

# Breaking the QR Code

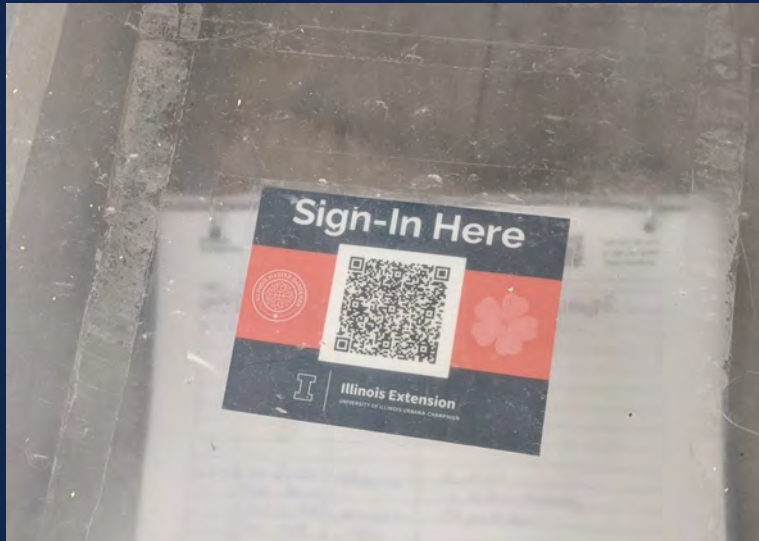
How to use QR Codes for Communications



**Illinois Extension**

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

# QR Codes in the Wild



**Illinois Extension**  
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



**Feeding My Baby**  
*from cradle to table*

**Feed your baby with confidence**

Babies need nutritious foods for healthy development, but it can be overwhelming to figure it out on your own. Find simple, practical advice and answers to common questions: [go.illinois.edu/FeedingMyBaby](https://go.illinois.edu/FeedingMyBaby)



- Moving to solid foods
- Preventing choking
- Introducing new foods
- Making and storing homemade baby food
- Identifying possible food allergies
- Knowing foods to avoid
- Understanding baby-led weaning
- Encouraging healthy eating habits

**Questions? Contact an expert at your local Extension office:**

[go.illinois.edu/FindILExtension](https://go.illinois.edu/FindILExtension)

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*Master Gardener*





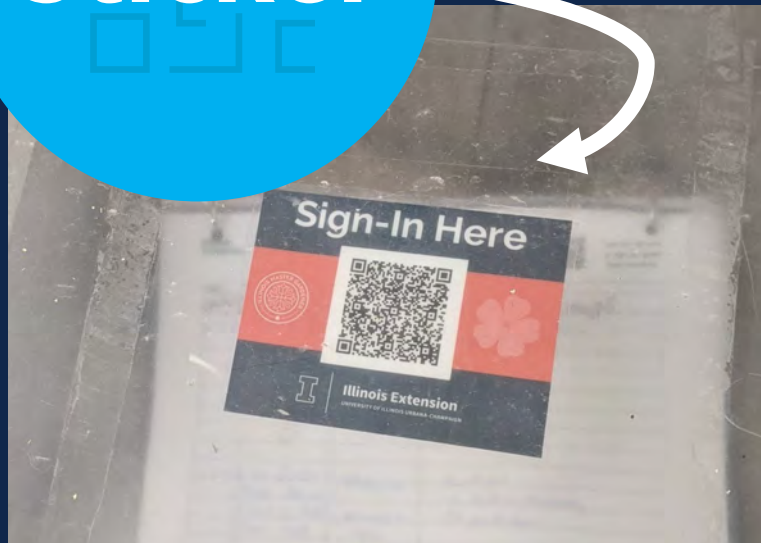
[extension.illinois.edu/mg](https://extension.illinois.edu/mg)

**Illinois  
Extension**



Flyer

Sticker

The flyer is titled "Feeding My Baby from cradle to table" and features a photograph of a baby being fed with a spoon. The text on the flyer includes:

**Illinois Extension**  
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

**Feeding My Baby**  
*from cradle to table*

**Feed your baby with confidence**

Babies need nutritious foods for healthy development, but it can be overwhelming to figure it out on your own. Find simple, practical advice and answers to common questions: [go.illinois.edu/FeedingMyBaby](https://go.illinois.edu/FeedingMyBaby)

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Banner

The banner is titled "Master Gardener" and features a photograph of a person's hands holding a small basil plant. The text on the banner includes:

**I**

**Master Gardener**

[extension.illinois.edu/mg](https://extension.illinois.edu/mg)

**Illinois Extension**







# What is a QR Code?

- Short for “quick-response” code
- A barcode associated with a URL
- Scannable with the camera on a smartphone or tablet
- Allows you to put a lot of information in a small space





# PESTICIDE *Look-alikes*

Pesticides are potentially harmful substances that can easily be mistaken for look-alike consumable products. Find out how you can avoid accidental pesticide poisoning.

[go.illinois.edu/LookAlikes](https://go.illinois.edu/LookAlikes)



**Illinois Extension**  
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

**Pesticide Safety  
Education Program**



## QR Codes solve a problem for you and your user

## They prompt someone to access more information immediately

## ...If you use them in the right place



# Yes!

- ☑ On printed materials
- ☑ To get somewhere helpful
- ☑ To get directly to the content



# NOPE

- X In a digital space
- X Permanent pieces
- X On billboards
- X For an audience that doesn't understand how to use it





## The QR Code Should

Be at least 1" wide

Be black

Be on a solid white background

Not be skewed / tilted

Not be fuzzy

## The Design Should

Only have one QR code

Include the link as a short URL

Have a call to action

Leave space around the QR code

Be tested

Scan to start your cottage food journey!

[go.illinois.edu/CottageFoodTraining](https://go.illinois.edu/CottageFoodTraining)



# Cottage Food

## Training Course 2022

Approach your Illinois home-based food business with confidence

Establishing a home-based food business takes work to get started and to stay current. Before taking the Certified Professional Food Manager (CPFM) exam, food and drink entrepreneurs can get a head start on understanding the newest laws, certifications, and requirements required to safely and successfully operate in Illinois.

- Self-paced, online learning
- Current Illinois cottage food laws and topics
- Course fee: \$25

Scan to start your cottage food journey!

[go.illinois.edu/CottageFoodTraining](https://go.illinois.edu/CottageFoodTraining)



Learn more about cottage food operations in Illinois:  
[go.illinois.edu/CottageFoods](https://go.illinois.edu/CottageFoods)



Get in touch with a local Illinois Extension expert:  
[go.illinois.edu/FindILExtension](https://go.illinois.edu/FindILExtension)



Find your local health department: [bit.ly/3KRVj5Z](https://bit.ly/3KRVj5Z)



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### Course Outline

#### Cottage Food Legislation

Understand the laws, certifications, and procedures required for food and drink entrepreneurs to run a cottage food operation in Illinois.

#### General Food Safety

Food poisoning affects 1 in 6 Americans each year. Protect yourself and your customers by following food preparation, handling, and storage best practices.

#### Refrigerated and Frozen Food

Some home-prepared food and drinks require refrigeration to remain safe. Learn when and how to keep foods chilled.

#### Food Preservation

Learn the rules, approved methods, and equipment needed for preserving food safely by canning, dehydrating, or freezing.

#### Packaging and Labeling

Follow the law and support your customers with packaging that protects your homemade products and labeling that identifies ingredients and allergens.

#### The Business Side

Review FAQs to understand if you need insurance, if you must conform to local zoning laws, if you can sell to retail outlets, and more!



# But why shouldn't a QR go on:

- Social media?
- An email?
- A webpage?
- A text?



