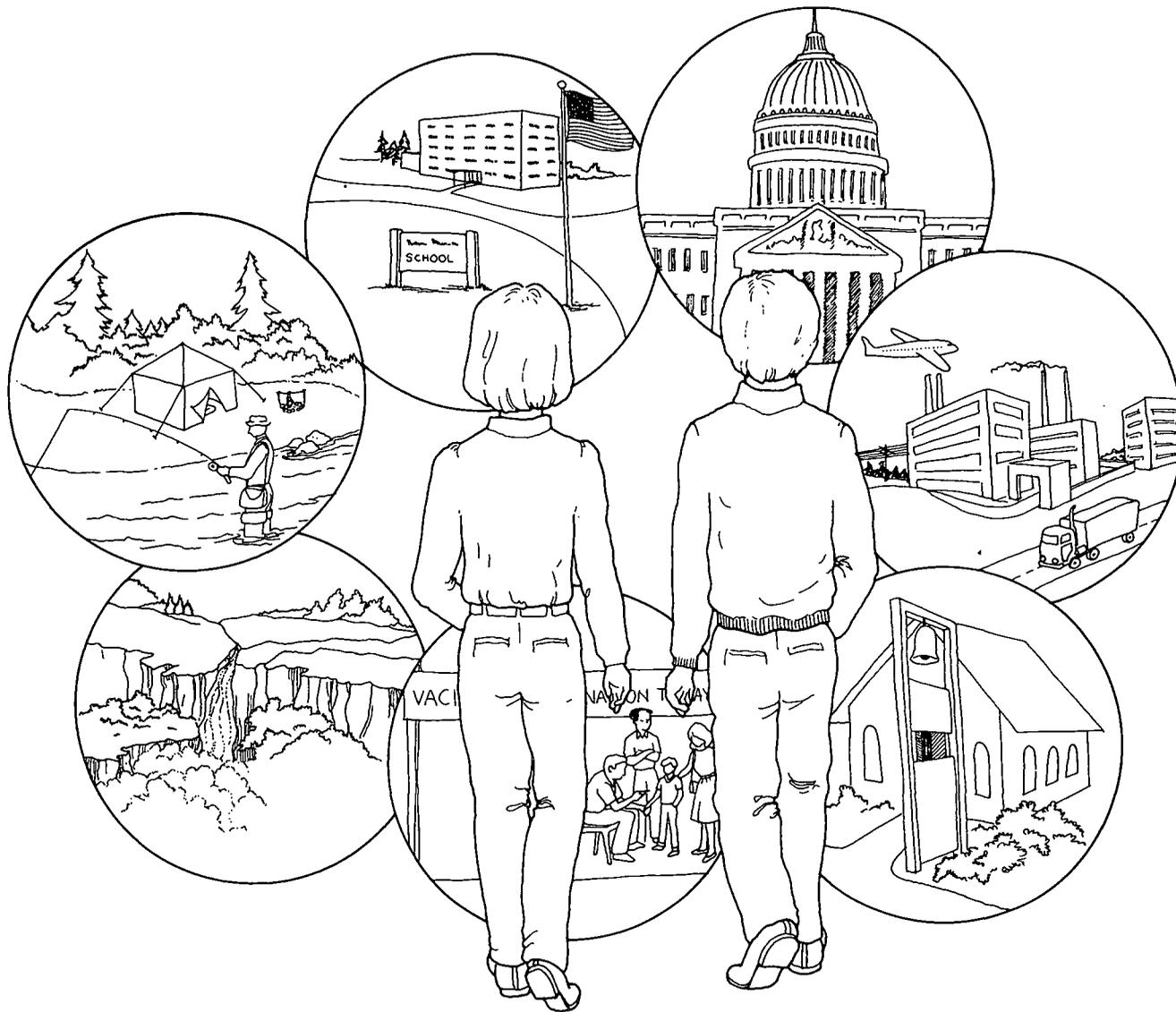




An Oregon 4-H Activity Leader Guide



REVISED JANUARY 1985

4-H 0214L



Extension Service, Oregon State University, O. E. Smith, director. Produced and distributed in furtherance of the Acts of Congress of May 8 and June 30, 1914. Extension work is a cooperative program of Oregon State University, the U.S. Department of Agriculture, and Oregon counties. Extension invites participation in its programs and offers them equally to all people.



