promote sustainable practices
- Five sessions delivered in 2025 (May-October)
- Open to all community members: free, informal, discussion-based
- Hosted in a community venue with coffee and refreshments
- Supported by conservation partners (NRCS, SWCD, Master Naturalists, Master Gardeners, Department of Forestry, Plant Eastern Shore Natives Initiative, DCR)



HOW IS COFFEE HOUR DELIVERED AND PROMOTED?

- Monthly- one-hour sessions with a variety in delivery of information: short presentations with and without PowerPoint, demonstrations, hands-on activities and open discussion.
- Promotion through flyers, social media, partner networks, local media.
- Collaboration with conservation agencies to provide expertise and resources
- Integration with ongoing Extension programs

In this month's session, learn how to:

- ✓ Identify Weeds and Invasive Plant Species
- ✓ Control and Remove Invasive Plant Species

Unwanted plants can do more than crowd your garden—they can disrupt ecosystems, threaten native species, and impact agricultural productivity. Join us for an engaging session on how to identify common weeds and invasive plant species in our region, understand their ecological impact, and explore practical strategies for control and removal.

For more information, contact hdoughty@vt.edu or call/text 757-999-0780

Friday, September 26th
9am to 10am
BUTTERCUPS
16393 Courthouse Road
Eastville

OUR SPEAKERS

- Helene Doughty, VCE ANR Extension Agent
- Shannon Alexander, DCR Coastal Region Steward
- Dr. Vijay Singh, Virginia Tech Eastern Shore A&E Associate Professor Weed Science
- Tom Young, VA Master Naturalists Eastern Shore Chapter

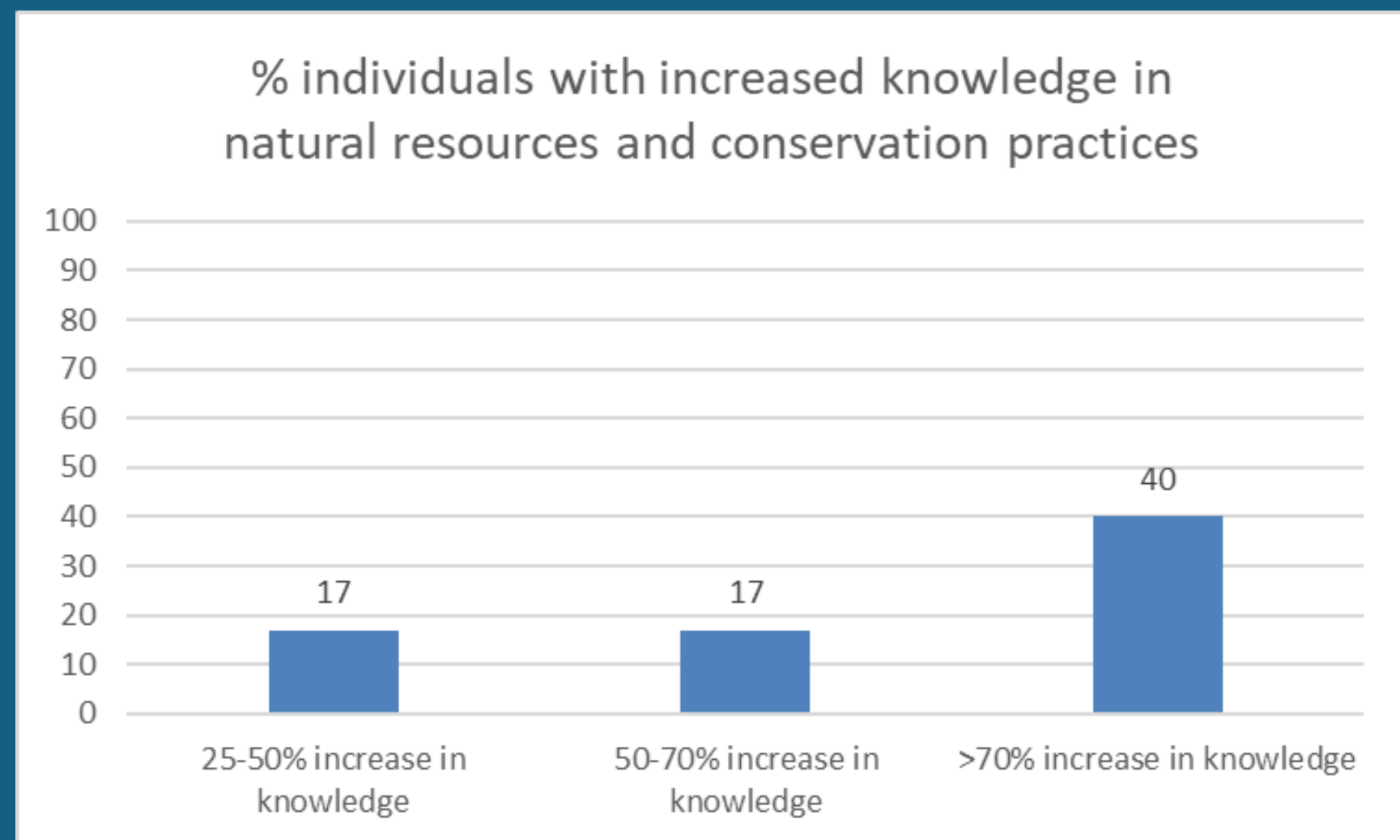
To ensure convenient access for Buttercups visitors, we kindly ask that you park on the street or near the Northampton administrative buildings when possible.

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2025 COFFEE HOUR TOPICS:

- **POLLINATORS OF THE EASTERN SHORE OF VA**
- **NATIVE PLANTS FOR THE EASTERN SHORE OF VA**
- **LANDOWNER CONSERVATION RESOURCES**
- **IDENTIFICATION AND CONTROL OF INVASIVE PLANT SPECIES**
- **FORESTRY MANAGEMENT FOR LANDOWNERS AND THE VIRGINIA BIG TREE PROGRAM**

RESULTS AND IMPACT*



- 163 total participants over 5 sessions
- Partnership strengthening with SWCD, DCR, NRCS, Master Naturalists, Master Gardeners, Department of Forestry and Plant Eastern Shore Natives Initiative
- Increased community engagement around conservation and stewardship
- Increased adoption of conservation practices
- Increased visibility of Virginia Cooperative Extension as a resource

“55% OF ATTENDEES IMPLEMENTED CONSERVATION PRACTICES”

“40% OF ATTENDEES INCREASED THEIR KNOWLEDGE BY OVER 70%”

* One post evaluation survey delivered November 3, 2025

