

# Community Development Newsletter

Summer/Fall 2016

## You Are the Solution to the “Eww”

By Jill Bartolotta, OSU Extension Educator, Ohio Sea Grant College Program

I love going to the beach to swim, paddle, or chill out, but my recent visits to the beach have begun to look different. I notice more trash and it's gross. It could be my increased awareness as a result of my work in the field of marine debris, but I think it is a result of more “single-use stuff” being purchased and then improperly disposed. Most of what is found along beach cleanups is single-use, mostly plastic, items. Common marine debris items include cigarettes, straws, and plastic bottle caps.

So how are we affected by marine debris? **Marine debris harms humans by:**

- Reducing beach aesthetics, making a beach visit less pleasant or reducing the number of tourists coming to our beaches.
- Causing dangerous and costly-to-fix boating situations when boat propellers become entangled in rope or other debris.
- Harming human health through leaching of toxic chemicals as plastics degrade.
- Entangling other animals or hurting animals that mistake trash for food.

Shocked yet? I know I am and saddened by this trashy reality. But have no fear! There are many **actions you can take** in your everyday life to reduce the amount of waste generated. For example, consider:

- **Volunteering!** Host a beach cleanup through Alliance for the Great Lakes, Adopt-a-Beach.
- **Spitting the straw out!** Kindly refuse single-use plastic items such as straws or silverware when away from home.
- **Using reusable!** Bring a reusable bag when you go shopping for food, clothes, or other items. Also bring a reusable water bottle with you. Ohio generally has lovely tasting tap water and it's much cheaper than buying bottled water.
- **Covering up!** Make sure trash cans and recycling bins are covered to avoid wind or critters taking your trash somewhere it doesn't belong.
- **Flicking it right!** Smoking items are the #1 item found on beach cleanups around the world. Cigarettes have plastic in them, so they never truly disappear when they get in the natural environment. They degrade into smaller fibers of plastic. Use an ash tray or smoking receptacle to avoid littering.
- **Stinking it up!** Synthetic clothing such as fleece shed fibers through wear and tear and especially through washing. You can choose to wash less or invest in a microfiber catcher.

### Endnotes:

marine debris: NOAA marine debris program. 2016. Website: <https://marinedebris.noaa.gov/>.

Adopt-a-Beach: Alliance for the Great Lakes, Adopt-a-Beach. 2016. Website: <http://www.greatlakesadopt.org/?gclid=CIfZidjT4c0CFQiQaQodl4UKJQ>.



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## Summertime, and the Living's Easy...

By Tory Gabriel, Extension Program Leader & Fisheries Outreach Coordinator, Ohio Sea Grant College Program

Ok, so maybe summertime doesn't give most of us reprieve from long hours and a constant barrage of emails, but it sure seems to make those things more tolerable. And if you're wise enough to take some time for yourself and get outside, you can almost feel the stress melt away. Personally, I can't think of a better way to accomplish this than a trip to Lake Erie, Ohio's greatest natural resource.

I admit to some bias, as I'm writing this from beautiful Gibraltar Island while teaching the Lake Erie Sport Fishing course at Stone Lab. But there really is something for everyone up here on the north shore. How about a trip to [Cedar Point](#), recognized as one of the best amusement parks in the world? If adrenaline isn't your thing, how about visiting one of the many [local wineries](#) popping up along the Lake Erie shore?

Into history? Come to Put-in-Bay on South Bass Island and check out [Perry's monument](#) and learn how pivotal this part of Ohio was in the War of 1812. And make sure to stop by the [Aquatic Visitors Center](#) run by Ohio Sea Grant & Stone Lab. If you come on a Wednesday, make time to take the [tour of Stone Lab](#) and say hi to us. The tour runs from 11 a.m. to 1 p.m. and the \$10 fee supports student scholarships.

And of course there's the fishing and boating. There's a great resource available from our friends at Coastal Management that lets you find all the [public access spots along the lake](#). Don't have your own boat? Check out the [Lake Erie Charter Boat Association website](#) to find a charter captain, or call in to your destination county Visitor Bureau (like the [Ottawa County Lake Erie Shores and Islands office](#)) to see who they recommend, or get a ton of other ideas. [Local bait shops](#) are great sources of information too.

If none of these ideas suit you, don't forget to consider the beautiful beaches, swimming, kayaking, snorkeling, paddleboards, parasailing, sailing, camping, bird watching and so many other opportunities that await you here along Lake Erie's shore. Do yourself a favor – make the quick drive north this summer. Sometimes the water is all you need to cleanse your soul.