Activity Goals

The Community Pride program is sponsored by Oregon State University Extension Service in cooperation with Chevron, U.S.A., Inc.

Both believe Community Pride is an effective means of encouraging youth involvement in their community. Such involvement can lead to:

- * Learning skills and attitudes to bring about positive community change through group action.
- * Community awareness of the need for cooperative responsibility for improving the community--through demonstrating what youth can do.
- * Accomplishment of projects needed in the community.

The Oregon Community Pride program provides the opportunity for youth to:

1. Increase participation with adults in community affairs and concerns.
2. Develop community related skills, knowledge and beliefs
3. Learn how communities organize and function to provide needed services for citizens.
4. Learn how citizens, individually and collectively, can affect change in a community.
5. Gain the personal developmental skills necessary for assuming responsibility in the adult community.
6. Have fun and gain the pleasure of accomplishment through group action.

Adapted by N. Vandehey, Acting 4-H Specialist, from material prepared by W. L. Anderson, former 4-H/CRD Specialist Oregon State University, and by Corrine M. Rowe, 4-H Specialist, University of Idaho.

Section I

Who is Involved in Community Pride?

Each 4-H club in Oregon is encouraged to choose and carry out at least one Community Pride activity during the year. The activity selected should reflect the age level and interests of the club members and be aimed at real needs of the community.

Activities selected may be completed in a few days, weeks, months or may extend over several years. Some 4-H groups may choose to join other interested groups in community-wide efforts. Others may decide to do more than one activity during the year.

What is Community Pride?

- Youth and adults working together to build a better community.
- A 4-H activity which involves planning and completion of specific projects to improve some part of the community.
- Activities aimed at improving the environment or improving community services and person to person relationships. They may be aimed at gaining skills in leadership or understanding community decision making.
- Emphasis on club members working together to determine the needs and interests of the community, then organizing and carrying out projects to meet those needs.

DIFFERENT THINGS FOR DIFFERENT GROUPS

- For the youngest 4-H'ers, Community Pride may be Community Service, such as: helping raise funds for needed welfare projects, locating traffic hazards and promoting their correction, or baking cookies for a nursing home.
- For intermediate 4-H'ers, it may be more involved in community planning and decision making: conducting a community analysis, or collecting data for the planning commission, or helping organize a job bureau for youth.
- For different behavior characteristics exhibited by your group, Community Pride offers some challenges perhaps better suited than others. (see Section II of Community Pride Program Guide - 4-H 02142L before making your final determination of a project.)
- For all, Community Pride will include experience in developing citizenship and group skills aimed at teaching youth that individuals can affect the quality of life in any community in which they take an organized and active part.

