

## Diamond Clover Final Report

**Name:** Spring Vasey

**4-H Club:** Pure Country **4-H County:** Kent County

**Name of service project :** Dairy "Dr. Daisy"

**This report is accurate, complete and an honest representation of my work.**

**4-Her Signature** Spring Vasey **Date** 9-25-17

**I have reviewed this report and find it to be accurate, complete and an honest representation.**

**Parent Signature** Jody Vasey **Date** 9-25-17

**Club/Group Leader Approval**

**Signature** J. Vincent **Date** 9-25-17

**County 4-H Educator Approval**

**Signature** Kristine Cook **Date** 1/19/2018

**State 4-H Leader Approval**

**I have reviewed this report and find it to meet the Diamond Clover Award requirements.**

**Signature** Chondra Cance **Date** 1/29/18

**PROJECT SUMMARY** (Provide a detailed summary and narrative of your service learning project – Limit to 3 pages)

My service learning project reflects my goals to educate about the importance of drinking milk- and to lead a community-wide "milk drinking movement".

I had given great thought to the fact that nutrition education needed to change with the times. Teaching healthy eating habits to time-stressed consumers needs to be done in short segments. And by providing a visually appealing presentation for consumers of all ages, I felt that I could better connect.

To connect better with children, I created a fun character, named 'Dr. Daisy'. She is a dairy cow doctor, who loves to talk about milk and the dairy industry. Becoming 'Dr. Daisy' includes a lab coat with name tag, stethoscope, handmade udder, ears, black clothing with sewn-on spots, and a clipboard bearing the words 'drink milk'. I also bring bed sheets and a pillow, so I can make a table look like a bed in a doctor's office. I make big colorful posters and props, which kids and adults get to hold during the presentations. So far, these props include huge teeth, a big glittery paper heart, a giant paperboard glass of milk, huge styrofoam eyeballs, and a big 'niacin envelope'. The energetic kids in the audience enjoy doing jumping jacks and running in place when I talk about each of the super vitamins and minerals in milk. I include as many audience participants as possible and encourage everyone to make 'dairy' a healthy food choice. After I teach how dairy products and milk help our bodies, I sometimes teach a workshop on how to make ice cream.

These hour-long presentations have required a substantial amount of planning and preparation. After researching the topic, and considering each unique audience, I write and practice the presentation. I gather the necessary materials, create any needed props, and buy the ingredients for making ice cream. I give each child a cow eraser, a 'Got Milk' bracelet, and a sticker about drinking milk.

I have taught these workshops at Cow Camps, County Day Camps, festivals, schools, Dairy Clubs, 4-H Clubs, and to a William Penn High 'special education' class. In January, I had the pleasure of teaching over 400 kindergarteners about dairy, through weekly visits to an elementary school. Following my dairy presentations with kindergartners, I showed my video about cows salivating, and they loved it! I plan to continue my visits, as Dr. Daisy, to nearby elementary schools during my college term!

After I started reaching out into my community, I realized that I could reach ten times as many people by educating through the internet. Nowadays, time-stressed consumers need information in short segments, like social media blurbs and posts. Keeping this in mind, I created a "Dr. Daisy Facebook page, and YouTube Channel. I then began creating educational videos and posts to share on those internet sites. Through sharing positive information over the internet, we could see an increase in milk consumption, dairy farmers, healthy children, and in positive agricultural news releases.

These videos take many hours to complete. First, I research a topic, and then I write and practice the script. After that, I become Dr. Daisy and start filming. Filming the video usually takes a few hours at a dairy farm. Afterward, I load the video clips to my laptop, and edit (which can take up to a few weeks to finish). Once editing is complete, I upload it to my Youtube Channel and FaceBook page. I thoroughly enjoy educating the public about the importance of dairy!