# Because...

- It's not made for digital spaces
- There are better ways to share the information
  - Link, short URL, embedded post, etc.
- It's an extra, unnecessary step for the user
- It makes us look unprofessional





# REMEMBER

QR Codes are only  
a useful shortcut  
if they work



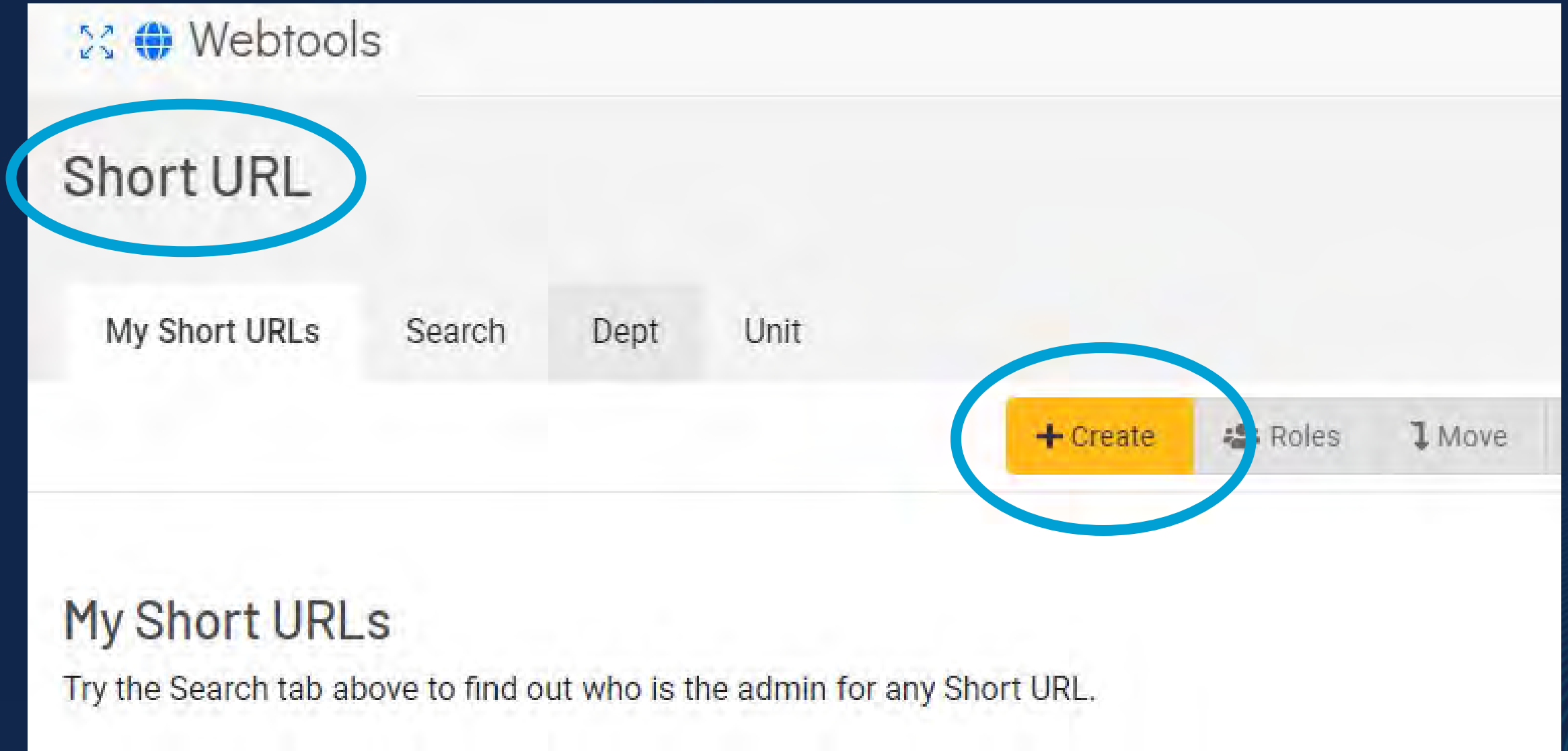
# OK, but how do I make one?!

Webtools or Canva –  
take your pick!





# webtools.illinois.edu



The screenshot displays the 'Webtools' application interface. At the top, the 'Webtools' logo is visible. Below it, the 'Short URL' tab is highlighted with a blue circle. The interface includes a navigation bar with tabs for 'My Short URLs', 'Search', 'Dept', and 'Unit'. A yellow '+ Create' button is also highlighted with a blue circle. Below the navigation bar, the 'My Short URLs' section is visible, with a sub-header 'My Short URLs' and a descriptive text: 'Try the Search tab above to find out who is the admin for any Short URL.'