Section II

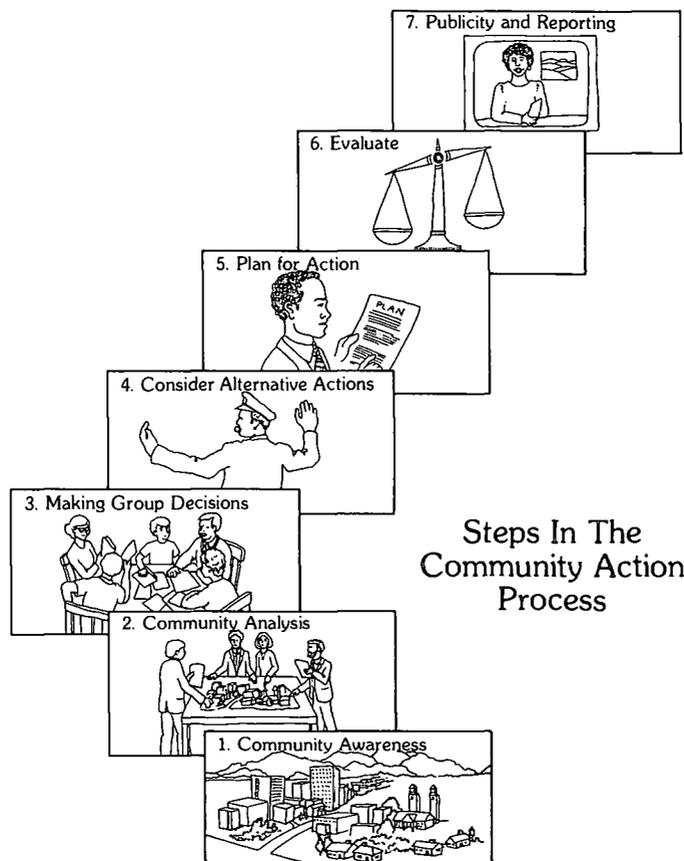
The Community Action Process

Community Pride projects are "learn by doing" projects, the same as all 4-H projects. But rather than individual activity Community Pride is conducted by groups of 4-H'ers.

More important than the actual project your group selects to carry out are the steps you will follow. The processes involved in making the selection and carrying out your project are what teach community action skills and knowledge.

What you choose to do is not nearly as important as how you do it. Just as in a livestock or clothing project, the finished product is not necessarily a true indication of what you have learned through the project.

No specific projects are suggested for your Community Pride activity. The group should decide what to do after determining the needs of the community and the interests and abilities of the 4-H members. These guidelines will help you determine those needs.



1. Community Awareness



What is a community? Who does it involve? We usually identify a community as a place where people live. However, it is more than that. A community is a group of people who share some common bond. The place people live is one kind of shared bond. Others are: family religion, language, source of income, economic status, schools attended, hobbies or interests, age group, shared knowledge or opinion, shopping or other services used, political beliefs, etc.

People in communities get involved or become apathetic, work together or against one another, because of these shared bonds. Identifying common bonds and the individuals who share them, is the first step to really understanding any community. Know who you can and want to work with. Also helpful will be an understanding of some of the problems and concerns the entire community faces, who needs to be involved, and why they should be involved.

2. Community Analysis



Now that your group has an idea of the community in which it is interested, you need to identify some concerns of that community. Most community action evolves after someone has analyzed what's needed or desired. Unfortunately, community action groups frequently analyze and select a concern without ever asking the people of the community their opinion.

Your second step, therefore, is to determine and place in order of priority the concerns the residents of your community have. One way to do this is to ask everyone in the community; however, this usually is not practical. Instead, you may decide to interview a representative sample of the community and survey their needs or concerns. A sample is representative of the community only if it allows all persons an equal opportunity to be included.

In order to know what to ask in your survey, your group could:

1. Review briefly the group's definition of the community and who it includes. Consulting this definition, make a list of things the group likes about the community.
2. Make another list of things your group likes about other communities.
3. Finally, compile a list of things the group feels need improvement or attention in the community. Use your list as a basis for talking with other community members. Or, have people list in their order of priority several concerns they have about the community.

3. Making Group Decisions



The group must determine which of the possible projects identified should become the Community Pride project. Be sure that every member feels a part of the decision. Rather than taking a majority vote (which always results in someone "losing"), try getting group consensus for the decision.

With a group consensus, decisions involve everyone, ensure that all alternatives are considered, and generally assure everyone is on the "winning" side.

As process begins, each member of the group states his or her preference and responds to questions aimed at clarifying reasons for that preference. Once everyone's position is understood, the members negotiate, compromise, and merge their concerns as much as possible. Attempt to incorporate even dissenting views into a compromise everyone can support. Consensus occurs after all members know that they have been heard, understood, and their ideas included in the compromise. Each member must be able to support the decision made by the group.