**PROJECT REPORT FORMS** (If your initial forms submitted had substantial changes, please provide UPDATED copies of Timeline, Cost, and Labor forms based on actual process)

**Resources** - List the resources (money, supplies, and people) needed to complete this project and how you will obtain them. Provide a chart of materials indicating each major item, the estimated cost, the source or vendor and if the item will be purchased or donated. Include an estimate of the number of people and the necessary skills (carpenter, electrician, mason, plumber, etc.) who will be recruited, the number of hours each will spend on the project and the approximate value of their labor. Don't forget to include your time and the value of unskilled laborers including members of your 4-H club. (See example)

**Resources and Estimated Costs**

Item	Amount Needed	Estimated Cost	Total Cost/Value	Source/Vendor	Funding	Comments
Fuel	Varies	\$150.00	\$150.00	My Parents	None	
Stuffed Cow	1	\$53.00	\$53.00	Amazon.com	Donation?	
Phone Holder	1	\$19.95	\$19.95	Joby.com	None	For filming
Totals	-----	222.95	222.95	-----	-----	-----

Diamond Clover  
Service Learning Project Proposal Guidelines

Item	Date Started	Date Completed	Total Hours	Comments
Created Dr. Daisy	03/21/16	03/30/16	5	
Made props for presentation	03/22/16	03/22/16	4	
Presented to 4-H Club	04/11/16	04/11/16	1	Driving adds 1 hour
Made posters for William Penn High School	05/10/16	05/10/16	4	
Wrote Script for William Penn High School	05/10/16	05/10/16	3	
Practiced script and presentation for William Penn High School				
Presented to William Penn High School	05/12/16	05/12/16	4	Driving adds 2 hours
Presented at Kent County Day Camp	07/10/16	07/12/16	2	
Presented at Sussex County Day Camp	10/15/16	10/15/16	2	Driving was a total of 1 hour
Created Facebook Page	11/01/16	11/01/16	2	
Created YouTube Channel	11/05/16	11/05/16	2	
Wrote script for cow salivation video	11/15/16	11/27/16	4	
Filmed first video	11/22/16	11/22/16	3	
Edited Video	11/23/16	12/03/16	15	
Published the video to my YouTube & Facebook	12/04/16	12/04/16	1	
Made posters for Morris School Presentations	01/09/17	01/09/17	3	
Taught to Morris Elementary Library	01/11/17	01/30/17	28	
Created "Minerals in Milk" Presentation	02/02/17	02/09/17	9	
Visited A.I DuPont	1/24/17	01/24/17	6	Met with the kids
Posted on Facebook "What is a Heifer"	October	October	1	
Posted on Facebook "How much milk Starbucks uses"	01/15/17	01/15/17	1	Research articles
Facebook Post "Positive about Cows"	01/17/17	01/17/17	1	

Posted on Facebook: "Dressed & went to dairy farm to take pictures with cows"	November	November	2	
Facebook Post: "Recent studies Re: milk"	November	November	2	
Facebook post: Why you should eat dairy today"	01/20/17	01/20/17	1	
Facebook post: "Hopkins Farm Day"	03/12/17	03/12/17	1	
Facebook Post: "Whole milk is healthy"	03/16/17	03/16/17	1	
Facebook Post: "Cheesecake bites Recipe"	03/20/17	03/20/17	1	
Facebook post: Cream cheese recipe	07/04/17	07/04/17	1	
Invited others to join my Dr. Daisy Facebook Page	February, March, August	February, March, August	2	
Visited Sunday School as Dr. Daisy for 1 <sup>st</sup> Grade	April	April	2	
Milford Festival Booth: Met with kids and questioned them about dairy in a game	09/05/17	09/05/17	3	
Met at girl scouts meeting as Dr. Daisy	May	May	3	
Wrote presentation for Day Camps	June/August	June/August	5	
Updates props of eyeballs, teeth, etc.	June	June	2	
Updated the lightning bolts and envelop heart	August	August	2	
Made phone calls for visits	Various Times	Various Times	3-4	
Handed out post cards to promote dairy industry	Various times throughout the year	Various times throughout the year	4-5	
Presentation for "Where does the milk come from"	March	March	4	
Filmed Dairy Farm in Kentucky for next dairy video	July	July	2	
Edited Dairy Farm Video	August	August	16	



**CHALLENGES** (Briefly described any challenges you experienced with your project – limit 500 words)

I've faced challenges, but I've easily met and overcome them. I came across one when I was teaching the William Penn High School's special education group. It was a challenge for me to teach them, because some of the kids couldn't hear well and they all had unique learning disabilities. I had to break down my lesson to make it easily understandable, I talked more slowly, and repeated myself often.

