

Education, Community Involvement and Technology are Key to Slowing the Spread of New Invasive Weeds.

John Barker, Extension Educator, Agriculture/AMOS Innovative Programs, Ohio State University Extension - Knox County, 160 Columbus Rd. Mt. Vernon, OH. 43050, 740-397-0401, barker.41@osu.edu
 Robb Leeds, Extension Educator, Agriculture & Natural Resources, Ohio State University Extension, 149 North Sandusky Street Delaware, OH, 43015, leeds.2@osu.edu
 Jacci Smith, Extension Educator, Agriculture & Natural Resources/4-H, Ohio State University Extension, 149 North Sandusky Street Delaware, OH, 43015, smith.11005@osu.edu

Educational Need:

Extension clients' learning preferences are changing. The age of our farming population varies from low 20's to upper 70's. Each age group exhibits different learning styles. As Educators, we must adopt our teaching methods to meet our clientele's differing educational needs and desires.

"Once Palmer was identified our programming focus changed from preventing infestation to controlling the spread!"

Educational Goals:

- 1) To enhance traditional programming (Field Days, Classes & Workshops, Newsletters, etc.) to meet the educational needs of all clientele.
- 2) To develop new educational programming utilizing digital technology (Educational Videos, Blogs, Social Media, YouTube, etc.) and developing Community Involvement to meet the needs of clientele who prefer this delivery method.



Traditional (Enhanced) Programming Classes, Field Days and Workshops

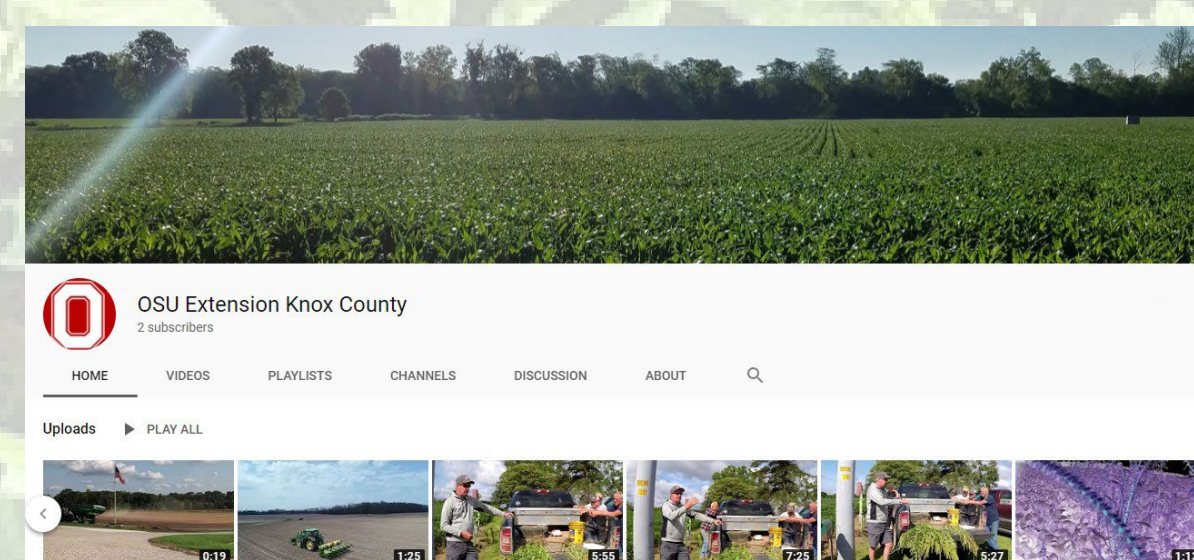
- ❖ Incorporated weed id into all meetings
- ❖ Live weed species
- ❖ Palmer Amaranth, Pigweed, Waterhemp
- ❖ Different growth stages
- ❖ Kept weeds on display in our office for "year-round" education.



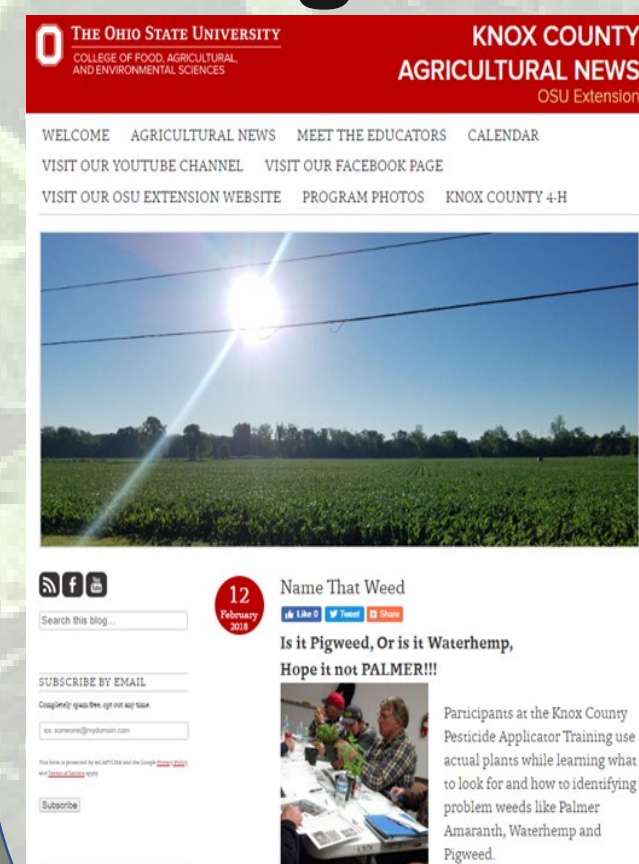
New Programming Educational Videos YouTube Channel