Webtools

Short URL

My Short URLs Search Dept Unit

+ Create Roles Move

My Short URLs

Try the Search tab above to find out who is the admin for any Short URL.

# Short URL

 Hello, Emily • [Sign out](#)

## General

[◀ Back](#)

[🔗 View](#)

[💾 Save](#)

Name

CottageFoodTraining

Long URL

<https://extension.illinois.edu/cottage-food/training>

Description



< Back

View

Save

Description

Landing page with details and directions for creating/accessing a Moodle account and signing up for the new Cottage Food Training Course. See Adene Wilson, Mary Liz Wright, Jenna Smith or Lin

Short URL

<https://go.illinois.edu/CottageFoodTraining>

Copy

QR Code



Generate

To use the QR code click/download the image. Images are 1000 x 1000 pixels and can be reduced as needed. If you are using very small images please remember to test the QR code with your phone. The smaller the image the harder it is to scan on a phone or other device.



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QR code  
by [Canva](#)

## Generate a QR code in seconds

Perfect for business cards, posters and more. Enter a URL and we'll create a QR code for you to add to your designs.



Use in existing design

Use in new design

By using this app, you agree to its [Terms & Conditions](#) and [Privacy policy](#)





Home

File



Resize



Templates

## QR Code

Add a URL and we'll create a QR code for you to add to your design. People can scan the QR code to reach the URL

URL

<https://go.illinois.edu/CottageFoodTraining>

Generate code



Elements



Uploads



Text



5.0s

0

100

200

## QR Codes

Guidelines for effectively creating and applying  
QR Codes to communications content

Updated 06/10/2022

Short for quick response code, a QR Code is a scannable barcode that points to a website. It is commonly used in print marketing materials. Viewers can use the camera or an app on a smartphone or tablet to scan the code which will then open the assigned website URL.

### How to use a QR code for Communications

QR Codes can be a useful tool in your communications toolbox when used in the right place. Use QR Codes on print pieces to make it easier for someone to directly access digital information from a print piece.

### When and where to use QR Codes

✓ **YES:** On printed material such as signs, flyers, table displays, mailers, brochures, menu cards, fact sheets, or digital PowerPoint slides.

✓ **YES:** To get to: Registrations, surveys, a map, a fact sheet, social media accounts, a video.

✓ **YES:** To send someone directly to the content.  
Example: To the digital event registration form, not to the calendar listing.

✗ **NO:** On graphics that appear in a digital format: website, social media, email, etc. On billboards.

One exception to the digital graphics rule is PowerPoint slides for in-person presentations. For example, audience members can scan a code on a slide that leads to a survey.

### How to apply a QR Code

QR codes are only useful if they work. Consider where the print piece will be placed and where people will be scanning a code from.

The QR Code should	The document should
Be at least 1" wide	Only have one QR code
Be black on a solid white background	Also include the link as a short URL
Not be skewed or tilted	Have a call to action to encourage use such as "Scan this to get started"



This printed flyer uses a QR Code with clear instructions on how to use it and where it goes.

# Need help?

Scan for our handy guide!



[go.illinois.edu/QRcode](https://go.illinois.edu/QRcode)



LET'S GET

# QR Code Curious!

How is your unit using QR codes? Where can you see your unit using QR codes?

- On a flyer to condense information
- Enrollment flyers for 4-H
- Survey for students linking to a Google form
- Family Life uses for evaluations at the end of presentations
- 4-H flyers to google form
- Printed flyer that leads to a webinar
- Interested in using for surveys, advertising
- On postcards
- Job hiring flyer
- Farm Stroll brochure – to maps
- On 4-H posters at the fair
- Master Gardener business cards
- 4-H information desk
- In 4-H fair showbook
- For plant identification in gardens
- Tree identification signs on trees
- Library mailers

# Questions?

Emily Steele

Media Communications Coordinator | [esteele@illinois.edu](mailto:esteele@illinois.edu)

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- Self-paced, online learning
- Current Illinois cottage food laws and topics
- Course fee: \$25

Scan to start your cottage food journey!