I was also challenged by many types of behaviors...

Before I arrived at the schools, I set two goals- to 'team up with the teachers', in order to better reach the students and to focus on helping each child answer a question correctly. I liked that the teachers asked me to put the 'Got Milk' stickers on the kids' collars, so they wouldn't mess with them. I also made sure that I interacted with everyone and gave each child a chance- and a big hint- to answer a question. I met my goals, and learned some great tips from the teachers! I also made it a goal to transition into watching one of my videos during the presentation. The showing of the Dr. Daisy salivation video went smoothly and was well-received by students and teachers alike. Afterward, the children wanted to 'MOO', as they left the presentation, but one clever teacher said, "Cows are quiet as they walk through the barn." I can use this phrase when addressing future youngsters.

I have a new goal, which is a challenge right now- to purchase a large stuffed animal cow. Luckily, one librarian had one, since the kids were asking how cows get milked! I showed them, and the demonstration was eye-opening for the youngsters.

Another challenge had been in contacting the places that I felt may benefit from my dairy presentation. It helped when I started contacting schools, clubs, state representatives, and Delaware Cooperative Extension. By calling and emailing, word of mouth, and through handing out informative postcards, my schedule has increased. I've also created a Facebook page for "Dr.Daisy". This is a huge help because I can reach a large amount of people in a small amount of time. I can reach many people by simply posting an educational photo or video on Facebook.



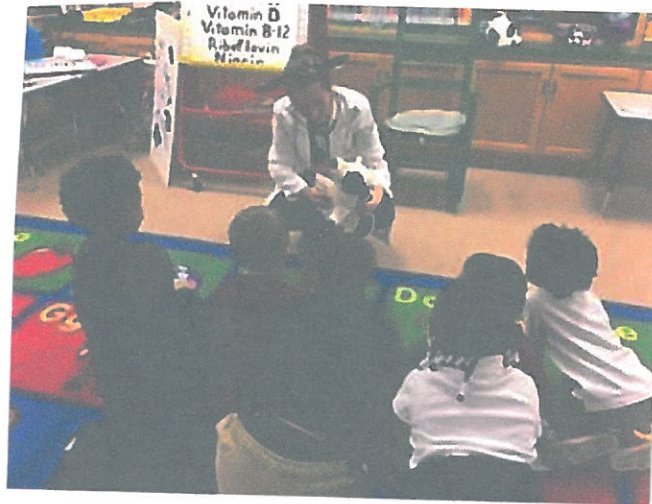
**IMPACT** (Describe the overall impact of your service learning project – limit 500 words)

America is overfed and undernourished. Obesity is linked to chronic diseases that come with huge health care costs and diminished productivity throughout a lifespan. Research suggests that prevention of obesity in childhood can save in health care costs—and improve the quality of life. By ‘teaming-up’ with schools, Cooperative Extensions, and clubs in Delaware, I am excitedly motivating children to drink milk and to have a healthier relationship with their food. Teaching children the multiple dairy benefits means they will make better food choices, which improves academic performance. Dairy education can benefit the whole community and more. The greatest thing I’ve heard from teachers is that the students tell each other to drink their milk! My ‘Dr. Daisy’ role has had positive feedback from the community, and has reached well over 5,500 people publicly. Also, my “Dr. Daisy” Facebook page has reached over 8,000 people so far. My video about cows salivating has had 1,200 views, has reached 2,500 people, and the feedback has been quite positive. I can hopefully reach an internet audience of 10,000 by 2018.

**DOCUMENTATION** (Provide pictures with captions to document your service learning project – limit to 4 pages)



"Thumbs-up" for all 9 vitamins and minerals in milk



Here I am explaining the udder and how to milk a cow to these kindergarteners!