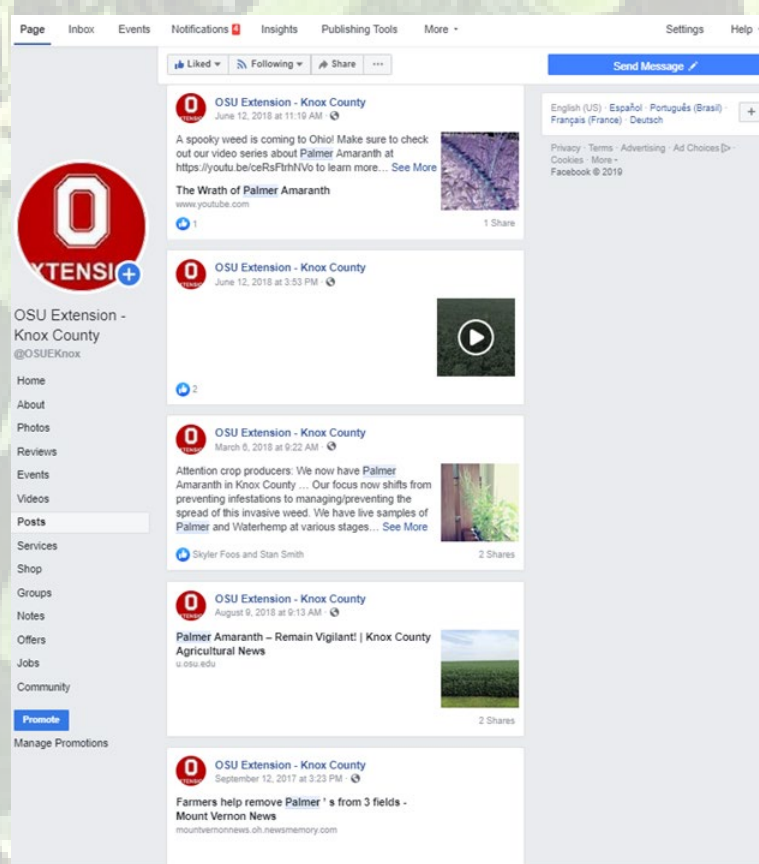
The Wrath of Palmer Amaranth



Blog



Facebook

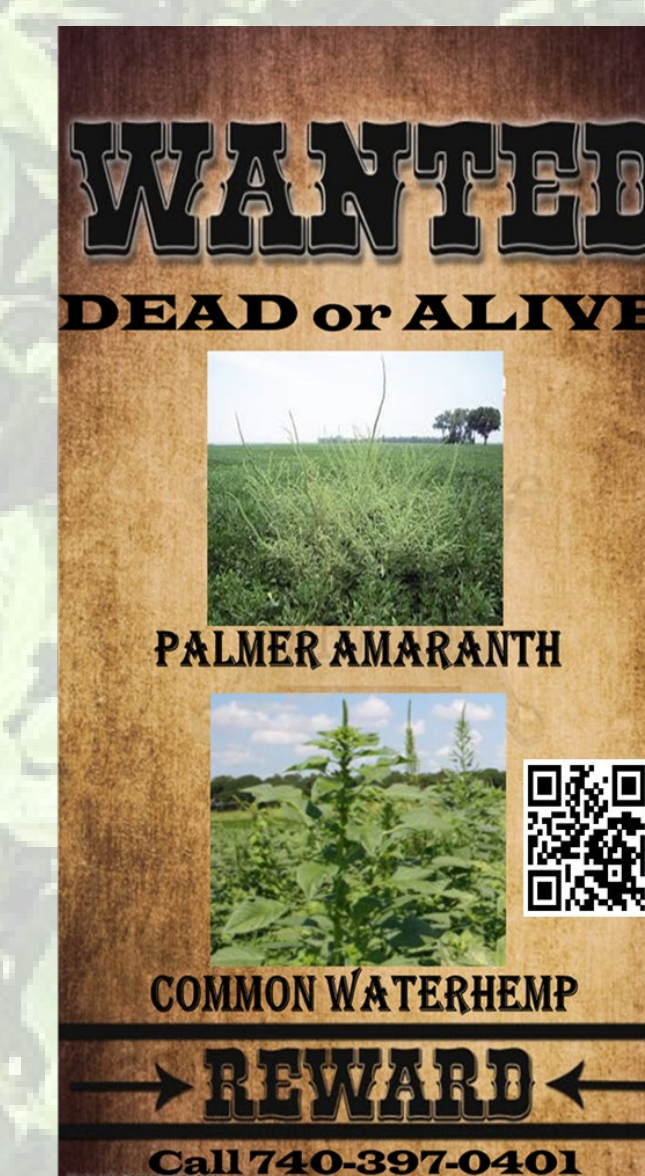


Digital Newsletter



Community Involvement

Weed ID posters displayed at local agribusinesses



"QR Codes linked to additional educational materials"

Community members work together to remove invasive weeds from local fields.



Farmers help remove Palmer's from 3 fields

By CHUCK MARTIN
News Staff Reporter
MORGAN TOWNSHIP — Farmers took to the field Monday to help another farmer.

It can spread quickly, he said, and one single plant can produce 500,000 to a million seeds.
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Agology Club members, neighboring farmers and Duxley's Ag Service employees gathered at Curry Hager's farm on DeVere Road Monday to clear Palmer's amaranth weeds from his fields before they could reproduce.

Results

- ❖ 127% Improvement in weed identification
- ❖ 74.2% of respondents reported learning best when both video and factsheets were used in the programming.
- ❖ 30% of respondents report they are more likely to partner with OSU Extension as a result of watching video.
- ❖ 86% were more likely to look to OSU Extension as a resource because of viewing these videos.

Source: 2017, 2018, 2019 Agronomy and PAT meeting evaluations.