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Learn more about cottage food operations in Illinois:  
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Get in touch with a local Illinois Extension expert:  
[go.illinois.edu/FindILExtension](https://go.illinois.edu/FindILExtension)



Find your local health department: [bit.ly/3KRVj5Z](https://bit.ly/3KRVj5Z)



### Course Outline

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Pesticides are potentially harmful substances that can easily be mistaken for look-alike consumable products. Find out how you can avoid accidental pesticide poisoning.

[go.illinois.edu/LookAlikes](https://go.illinois.edu/LookAlikes)



**Illinois Extension**  
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Pesticide Safety  
Education Program







*We support the*  
**illinois**  
**Deer**  
donation program

**Donate your deer here!**  
**Processed meat will go**  
**to local food pantries.**



**Visit [go.illinois.edu/DeerDonation](https://go.illinois.edu/DeerDonation)**

**Feed your local community • Support small business • Do what you love**



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**EAT.MOVE.SAVE.**

# DONATE YOUR *Deer*

illinois  
**Deer**  
donation program

- Do what you love
- Support small business
- Feed your neighbor – processed meat goes to local food pantries

[go.illinois.edu/DeerDonationFB](https://go.illinois.edu/DeerDonationFB)



— Begins fall 2022 —



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**EAT.MOVE.SAVE.**



# GARDENING IN THE AIR



Grow your gardening knowledge with timely fall gardening topics from horticulture experts across the Midwest. Mix and match sessions in the free, multi-track series to learn about top trends in water, lawns, and nature.

## OCTOBER 8

*All sessions held in Central Time*

### Water

9 to 10 AM

Make Every Drop Count: Xeriscaping

10:15 to 11:15 AM

Water Features for Your Garden

11:30 AM to 12:30 PM

Drought Tolerant Annuals and Perennials

### Lawns

9 to 10 AM

Troubleshooting Turfgrass Problems

10:15 to 11:15 AM

Reimagining the Lawn

11:30 AM to 12:30 PM

Get into the Weeds of Natural Lawn Care

### Nature

9 to 10 AM

Trees for Fall Leaf Color

10:15 to 11:15 AM

Owls of Iowa and Illinois

11:30 AM to 12:30 PM

Gardening with Grasses: Native Grasses for the Home Landscape



Register in advance:

[go.illinois.edu/GIA2022Fall](https://go.illinois.edu/GIA2022Fall)

If you need a reasonable accommodation to participate, please contact Tracy Mulliken: [tmully@illinois.edu](mailto:tmully@illinois.edu). Early requests are strongly encouraged to allow sufficient time to meet access needs.

IOWA STATE UNIVERSITY  
Extension and Outreach



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# GOT *sick* PLANTS?

Send them to the  
University of Illinois Plant Clinic!



[go.illinois.edu/plantclinic](https://go.illinois.edu/plantclinic)

Illinois  
Extension





## Invasive Species Update: Chaff Flower



Chaff flower (also called Japanese chaff flower, *Achyranthes japonica* (Mik.) Nakai) is an invasive plant that is spreading fast. It is easily introduced to new areas through seeds that move along waterways and stick onto fur and clothing. It is already a major problem in Kentucky, Ohio, Illinois, Indiana and has been reported as far north as islands in Lake Erie.

### A threat to streamsides and forests

Chaff flower is a perennial herbaceous plant that grows densely, crowding out other plant species (Fig. 1).

Scientists and land managers are concerned about chaff flower because of the speed with which it takes over after it arrives in an area. It forms dense monocultures in sensitive riparian habitats (Fig. 1) which negatively impacts native plant diversity and regeneration as well as habitat for other species and water quality.

### Where is it?

- Chaff flower is native to Asia.
- Its first detection in North America was in eastern Kentucky in the 1980s. Since then, it has rapidly spread, especially along the Ohio River, and more recently down the Mississippi River. There is also a large population in the Atlanta, Ga., area (Fig. 2).
- Chaff flower is a habitat generalist, and it can grow nearly anywhere. While it prefers and has spread most rapidly along stream systems and bottomlands (Fig. 3) it also thrives in a wide range of other habitats including roadsides, ditches, field edges, and gardens.

