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DIRECTOR'S NOTES

by Marc T. Braverman, Ph.D.

It is a distinct pleasure for me to begin my second term as Director of the 4-H CYD. It seems like yesterday (well, maybe the day before that) that I handed off the reins of the Directorship to my colleague Rich Ponzio in 1998, right before heading off to Norway for a year's sabbatical in the sun, sand and surf. (To quote Humphrey Bogart in *Casablanca* after being reminded there are no waters in the desert: "I was misinformed.") Under Rich's leadership in 1998-2001, followed by Stephen Russell's leadership in 2001-2004, the CYD has thrived and evolved, and has been a partner on innumerable exciting projects. One element that each of us, as Director, has tried his best to ensure over the years is that the CYD provides critical leadership and support for the research activities of

UC Cooperative Extension's youth and family programs.

At this juncture, one of our Center's first tasks will be to do some planning for the next several years. Our staff will be in contact with county-based personnel around the state as well as with 4-H Program Director Carole MacNeil and her staff, and administrators at ANR and UC Davis, to see what activities might be most productive for the period 2005 – 2007.

From previous communications, you might recall that there have been plans to launch a Center for Research on Human Development and Family Studies here in the Department of Human and Community Development.

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SAFE SCHOOLS PROJECT

4-H Center for Youth Development Research Project Making a Local Impact

Based in part on the research conducted by the California Safe School Coalition and the 4-H Center for Youth Development, and in conjunction with the California Student Safety and Violence Prevention Act (AB 537), local collaborators in Santa Cruz County have developed the Santa Cruz County Safe Schools Project. It is an effort to make K-12 schools in Santa Cruz County a safer place for queer and queer-friendly youth.

The project works to create partnerships with local school personnel, parents, students and community members to be a catalyst for action in each school district to make schools safe for all youth. By providing school resource officers with training, identifying AB 537 compliance officers at each K-12 school in Santa Cruz County, and through coordinating a local speak-out on the evening of the National Day of Silence, the Santa Cruz County Safe Schools Project is taking steps to address issues of harassment and bullying taking place on school campuses.

DIRECTOR'S NOTES *(continued from page 1)*

The new Center will incorporate the 4-H CYD and other research units within the HCD department. Progress on establishing this Center continues to be made and we hope it will be up and running soon.

A final note: As you know, Stephen moved to the University of Arizona this past summer as an associate professor of family studies and human development. He is a wonderful and talented colleague, and he is deeply missed, both here on campus and in our Extension

programs statewide. I'm certain he is doing much to advance youth development research and programs at Arizona. He made a tremendous impact on our Extension programs during his five years as a 4-H YD Specialist in California. We all wish him the best and look forward to our continued collegial contact and friendship.

4-H Center for Youth Development

"The 4-H Center for Youth Development fosters collaborations in research and evaluation among UC Cooperative Extension professionals and UC campus-based scientists that deepen our understanding of youth development in the contexts of family and community."

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4 - H C Y D I N A C T I O N !

IN PRINT



JOURNAL ARTICLE:

Braverman, M.T., & Aarø, L.E. (2004). Adolescent smoking and exposure to tobacco marketing under a tobacco advertising ban: Findings from two Norwegian national samples. *American Journal of Public Health, 94*(7), 1230-1238.

EDITED BOOK:

Braverman, M.T., Constantine, N.C., & Slater, J.K. (eds.) (2004). *Foundations and evaluation: Contexts and practices for effective philanthropy*. San Francisco: Jossey-Bass.

Marc Braverman is also an author on three chapters in this book:

- Communicating results to different audiences (with Les Baxter, The Pew Charitable Trusts)
- Appraising evidence on program effectiveness (with Norman Constantine, Public Health Institute)
- Putting evaluation to work for foundations (with Jana Kay Slater and Norman Constantine, both from the Public Health Institute)

ON THE ROAD

Marc presented at the following sessions at the annual conference of the American Evaluation Association, Atlanta, November 2004.

