

NATIONAL 4-H WEEK

The idea of a National 4-H Week was started during World War II as National 4-H Mobilization Week. It proved so successful that National 4-H Week became a permanent part of 4-H activity.

Since 1964, National 4-H Week has been observed during the fall when project work is completed and members re-enroll for the coming year. This makes the week an appropriate time for reviewing the past year's accomplishments and launching the new 4-H year's goals and program of action.

Supplemented with National and State activities, National 4-H Week offers a unique and potent opportunity to focus attention on 4-H in the county and local communities. It provides a logical kickoff for events and activities that will

- Gain more 4-H members.
- Recruit more volunteer leaders.
- Enlist the interest and support of community and civic leaders.
- Promote projects and other educational programs meeting special emphasis.
- Highlight successful 4-H projects and programs.
- Inform the public about Extension's modern, flexible 4-H educational programs.

A major purpose of National 4-H Week is to help the public know that 4-H is the youth program of the Cooperative Extension Service. Here we have an opportunity to explain how it is conducted jointly by the U. S. Department of Agriculture, the Land-Grant Universities and the county governments. Many individuals and organizations also help. Two major groups arranging private support are the National 4-H Service Committee in Chicago and the National 4-H Club Foundation in Washington, D. C.

A random sample of one-half of the counties in each Extension District (fifty counties) revealed the following involvement in National 4-H Club Week Observation.

1. Club Week Observance Programs presented at:

a. Homemakers Clubs-----	364
b. PTA Meetings-----	387
c. Civic Club Meetings-----	894
d. School chapel programs-----	4,980
e. Other meetings-----	2,428

2. Number of special news articles written (by agents, members, leaders)----- 518

3. Number of special 4-H pages in newspapers----- 81

4.	Number of special 4-H editions of newspapers-----	11
5.	Number of special 4-H posters displayed-----	1,162
6.	Number of 4-H window displays and 4-H exhibits-----	178
7.	Number of 4-H radio programs presented by agents, leaders, club members-----	141
8.	Total number of 4-H members participating in Observance-----	8,705
9.	Total number of 4-H leaders participating in Observance-----	1,115
10.	Total number of donors and friends of 4-H participating-----	1,124
11.	Number of 4-H billboard signs used (banners)-----	33
12.	Number of 4-H postage meter ads used-----	22
13.	Number of 4-H placemats distributed-----	27,618+
14.	Other special activities-----	352

If these figures can be interpreted as representing a trend in the state, and we are confident that they can be, the impact of National 4-H Week Observance was noteworthy in 1967.