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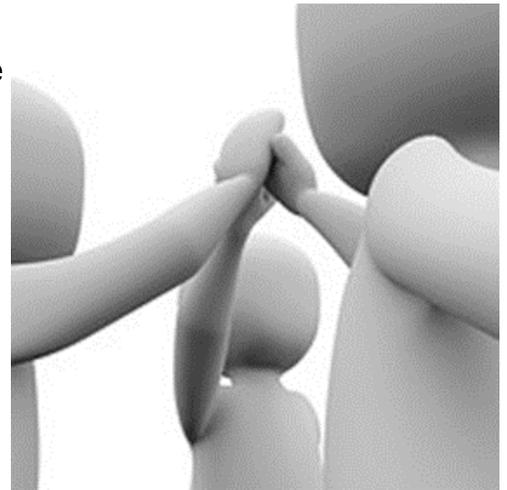
## A Matter of Trust

By Becky Nesbitt, OSU Extension Educator

What would you say is the most important element of any relationship? Good communication? Accountability? Honesty? Or are these characteristics and behaviors part of something larger, something much more fundamental? Perhaps, the most important thing, the bedrock that supports the foundation of all relationships, is *trust*.

Countless scholars, experts and ordinary folks throughout history have touted the importance of building and maintaining trust. Noted educator and author, the late Dr. Stephen R. Covey, often wrote about its importance to relationship building. “Trust is the glue of life. It’s the most essential ingredient in effective communication. It’s the foundational principle that holds all relationships.” Covey continues, “When the trust account is high, communication is easy, instant, and effective.” When individuals trust each other, they have empathy for one another, forgive easily, and give each other the benefit of the doubt.

Unfortunately, trust is one of those gifts that can be easily taken for granted. Trust is built over time, when intentions, words and actions align. Yet like a dry forest in the path of a raging wildfire, it can be destroyed in just a moment, damaging relationships, undermining teams, and negatively affecting performance and satisfaction.



So, how can we be sure that our intentions, words and actions are in alignment? We can refer to the “4 Cores of Credibility” outlined by Covey’s son, Stephen M.R. Covey, in the book *The speed of trust: The one thing that changes everything*:

- Integrity – being open and honest; keeping commitments; and standing for your beliefs
- Intent – examining and refining your motivations; declaring your intent; and choosing win-win solutions
- Capabilities – identifying your strengths and then continuing to develop and leverage those in a spirit of lifelong learning; creating a path of action by setting and working on goals

Results – taking responsibility for results; expecting to be successful; learning from mistakes

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# Small Towns, Big Dreams: Do You Have What It Takes?

By Myra Moss, OSU Extension Educator

Many small towns want to improve their current condition for a number of reasons. What we often hear from residents and leaders is: *“We are tired of our “best and brightest” leaving the area for college and never returning because we have no jobs/careers for them,”* or *“Our retired residents have to seek appropriate housing in other communities because there isn’t any here,”* or *“The youth that remain are not “work ready” and opioid use among them has become a real problem.”* Some of these towns have existing community or economic development plans that, while they might offer viable solutions, were never fully implemented (the old “the plan sits on the shelf” complaint).

So, what’s a town to do? Here are some suggestions based on my experience working with many communities throughout Ohio:

**Overcome fractured goals by building inclusion into your community’s dialogue about the future:** If you are a local leader, have you *discovered* your residents’ vision of the future? I use the word “discover” because, chances are your residents already have a picture of what they would like your town to be. And, although there may be some divergent views, there is also a core set of beliefs and desires that can lead to consensus to set major goals. The task of local leadership then becomes setting the stage for open and inclusionary dialogue about the future. Inclusion is important. By reaching out to all sectors of the community to include their desires and hopes, a shared vision of the future can be discovered.

**Engage a broad range of residents in both planning and implementation:** When residents are engaged in determining their community’s future, they become invested in results and clearly discover their place in making the plan a reality. By taking actions every day through their workplace, community organizations, leadership roles, businesses and their own personal life, they work individually and collectively to achieve success. Time spent engaging residents results in less time spent “selling” the plan to the community, leading to faster implementation. When the community is engaged throughout the process, there develops a much larger base of volunteers to draw upon to move goals forward.

**Identify outcomes you want to achieve, and develop indicators of success to use in measuring progress toward reaching these outcomes:** A community plan is a living document. It is important to monitor progress toward reaching goals and modify strategies as needed. Indicators of success developed during planning and goal setting are used to stay on track with plan implementation and make changes as needed. An indicator should be easy to understand, relevant and measurable. It should be widely shared with the community, with progress reported at least annually. Indicators provide a way for residents and organizations to see the results of their contribution toward community goals.

An example of how this inclusionary focus may play out in a community is as follows:

- Together the community sets a vision and goal of retaining youth that receive post-secondary degrees.
- During the inclusionary planning process an objective is established to expand job opportunities in the medical field.

Using an inclusionary method to establish indicators helps various sectors of the community discover their roles in reaching the shared vision and implementing objectives.

So as an example, perhaps the high school career counselor presents medical careers as possible paths to pursue. Economic developers accept the development of a business park for medical industries. Builders identify construction of senior housing alternatives like condos and assisted living. Medical providers participate in local job fairs.

By building inclusion into community planning at every stage of the process, from development to implementation, big dreams can be achieved by small towns.