



United States
Department of
Agriculture

National Institute
of Food
and Agriculture

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Head, Heart, Hands, and Health: 4-H Engages America's Youth

The 4-H Youth Development Program is the youth outreach program of the land-grant universities' Cooperative Extension Services and the United States Department of Agriculture. 4-H National Headquarters at USDA's National Institute of Food and Agriculture provides leadership in positive youth development in the areas of citizenship, healthy living, and science. 4-H emphasizes the importance of young people connecting to their communities; being well-informed and engaged in civic affairs; developing leadership skills; and preparing for college, work, career, and life.

THE NAME AND EMBLEM

The 4-H clover represents the program's focus on **head**, **heart**, **hands**, and **health**. It is a well-known symbol of more than a century of 4-H achievement.



GUIDING PRINCIPLES

1 POSITIVE YOUTH DEVELOPMENT	2 PARTNERSHIPS	3 INTENTIONAL LEARNING EXPERIENCES	4 DEVELOPING YOUTH POTENTIAL
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PARTICIPATION BY THE NUMBERS

URBAN 1.8M	5.9M TOTAL PARTICIPANTS
SUBURBAN 1.5M	
RURAL 2.6M	
900 CLUBS ON MILITARY BASES	

561,869

ADULT & YOUTH VOLUNTEERS

THE 4-H PLEDGE

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.

ACTIVITIES BY THE NUMBERS

5 MILLION SCIENCE ENGINEERING TECHNOLOGY	2½ MILLION HEALTHY LIFESTYLES	2½ MILLION CITIZENSHIP
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1 IN 5 YOUTH

GOAL BY THE YEAR 2025 FOR THE
NUMBER OF YOUTH INVOLVED IN 4-H

Enrollment data source: www.reeis.usda.gov/reports-and-documents/4-h-reports

NIFA invests in and advances agricultural research, education, and extension and seeks to make transformative discoveries that solve societal challenges.

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