4. Consider Alternative Actions

For each community concern or problem, there are as many solutions as people involved. Your next step is to determine the best, or most suitable, way of dealing with the problem or concern your group has identified. Before you can decide this, you will need to talk with the people directly involved and identify as many solutions as possible.

Take time to seek out the people who need to be involved, who will be affected, and who have experience or expert information about the concern. Ask them what might be done and their reasons for doing it.

A goal of Community Pride is for youth and adults to work together to improve the community. Adults will have suggestions to make, information to offer, and alternative plans for you to consider.

Your group members should collect facts and separate these from opinion. People to interview might include residents, news media persons, public agency employees, governmental officials, and merchants who might be involved or affected. Another important source of facts is the history of the issue. Has anyone worked on this before, and if so, what was done?

When making the final decision, the group should consider these questions:

1. Is this work regarded as a high priority concern by the community?
2. Does the proposed action seem realistic and practical for your group?
3. Have you communicated your ideas to all who might be involved and asked their opinion?
4. Does everyone involved have about the same information?
5. Is there support in the community for the proposed action?

6. Are sufficient resources available (time, money, material, equipment, labor) to complete this project. If not, where will you get these?

5. Plan for Action



In communities, each job must be clearly understood by those doing it and by those who might be affected by the result. Develop a chart showing, step-by-step, all the jobs that need to be done. List who is to do the work, when it is to be done, where it will be done, and who outside your group should know about it or be involved.

Next, develop a list of organizations and individuals who should be involved, whose help or resources will be needed, or who will be affected by your work. Involve the people affected by your project in the planning and action phase. People generally will prefer to work with you on a project rather than have you do everything for them.

Be prepared to adjust when new problems or issues develop which were not anticipated, but which affect your work. Continually evaluate your work and assess community reaction. This will help ensure that your project is appreciated.



6. Evaluate

Evaluation is a constant part of all community action. But when the group finishes the work it planned, you should see if the original goals were reached and if new problems were created.

Successful community action is the achievement of the goals set out at the beginning or as revised. Completing planned work is not always sufficient, because the plan may not have considered all the problems involved.

In addition to evaluating your action project in terms of the goals you set, you will want to consider the goals of the total Community Pride program as given on page 1. Have your members learned something about how a community functions to solve problems and provide services for its citizens? Do they have an increased desire to become more involved in community affairs? Does the community have a greater interest in involving youth in activities from which they were previously excluded? If you can answer "yes" to these questions, your project was surely a success.



7. Publicity and Reporting

You'll discover that it is easier to involve people in and get support for projects that are well known and understood in the community. Publicity should begin before a project is selected and continue through evaluation. Communities frequently react as a result of information, or the lack of it. Information travels by many routes in most communities: newspapers, radio and T.V., rumor, meetings, discussion, etc... Use all methods possible to keep the community aware of what you are doing and why, and how citizens can help. Always be willing to accept new ideas or advice.

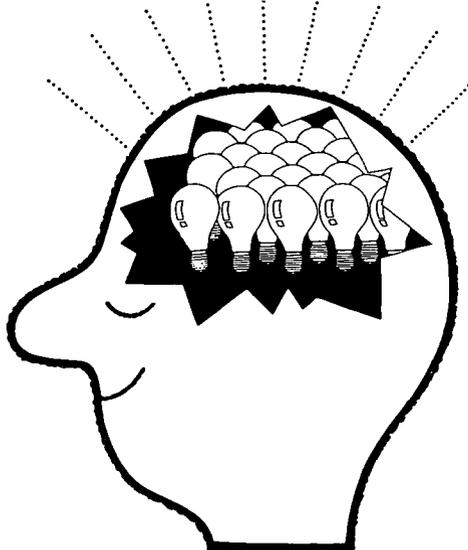
We all enjoy seeing our names or accomplishments in the local paper. This is true also of sponsoring agencies and donors. Be sure to give adequate credit to those who are helping you in your project, either through the donation of money, materials, and supplies, or labor.