- "Evaluation in foundations: Some fundamental issues"
- "Foundations, evaluation, and the goal of social change: Conceptualizing Social Change as a Process and Outcome"

Marc consulted with the California Healthy Kids Resource Center (CHKRC) through its Research Advisory Group in spring 2004. CHKRC is administered by the California Dept. of Education and California Dept. of Health Services to provide health education resources to educators and agencies in California. The Research Advisory Group assisted CHKRC in its development of valid criteria for reviewing and certifying health education programs as having science-based evidence of effectiveness, to be used by school districts across the state in selecting programs.

Core Issues Grant RFP

Proposals submitted for ANR Core Issue Grants

by Katherine Heck

As most of you know, this past September ANR issued a call for proposals for its Core Issue Grants program. \$800,000 was available for projects targeting the issues identified as important in the companion document, *ANR Core Issues and Target Opportunities, 2004*. In the human resources area, the issue identified as high priority was youth development, including developing or evaluating practices to improve citizenship, leadership, and life skills of California youth, and/or improving agricultural, environmental, or science literacy among youth. Human nutritional status and obesity were designated medium priority issues, and community development, family and consumer well-being, and food security were designated low priority areas. The Request for Proposals encouraged collaborative projects involving campus and county-based staff, as well as external cooperators. Proposals were due November 15.

We are excited about this opportunity for Extension to expand its scope and to address areas it has not been involved in before. 4-HCYD staff met with other campus partners – Carole MacNeil, Pat English, and Nicki King –

to discuss ideas for possible proposal submissions. We identified several directions of interest. Two in particular were high risk driving behaviors and youth as researchers. We decided to combine these two areas into a proposal, in conjunction with 4-H Youth Development Advisors and Program Representatives representing five Central Valley counties. The proposal is entitled, “Addressing High-Risk Driving Among Adolescents in the Central



Valley: Utilizing Youth-Adult Partnerships in Research,” and involves eleven participants, including Peggy Gregory (Kings County), David Snell (Fresno County), John Borba (Kern County), Carla Sousa (Tulare County), and Lisamarie Miramontes (Yolo County), as well as Katherine Heck, Ramona Carlos, Aarti Subramaniam, Marc Braverman, Carole MacNeil, and Lenna Ontai-Grzebik from the Davis campus.

Katherine serves as the Principal Investigator.

If the grant is funded, we will convene focus groups with youth and parents about high risk driving among young people, survey high school students in each county about their experiences with unsafe driving, and ask schools what they are doing to improve driving safety among their students. Youth will participate throughout the process. Results will be reported to schools and community members as well as to the academic community.

In addition to the high-risk driving proposal, 4-HCYD staff are also involved with several other Core Issue Grants proposals, as follows:

Youth in Governance: Aarti Subramaniam, Katherine Heck, Ramona Carlos and Marc Braverman

4-H Camp Evaluation: Aarti Subramaniam

“What’s Cookin’,” (a peer-education obesity prevention program): Katherine Heck

Afterschool Programs: Marc Braverman
Youth Workforce Development: Marc Braverman

Transitions at the CYD

It is said that few things remain the same. While we are very excited to welcome back **Marc Braverman** to the helm of the CYD, we have some departures to announce. Our Administrative Assistant **Robyn Matsumoto** has left the Center for a challenging position working with autistic children. Robyn wasn’t here long, but she quickly learned to understand the intricacies of Cooperative Extension and was a great asset to the Center. And, with the dread of knowing this day would come, this issue is the last for our Student Assistant, **Colin Perez**. Colin, who has worked for the Center for over three years, has graduated from UCD, and is ready to move on to bigger and better things! Colin has always been willing to learn new skills, take on projects and help out when asked. We are very sorry he is leaving, but we congratulate him on his successes, thank him for everything he’s done, and wish him the best. We will really miss him!