- It prefers partial sun and moist soils, but it can also grow in shady or drier conditions.

### What does it look like?

- Perennial herbaceous forb, 3-5 feet tall.
- Opposite leaves with smooth edges with very prominent, arching veins and pointed tips (Fig. 4).

- Status: Highly invasive.
- Grows densely and crowds out other plant species.
- Produces abundant seed that stick to clothes and fur and can be easily spread.
- Initial introduction common in riparian areas but also can move into uplands and other areas.
- Preventing accidental movement of seeds is key to slow its spread.
- A range of other management options exist including herbicide control.



Fig. 1. Chaff flower can form a dense stand, crowding out other plant species. Photo credit: Ellen Crocker, University of Kentucky



Fig. 2. As of 2021, chaff flower's distribution was largely in counties adjacent to the Ohio and Mississippi rivers with many other more recent infestations outside of this range. Photo credit: Chris Evans, University of Illinois



Fig. 3. Chaff flower's initial spread typically follows along riverbanks but it can also spread into upland habitats. Photo credit: Ellen Crocker, University of Kentucky

### Iresine (*Iresine rhizomatosa*)

Key distinguishing features: Iresine flowers are white and occur in a large, loose cluster at the top of the plant. The leaves are also opposite but narrower and more elongated compared to chaff flower leaves.

### Lopseed (*Phryma leptostachya*)

Key distinguishing features: Leaves of lopseed are wide and coarsely toothed along the margins, as compared to the smooth, entire margins on chaff flower. Lopseed fruit have prominent points that arise from the front of the fruit whereas the barbs on chaff flower arise from the base of the fruit.

### Management

Managing chaff flower requires patience and persistence. Prevention is better than removal. While occasional small plants can be pulled, hand pulling is not an effective option for larger plants because the root system is difficult to remove. If timed right, mowing and cutting can be used to stop that year's seed set, but that won't kill the plant once it has grown more than three nodes in height. Late-season prescribed burns can kill adult plants but may not slow its spread because of seed bank recruitment. There are many herbicide options for spraying the foliage that will also kill the root system. Control should be conducted before chaff flower produces seed in late summer/ early fall to reduce the risk of moving seed on equipment and clothing.

Read and follow all label instructions when using herbicide. Care should be taken to avoid non-target impacts. When applying herbicides near water, use formulations labeled for aquatic use. The following herbicides have been shown to be effective at controlling chaff flower: 2,4-D ester, triclopyr amine, glyphosate, aminopyralid, triclopyr and fluroxypyr mix, and aminopyralid and metsulfuron mix.

### Stop the spread

- Chaff flower readily spreads via seed and preventing accidental seed introduction is key for slowing its spread.



Fig. 9. Immature, pre-reproductive plants. Photo credit: Chris Evans, University of Illinois

- Avoid working in, walking through, or driving vehicles through areas with lots of chaff flower while plants are seeding and make sure to clean off shoes, clothes, equipment, and animals after traveling in infested areas.
- Continued monitoring for new arrivals from seed and the seedbank is key to preventing re-establishment of chaff flower as well as other invasive plants (Fig. 9).

### Report sightings

You can help track chaff flower and other invasive plants by reporting sightings through EDDMaps. Either download the app or report plants through the website: [www.eddmaps.org](http://www.eddmaps.org).

### Authors

Ellen Crocker, University of Kentucky  
Christopher Evans, University of Illinois  
David Gibson, Southern Illinois University

### Learn more

[go.illinois.edu/chaffflower](http://go.illinois.edu/chaffflower)



**UK** College of Agriculture,  
Food and Environment  
Forestry and Natural Resources

**SIU** Southern Illinois University  
CARBONDALE

FORFS 22-02

Updated January 2022

Build your best life. Trust Extension to help.  
[extension.illinois.edu](http://extension.illinois.edu)

**I** Illinois Extension  
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



# be prepared when **Disaster Strikes**

August 1 at Noon-1PM  
**Emergency Kits and Communication Plans**

August 8 at Noon-1PM  
**Building an Emergency Food and Water Supply**

August 15 at Noon-1PM  
**The Impact of Hunger and Health in Disasters**

August 22 at Noon-1PM  
**Tree Management Before and After a Disaster**

August 29 at Noon-1PM  
**Financial Emergency Preparedness**



\*All programs are Central Standard Time

register online  
[go.illinois.edu/BePrepared](https://go.illinois.edu/BePrepared)



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If you need a reasonable accommodation to participate, please contact Kristin Bogdonas at [kmbogdo@illinois.edu](mailto:kmbogdo@illinois.edu)  
Early requests are strongly encouraged to allow sufficient time to meet your needs.