Keep a record of your activities, including copies of all publicity. You will need a record for several reasons:

1. Financial supporters will want to know what is planned and what has been done.
2. The community will expect, and deserve, regular summaries of your progress.
3. Good records help pinpoint reasons for success.
4. If your project is at all controversial, you may need records to help you answer serious questions.
5. If the group is handling money, regular accounting will be expected. When the project is completed, the group should develop a report for the community and for the sponsors. (Community Pride Report Form, 4-H 02143L, is available from your county 4-H office and is due in the county 4-H office September 15.)

Section III

IDEAS



Youth

Do you have

Employment agency for youth?

Youth guidance clinic?

Center where youth can work and play together?

Youth encouraged to assume responsibility with adults on community problems?

Community-wide youth council?

Well-planned, year-round recreation programs for youth?

Specific programs for youth?

Specific programs for youth groups of all ages?

Provisions made for handicapped youths?

All interests of youth provided for in your community?

Ideas for Projects

Help find and organize youth clubs to do specific community projects.

Help find the need for and develop multi-purpose youth centers.

Help organize youth councils, to help with local youth programs and cooperate with adult groups in solutions.

Develop youth forums to discuss current problems and develop action programs.

Interest the community in dances, movies, and parties for teenagers.

Resources You Can Use

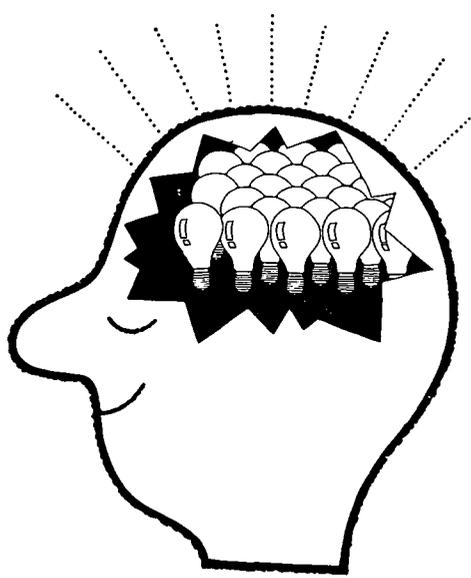
Chairmen of youth committees in service clubs.

Leaders of youth groups (4-H, Camp-fire girls, Scouts, etc...)

County Extension Agents.

Coaches and teachers.

Juvenile officers and court judges.



Citizenship

Do You Have

Is there a community planning agency?

Public affairs forums?

"Get out to vote" campaigns?

Affairs of community government publicized?

Community support the public officials?

Leader training sessions on government, citizenship?

Community give recognition to good officials?

Ideas for Projects

Study city, county, state, and national departments of government.

Visit city council and county commissioners' meetings.

Visit city and county departments and invite heads of departments to talk to your club.

Help get out the vote at elections.

Invite candidates for office to speak to your clubs.

Invite foreign-born youths of your community to your club and help them learn to know America.

Visit school board meetings and learn more about school problems.

Develop plans for mock political campaign and election in your neighborhood or community.

Resources You Can Use

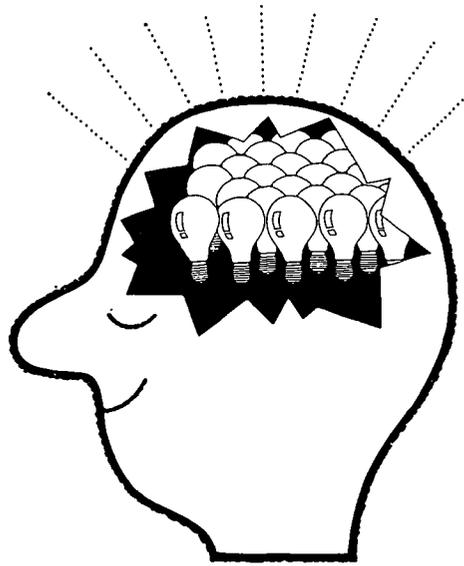
City and county officials.