Focusing on Latino Families

By Lenna Ontai-Grzebik

The background and composition of families is changing and becoming more diverse. This trend is particularly evident in California where the number of Latino families is increasing. Family and Early Childhood Specialist Lenna Ontai-Grzebik is involved in several projects which focus on understanding the unique needs and issues that affect Latino families.

The first project is the result of a collaboration with the Families with Young Children workgroup. Lenna is the principal author of a booklet developed to guide parent educators on cultural issues that may underlie aspects of parenting such as discipline and communication. This booklet will serve as a resource for anyone working

with parents of diverse backgrounds. Second, Lenna is in the process of analyzing data from focus groups with Latina mothers in Sonoma and Ventura counties. The focus groups were designed to investigate areas of conflict between traditional and majority cultures on issues involved with the raising of children. These data will help to inform programs and policies about some of the issues facing Latino families. Results from this project will be presented at the Society for Research on Child Development biennial conference to be held in April, 2005 (see *Upcoming Conferences*, this issue, for details). Lastly, as part of a multi-state regional project, Lenna is working with Program Leader Karen Varcoe and Ventura County Advisor Martha Lopez

to investigate social support issues that are barriers to the well-being of rural Latina mothers on welfare.

Together, this body of work will help to increase the understanding of the unique needs and challenges of California Latino families, and also increase UCCE's capacity to serve these families.



Statewide Tobacco Control Evaluation Center at UC Davis

By Marc Braverman

Long-time California residents (that is, longer than three years) may recall Proposition 99, the tobacco tax initiative that was passed by California voters in 1988. The California Department of Health Services, Tobacco Control Section (TCS), uses funds generated by Prop. 99 to coordinate tobacco control activities across the state. (Tobacco control is a broad term that includes tobacco prevention programs for youth, smoking cessation services, media campaigns, policy issues, and other activities.) County health departments and other local lead agencies receive this funding to plan and implement a wide variety of community-based projects that have goals such as the restriction of advertising, reduction of public exposure to secondhand smoke,

enforcement of existing laws, etc.

Like any good funder, TCS places a high priority on helping agencies learn about the success of their efforts, and accordingly, local agencies are required to evaluate their programs. To support these efforts, TCS has funded a statewide center to provide technical assistance. The Tobacco Control Evaluation Center is based in the Department of Human and Community Development at UC Davis, and Marc Braverman is the director. The Center began in July 2004 and its initial funding period continues through June 2007. With four staff members besides Marc, the Center will provide consultations for evaluation planning and data analy-

sis, provide access to existing evaluation resources, develop new instruments, conduct trainings, and serve as a liaison for evaluation topics between the state and local programs.

With the focus of the TCS-funded local lead agencies on community-based health programming, there may be several ways for them to link up with UCCE Advisors. If this possibility interests you, we would be enthusiastic about helping this happen. Advisors can contact Marc (mtbraverman@ucdavis.edu) for contact information about their county's local lead agency. Please also get in touch with any ideas, questions, and comments.

UPCOMING CONFERENCES →

Society for Research on Child Development (SRCD) Biennial Meeting

April 7-10, 2005; Atlanta, GA

Visit: <http://www.srcd.org/biennial.html>

2005 National Extension Conference on Volunteerism

April 11-14, 2005; Ferndale, Arkansas

Visit: http://web.aces.uiuc.edu/lvd/2005Conference_info.pdf

2005 Priester Extension National Health Conference

April 12-15, 2005; Lexington, KY

Visit: <http://www.nnh.org/newpriester/Priester05/priester05.htm>

2005 Western Regional 4-H Leaders' Forum

Spring, 2005; Fairbanks, Alaska

Information to be forthcoming.

Children, Youth, & Families at Risk (CYFAR) Conference 2005

May 25-27, 2005; Boston, MA

Visit: <http://www.csrees.usda.gov/nea/family/cyfar/announcement.html>

2005 NAE4-HA Annual Conference

October 30-November 4, 2005; Wenatchee, WA

Visit: <http://nae4ha.wsu.edu/>



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