BUILDING HEALTHY COMMUNITIES

Local Government Education

# BUILDING DIGITAL ECONOMIES IN RURAL AMERICA

Connect key assets to close opportunity gaps

Significant declines in job growth are creating the largest rural opportunity gap in history. Rural communities that struggled to overcome declining growth trends after the 2008 recession have fallen to new lows after the effects of the COVID-19 pandemic.

Prosperity in these rural areas hinges upon innovative approaches to building economies and employment opportunities that develop, attract, and retain a growing pool of tech talent.

Learn how communities can connect key assets to implements models for digital economy ecosystems that support scalable entrepreneurship and tech job creation.



## PRESENTER

**Matt Dunne**, Founder and Executive Director of the Center on Rural Innovation

Scan to watch the recording or visit:

[bit.ly/2Zzh1tf](https://bit.ly/2Zzh1tf)



*This session is part of a collaboration series co-hosted by University of Illinois Extension and Rural Partners.*



[go.illinois.edu/FindILExtension](https://go.illinois.edu/FindILExtension)

Connect with a local expert to discover programs and research-based expertise to support your community.

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# Master Gardener



[extension.illinois.edu/mg](https://extension.illinois.edu/mg)

**Illinois  
Extension**



# Mental Health First Aid

## *for the Agricultural Community*

**Do you work with farmers? Do you know how to help someone in crisis?**

Mental Health First Aid teaches participants to identify, understand and respond to signs of mental illnesses and substance use disorders.

Illinois Extension is hosting two **FREE** Mental Health First Aid courses.

**Nov 20, Dec 7 | 10 AM - 5 PM**

Click [here](#) to register,  
or use the QR code here

Or Email Josie Rudolphi at  
[josier@illinois.edu](mailto:josier@illinois.edu)



### **Pre-Registration is Required**

If you need a reasonable accommodation to participate, please contact the event coordinator. Early requests are strongly encouraged to allow sufficient time to meet your needs.



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## You walked 20 miles! How do you feel?

Your success and commitment to being active can help motivate others!

TAKE OUR  
QUICK SURVEY!



<https://go.illinois.edu/IWalkWithIllinois>

### MAIN OFFICE LOCATION

Bureau, LaSalle, Marshall Putnam Unit Office  
Illinois Valley Community College  
815 North Orlando Smith Road  
Oglesby, IL 61348  
815-224-0889

Created by Jani Kidd, Program Coordinator, INEP  
Susan Glassman, MS Ed. Nutrition & Wellness Educator



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Help  
Others  
Learn  
to

# Grow

Become an  
**Illinois Master Gardener**

Master Gardeners are more than gardening enthusiasts. They are trained horticultural experts who serve their communities through educational projects and programs.

- Join local gardening projects that matter to you
- Learn from university experts in-person or online
- Share horticulture knowledge with your community

*Interested?*

Get started at  
[extension.illinois.edu/mg](https://extension.illinois.edu/mg)



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**Illinois Extension**  
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



## Feeding My Baby *from cradle to table*

### Feed your baby with confidence

Babies need nutritious foods for healthy development, but it can be overwhelming to figure it out on your own. Find simple, practical advice and answers to common questions: [go.illinois.edu/FeedingMyBaby](https://go.illinois.edu/FeedingMyBaby)



- Moving to solid foods
- Preventing choking
- Introducing new foods
- Making and storing homemade baby food
- Identifying possible food allergies
- Knowing foods to avoid
- Understanding baby-led weaning
- Encouraging healthy eating habits

**Questions? Contact an expert  
at your local Extension office:**

[go.illinois.edu/FindILExtension](https://go.illinois.edu/FindILExtension)