City and county department heads.

Social science teachers.

Chairmen of citizenship committees in service clubs.

Police officers.



Recreation

Do You Have

A public park?
Kept clean?
Well Equipped?
Picnic grounds?

A swimming pool or beach?

Public athletic fields?

Football?
Baseball?
Softball?
Soccer?
Tennis?
Track?
Horseshoes?
Badminton?

Children's summer and day camps?

A roller skating rink?

Ideas for Projects

Help develop summer playground program.

Help promote community parties involving dancing, handicraft, games, music, etc...

Help secure, plan, operate, and develop community camp.

Start and help with hobby show, flower show, etc...

Help develop special recreation for aging people.

Help train leaders to supervise and lead recreation programs.

Resources You Can Use

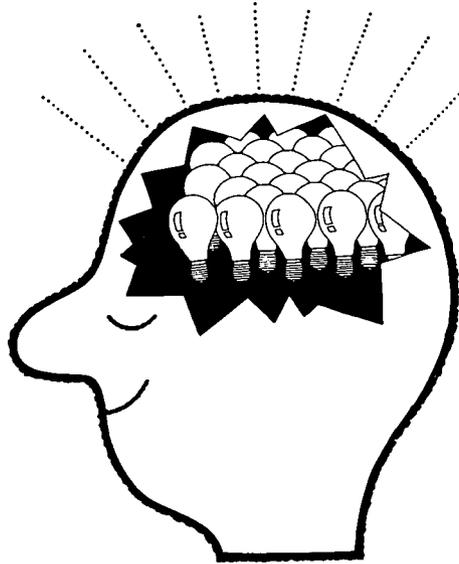
State Parks and Recreation Commission.

Local forest supervisor and rangers (state and national).

Service clubs.

High school coaches.

County and city recreation supervisors.



Health

Do You Have

Ample hospital facilities?

A school nurse?

Adequate garbage disposal system

Enough doctors? (1 for every 800 people?)

Checks to make sure of a pure water and food supply?

Ambulance service available?

School and community clinics on TB, sight, hearing, teeth, etc.?

Preventive health education programs?

Ideas for Projects

Help publicize CPR training programs for the handicapped?

Help determine the need for programs for the handicapped?

Encourage and tell about good nutrition and balanced diets.

Clean up your city dumps and exterminate rats.

Promote testing of water supply, etc.

Help hold sight and hearing clinics.

Cooperate in and help establish school dental programs.

Help put on rabies clinics.

Resources You Can Use

County health officers.

State Department of Health.

County nurse.

Trained registered nurses.

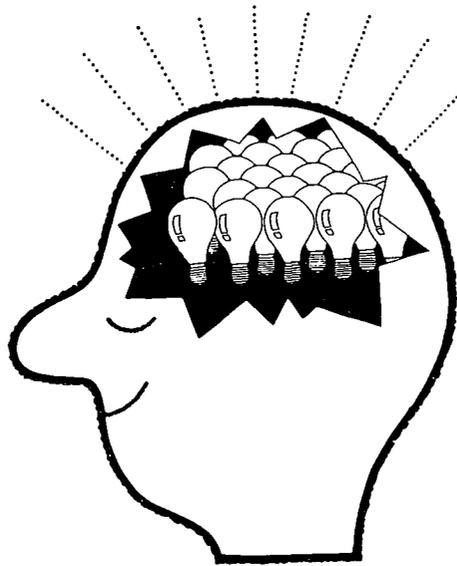
County medical society.

Local doctor.

Home economics teachers.

School coaches.

Veterinarians.



Beautification

Do You Have

Community's parks and playgrounds:

- Well landscaped?
- Beautified with flowers?
- Equipped with neat benches?
- Equipped with clean public restrooms?

