

# Human Sciences Extension and Outreach

101 MacKay Hall, Ames, IA 50011 ✉ [dsellers@iastate.edu](mailto:dsellers@iastate.edu) ☎ 515.294.2312 ➔ [www.extension.iastate.edu/humanosciences](http://www.extension.iastate.edu/humanosciences)

**Human Sciences Extension and Outreach** (HSEO) serves as a bridge between the College of Human Sciences at Iowa State University and residents of local Iowa communities. We engage and empower people with research-based information and education throughout their lifetimes to build strong relationships, families, and communities. We actively seek collaboration with other organizations and agencies to strengthen our learning opportunities and connect to clients and partners with diverse perspectives, needs, strengths, and expertise. Through our statewide efforts in the human sciences, we empower people and grow lives.

## PROGRAM AREAS

- Food safety, nutrition, and health
- Family life
- Family finance

## IMPACT

- Approximately 1,800 Iowans participated in ServSafe®, with more than 80 percent successfully earning food safety certification. This education helps food service workers prevent foodborne illnesses, and, as a result, reduce health care costs and improve business profitability.
- HSEO programs taught 9,500 early care and education professionals best practices to promote early learning, literacy, science, math, and nutrition education. Evaluations from more than 1,700 participants show 90 percent demonstrated new skills and program improvements.
- HSEO trained 43 volunteers for the Volunteer Income Tax Assistance program, who completed tax returns for low and moderate income Iowans at 25 VITA sites; 748 of these tax filers received a total of \$901,415 in Earned Income Tax Credit refunds to bolster incomes and achieve financial goals.
- Approximately 800 Iowans attended Smart Choice Health Insurance© workshops. Evaluations from more than 500 participants showed gains in confidence and knowledge on measures of health insurance literacy.
- Nearly 400 parents, caregivers, and youth participated in the Strengthening Families Program for Parents and Youth 10-14. Evaluations show positive and significant changes in parenting skills and protective family factors.
- Evaluations show 77 percent of 364 participants in the Your Money, Your Future program made progress toward their financial goals and 86 percent improved their financial management skills as a result of the course.
- HSEO educated 1,614 low-income families, who increased their consumption of fruits and vegetables – a top strategy for the Governor's Healthiest State Initiative to reduce chronic diseases and health care costs.
- More than 200 program administrators and 850 new early childhood teachers participated in Better Kid Care Orientation and New Teacher Training. Evaluations show that teachers significantly increased understanding in parent communication, child development, early learning, managing children's behavior, and health and safety practices.
- After participating in Mid Life & Beyond: The Whole Picture, two counties produced, printed, and distributed community resource guides to help families and agencies connect with local resources.