

Lesson 4: **Understanding the Culture of 4-H**

This section will provide you with some of the basic information about 4-H.

Culture

Webster defines culture as the concepts, habits, skills, arts, instruments and institutions of a given people in a given place. Basically, the culture within a group is what everybody knows that everybody else knows and includes the visible expression as well as the invisible roots of the culture.

Most groups have spoken or unspoken expectations for member's behavior. These may include rules, rituals, language, demonstration of support for commonly held beliefs, etc. Youth development professionals know the importance of helping young people discover quickly the norms of the group they have joined.

Each 4-H group will have a set of behavioral expectations unique to that group, and these expectations may or may not be clearly defined for all members. However, all 4-H groups will follow certain practices within the club or group that are clearly defined in a document developed by national program leaders titled 4-H FACTS.

This section highlights the concepts and customs to assure that those new to 4-H and those who are already a part of 4-H have the same understanding of the basic aspects of the culture of 4-H.

What is 4-H?

4-H is the youth development outreach of the Land Grant Universities, the Cooperative Extension System, and USDA. It is made up of a community of young people across America who are learning life skills and are supported in this developmental process by caring adult leaders. 4-H'ers are actively involved in educational projects that are fun and that use quality curriculum incorporating the most current research and knowledge available through the Land Grant University system.

4-H youth

- Have fun
- Meet new people
- Learn and do new things
- Gain life skills
- Build self-confidence
- Practice responsibility
- Set and achieve goals
- Receive recognition for their efforts and accomplishments



4-H Colors

The 4-H colors are green and white. The white symbolizes purity and high ideals. The green, nature's most prominent color, growth.

4-H Pledge

The 4-H Pledge is a statement of the outcomes desired for youth from their involvement in the 4-H Youth Development program. It reminds members of the four areas of growth 4-H targets and reinforces the importance of mastery of life skills. The organizational structure the pledge describes will be discussed in the Framework section of this handbook. Delegates to the 1927 National 4-H Club Camp in Washington, D.C. adopted the pledge. The phrase, "my World" was added to the pledge in 1973.

I Pledge ... My Head to clearer thinking,
My Heart to greater loyalty,
My Hands to larger service, and
My Health to better living,
For My Club, my Community, my Country and my World.

4-H Name and Emblem

The 4-H Youth Development Program is represented by a popular, recognizable image that consists of a green four-leaf clover with a right turned stem and the letter "H" in white or gold on each leaflet. The text, 18 U.S.C. 707, appears with the emblem. This emblem became the official 4-H emblem by an act of Congress in 1948.

Use of the 4-H name or emblem signifies agreement to the principles of youth development as promoted through 4-H. The Secretary of the United States Department of Agriculture holds the name and emblem in trust for the educational and character-building purposes of the 4-H program. The 4-H name and 4-H Clover are protected by Title 18 of the United States Code, Section 707 (18 U.S.C. 707) and are afforded the same status and regard as the White House and Presidential Seals. Therefore, they may only be used as authorized by the statute, regulations and guidelines, and according to the authorization of the Secretary or designated representative.

Specific Ways to Use and Display the 4-H Emblem (print and electronic):

- Always use the specific image (outline/shape) from www.national4-hheadquarters.gov. Do not alter the image.
- Green leaves (Color – PMS - 347)
- Gold or white H's on each leaf
- Stem to right
- "Notice" statement, 18 U.S.C. 707 to right of stem and below



SECTION I: **Understanding 4-H: Purpose, History and Structure**

- lower right leaf or other location provided by USDA
- The emblem should always have a position of prominence in any design
- Do not superimpose anything over the Emblem, use it as a watermark, etc.
- When used by collaboration, the 4-H Emblem should be the same size and proportion as the other logos.
- When used electronically, the same standards as print versions should apply.
- Additional standards are available on www.national4-headquarters.gov

Authorities for Approving Use of the 4-H Name and Emblem:

Secretary of Agriculture has delegated authority to:

- Administrators, CSREES, USDA, (F4-HN Staff) for multi-state use.
- State Extension Directors (1862 land-grant), Administrators (1890 land-grant), Presidents (1994 land grant) for use within state boundaries.
- County 4-H Extension Staff (agents, educators, etc.) for use within a single county or boundary.

Process for 4-H Club Authorization and Responsibilities:

- Letter to County 4-H Staff
- County staff responds in writing and provides certificate charter
- 4-H Club submits names of members, leaders, and other requested information

Detailed information on the use of the name and emblem, statute, regulations, guidelines, information and downloadable 4-H emblems can be found at: <http://www.national4-hheadquarters.gov>.



National 4-H Headquarters web site:
www.national4-hheadquarters.gov