Homes neatly painted, well landscaped, etc...

Does your community have:

- Attractive surroundings?
- Junk piles?
- Unsightly garbage dumps?
- Poorly lighted streets?
- Streets and sidewalks full of holes?
- Poorly marked streets?
- Attractive school grounds?

Ideas for Projects

Plant flowers, shrubs, and trees in yards and parks.

Promote roadside improvements and beautification.

Tell about, organize, and cooperate with anti-litter campaigns and place trash containers at strategic locations.

Help build and maintain community parks.

Help promote re-forestation programs.

Build and place community and individual directional signs.

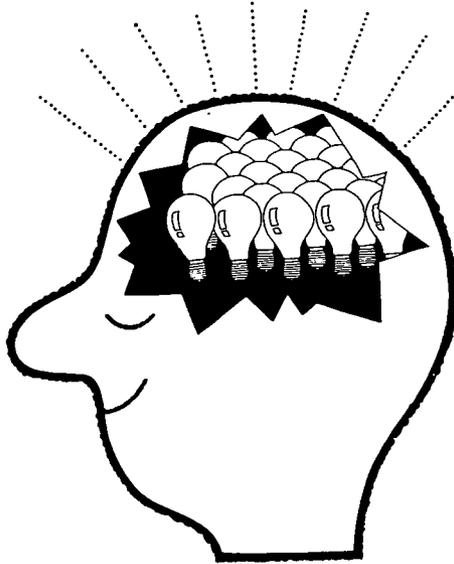
Resources You Can Use

Local, county, and state parks and recreation commissions.

Garden club members.

Local and area foresters.

County Extension Agents.



Safety

Do You Have

A safety council?

Enough stop lights, traffic control signals, etc...?

Driving classes, safety contests?

Schools, police, fire departments, etc..., have emergency first aid equipment?

Ideas for Project

Study traffic hazards and promote their elimination.

Promote driving courses in your community.

Improve signs, markings, and signals.

Conduct bicycle and pedestrian safety campaign.

Develop farm and home safety programs to prevent accidents.

Promote crime prevention programs.

Develop waterfront safety program.

Resources You Can Use

State safety council.

State Patrol.

Local law enforcement agencies.

Service clubs.

Farm organizations.

Section IV

A Community Pride Sample Club Calendar

October

Think and talk about your community. How do you like it?

November

Gather all the facts you can about your community. Each member choose a certain part of community life.

December

On the basis of facts, decide major needs of your community. What needs attention first?

January

Select projects on which you want to work. Discuss resources you can use to them meet needs.

February

Discuss specific plans for projects to meet your community needs. Submit Activity Plan 4-H 02141L to the 4-H office.

March

Seek funds for your Community Pride project. Find local donors. Apply for a Community Pride Grant.

April-May-June

Project activity. Tour of results. News stories, radio, T. V. meetings to tell results.

July

Project activity. Tour of results. News stories, radio, T. V., meetings to tell results.

August

Report to community with tours, T. V., news, pictures. Plan new projects.

September

Prepare Community Pride Report Form 4-H 02143L and submit to 4-H office by September 15. Organize next year's project.

OTHER MATERIALS THAT MIGHT BE HELPFUL: (Order from your county Extension office.)

E-1 Oregon 4-H Community Pride, describes Community Pride program through overview of local projects. (68 Slides, Cassette)

E-2 Community Pride, explains Community Pride and outlines an eight step process for community improvement. (80 Slides, Cassette)

E-4 Getting Involved, this film shows four examples of individual and group projects that were recognized as National Winners in the 4-H Citizenship Awards program sponsored by Coca-Cola. (Color film 15 minutes)

02140L Community Pride Promotional Brochure

02143L 4-H Community Pride Report Form

02142L Community Pride Program Guide

ACTIVITY PLANNING GUIDE

NOW...on extra paper, follow this guide as an outline to develop your own Community Pride program. Upon completion of your plan, send a Community Pride Activity Plan (4-H 02141L) to your County Extension 4-H Youth Agent.

