



One Million New Scientists. One Million New Ideas.™

Last year, President Obama announced the “Educate to Innovate” campaign – a multi-million dollar public-private effort to improve the nation’s ability to compete in key scientific fields and engage students to take on the leading challenges of the 21st century.

4-H is positioned to partner with the White House to play a significant role in addressing this national challenge. For more than 100 years, 4-H has been reaching youth with out-of-school science education. Today, 4-H Science programming is sparking an early youth interest and leadership in science, engineering, technology and applied math and strengthening the nation’s ability to tackle top challenges such as energy independence, healthcare and the environment.

4-H’s bold goal: engage one million new young scientists by 2013

The 4-H youth development program reaches more than 6 million young people each year with hands-on learning experiences. 4-H out-of-school programming, in-school enrichment programs and camps offer a wide variety of science, engineering, technology and applied math educational opportunities—from agricultural and animal sciences to rocketry, robotics, renewable energy, environmental protection and computer science. Through the 2008 launch of the *One Million New Scientists, One Million New Ideas™* campaign, 4-H has been addressing our nation’s critical challenge by working to prepare one million *new* young people to excel in science, engineering, technology and applied math by the year 2013.

4-H is connected to Federal administration priorities

4-H Headquarters resides within the National Institute of Food and Agriculture (NIFA) within USDA. NIFA integrates research and education to bring groundbreaking discoveries from the lab directly to today’s 4-H youth. NIFA’s alignment with the Federal Administration priorities sets the agenda for 4-H programming – from global food security, climate change and sustainable energy to childhood obesity and food safety – young people in 4-H are tackling the nation’s leading issues head-on.



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

4-H offers hands-on science programming in every county in the nation

As the youth development program of Cooperative Extension and USDA, 4-H is directly connected to the research and resources of 111 land-grant universities and colleges and more than 3,000 local county Extension offices across the nation. 4-H programs are further supported by 514,000 dedicated adult volunteers around the nation who put 4-H youth on a path towards successful careers.

The out-of-school science programming provided by 4-H is a vital complement to the formal education that young people receive during the school day. Out-of-school programming has been proven to deepen a youth’s connection to the science, reach the underserved and foster the skills that are attractive to employers.

www.4-H.org#

Proof Positive That 4-H Works

There is proof of 4-H's positive impact on youth. According to longitudinal research conducted by the Institute for Applied Research in Youth Development at Tufts University, we now know that if a child is in 4-H, he or she is more likely to be an engaged, effective citizen than if in any other youth organization. When compared to their peers, 4-Hers are:

- Nearly two times more likely to get better grades in school;
- Nearly two times more likely to plan to go to college;
- 41 percent less likely to engage in risky behaviors;
- 25 percent more likely to positively contribute to their families and communities; and
- Performing better in science, engineering, technology and applied math subjects and are more interested in pursuing science careers.

An Effective Public/Private Partnership

The valuable work of 4-H is enhanced by generous corporate partners who have made a commitment to helping the youth of America gain the skills and experience they need to become the nation's next generation of science leaders and innovators. Corporate partners have contributed more than \$12 million in support of 4-H Science programming.



Sparking a Lasting Youth Interest in Science

4-H National Youth Science Day (4-H NYSD) is the premiere national rallying event for 4-H Science programming. 4-H National Youth Science Day brings together millions of youth, volunteers and academics from the nation's 111 land-grant colleges and universities to simultaneously complete the National Science Experiment, while sparking youth excitement for science and science careers.

In 2009, the 4-H National Science Experiment – *Biofuel Blast* – taught young people about alternative energy as they created ethanol. Last year, 4-H NYSD events nationwide garnered more than 200 million media impressions and an Associated Press story.



Last year, 4-H National Youth Science Day showcased 4-H₂O the National Science Experiment which focused youth on the important issue of water quality and its impact on climate change. More than 500 NYSD events were held nationwide contributing to 340 million media impressions and a feature about 4-H Science programming *National Public Radio*.

In addition, the “One Million New Scientists, One Million New Ideas” public service announcement campaign (television, radio and print) continues to highlight 4-H's active role in science education. The campaign has attracted more than \$15 million dollars in donated advertising value in markets all across the nation.



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