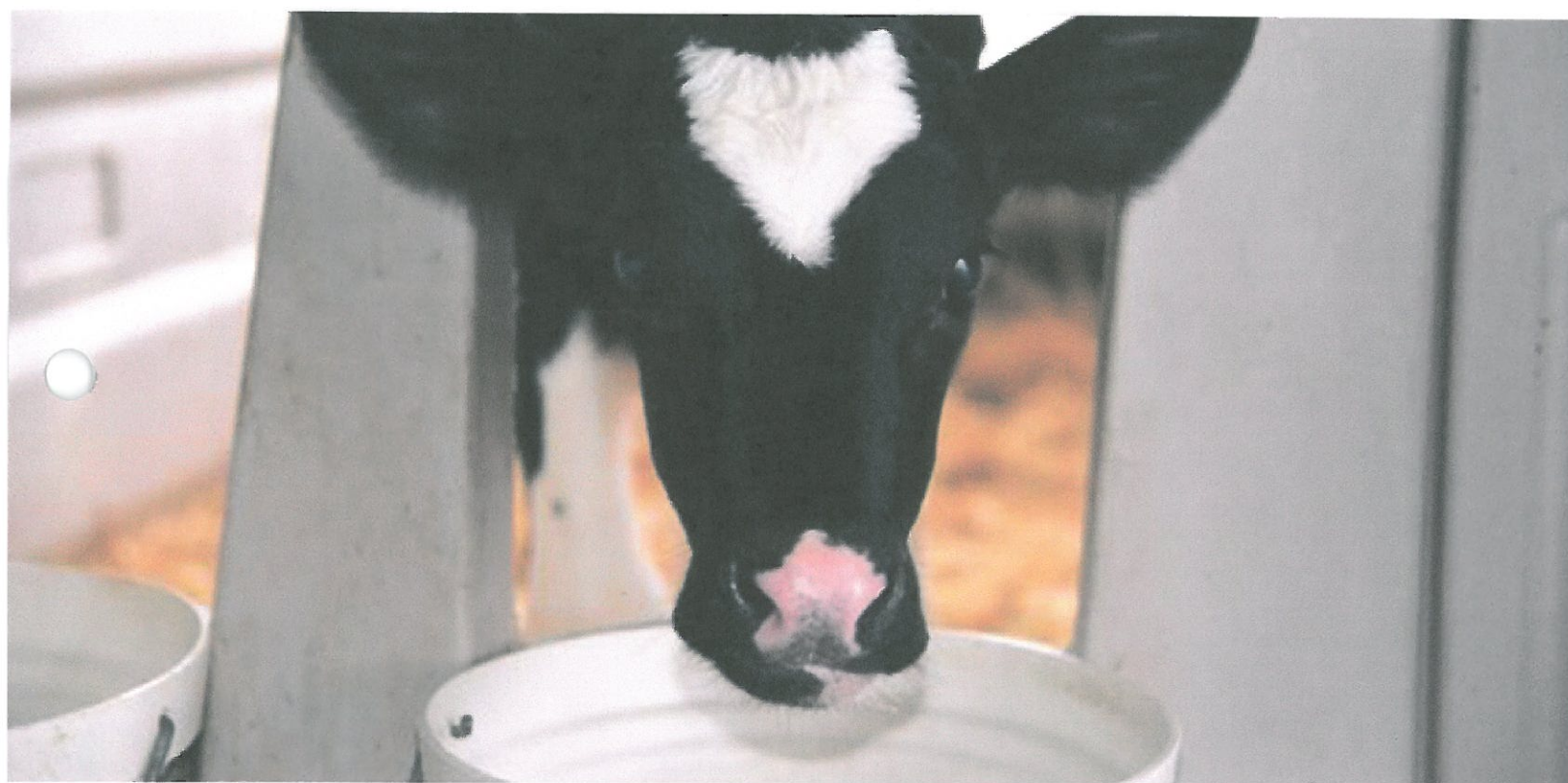
I'm at the Sussex County 4-H Day Camp teaching these kids about why milk is so good for them!



Here I am with these wonderful kids that helped me with my presentation. They were a huge help!



This is a picture of my Facebook page!



Dr. Daisy

@DairyDr.Daisy

Send Message