WHAT IS IT?

WHO WILL DO IT?

MAKING PLANS

1. What Community Pride projects could we do? Options:
 - A.
 - B.
 - C.

2. What do we hope to accomplish?
(How will we measure success)

3. What do we need (money, permits, materials)?
 - A.
 - B.
 - C.
 - D.

Brainstorm, Community needs survey, etc. (Use additional paper, chalkboard, tear sheets, etc. as needed to plan as a group).

Entire group

- A.
- B.
- C.
- D.

WHAT IS IT?

WHO WILL DO IT?

4. Who do we need to see for help with this?

A.

B.

A.

B.

5. When will we do it?
(Set dates for getting things done)

1.

2.

3.

Entire group

6. What publicity is needed?
(What can we do to get others interested in our project?)

Entire group

GETTING IT DONE

1. Who is in charge:
(Activity chairperson or co-chairpersons)

2. What jobs will need to be done?
(Be specific)

A.

B.

C.

D.

A.

B.

C.

D.

Section V

Community Pride Grants

A limited amount of grant funds is available for clubs, counties or groups of counties to use to enhance local Community Pride activities. There are two types of grants. One is to serve as incentive for local club activities and is available on a matching basis. Example: \$35 is needed to match the partial donation of a rototiller to till the area for a community garden in a low income neighborhood.

The thrust of the second type of grant is to encourage county or multi-county Community Pride activities to develop leadership for planning and conducting local and state-wide events for citizenship development. As an example, these funds can be used to supplement training programs for youth and adults in awareness of projects and in learning skills for the community action process

Proposals can be submitted any time, but normally will be reviewed two times each year. They should be submitted at least three weeks before the announced dates of the Community Pride Development Committee meeting in the fall and spring.

Grants available to counties may not exceed 50% of the total project funding and normally will not exceed \$500.00. The total number of grants and amount of each will be dependent upon the dollars available each year. Preference will be given counties who have not received grants in the past.

Proposals must be submitted on the Oregon 4-H Club Foundation Application for Financial Support, C-6744, available from your county Extension office. Applications will be evaluated for evidence of careful planning.

- a. Defining the need in relation to enhancing Community Pride Activities in the county.
- b. Selecting an activity based on the concerns, needs and interests of local Community Pride participants.
- c. Gaining additional support for following through to completion.
- d. Planning for evaluation and written report of accomplishments, including financial accounting. (Reports are encouraged to include before and after pictures, slide sets, newspaper clippings, etc...)

Recipients of Community Pride grant funds are required to submit an annual progress report on an Oregon 4-H Community Pride Report Form, 4-H 02143L, to the county Extension office by September 15.

Sponsor of the grant program is:

Chevron, U.S.A., Inc.
Public Affairs Area Manager
P. O. Box 4168
Portland, OR 97208

Submit completed application forms to:

State 4-H Office
105 Ballard Extension Hall
Oregon State University
Corvallis, Oregon 97331

Section VI

Community Pride Recognition

Basis for evaluation of reports

Certificates are provided each group that completes a significant Community Pride activity. Chevron, U.S.A., also provides a plaque for the outstanding Community Pride activity in each county.

Each 4-H Club or community youth group is expected to report their year's Community Pride activity in each county.

Each 4-H Club or community youth group is expected to report their year's Community Pride activities annually. These annual progress reports are to be submitted to the County Extension office on an Oregon 4-H Community Pride Report Form, 4-H 02143L, By September 15.

* The accomplishments of the project based upon the groups plans. (Evidence of careful planning following the Step-By-Step Approach given on 4-7). (30%)

* The accomplishments of the project based upon community needs. (Project based upon identifiable needs of community). (30%)

* Involvement of members and others in planning and executing the program. (Community involvement). (30%)

* Community awareness of the program through news stories and talks given in person or on radio or on T.V. (Publicity). (10%)

(100%)

