



August

Better and Consistent Messaging in Advocacy for FCS

How strong and how consistent are your messages about who we are as a profession? Do your students, their parents, your colleagues and administrators all use the same terms and messaging about who we are as a profession and what you teach?

One of the strengths of having a national professional association is that they work on marketing and messaging that they then disseminate to encourage all professionals whether members or not to use as a means of strengthening the professions.

AAFCS (American Association of Family & Consumer Sciences) Mission - CORE VALUES

- - Believe in the family as a fundamental unit of society.
- - Embrace diversity and value all people.
- - Support life-long learning and diverse scholarship.
- - Exemplify integrity and ethical behavior.
- - Seek new ideas and initiatives and embrace change.
- - Promote an integrative and holistic approach, aligned with the Family and Consumer Sciences Body of knowledge, to support professionals who work with individuals, families and communities.

AAFCS MISSION

Provide leadership and support to professionals whose work assists individuals, families, and communities in making informed decisions about their well-being, relationships, and resources to achieve optimal quality of life.

AAFCS has crafted the following branding messages:

- **FCS Message #1 (definition):** *Family and Consumer Sciences (Human Ecology/Human Sciences/Health and Human Sciences) is the field of study focused on the art and science of living well in our complex world.*
- **FCS Message #2 (content areas):** *Our primary areas of focus include: Consumer issues, Culinary arts, hospitality and tourism, Food science, nutrition, and wellness, Housing and interior design, human development and family relations, Personal and family finance, and Textiles, apparel and retailing.*
- **FCS Message #3 (value):** *Through research, education, and practice, family and consumer sciences (human ecology/human sciences/health and human sciences) professionals help people develop the essential knowledge and skills to live better, be work and career ready, build strong families, and make meaningful contributions to their communities.*
- **FCS Message #4 (practice settings):** *You will find family and consumer sciences (human ecology/human sciences/health and human sciences) professionals in academic education [at the early childhood, secondary and higher education levels], community education [for adults and youth, including Cooperative Extension programs], business and industry, and human services.*



The Family & Consumer Sciences Department at Pittsburg State University has the following mission.

A. “Students in the Family and Consumer Sciences programs develop the academic and experiential foundations centered on a central theme that addresses social, physical, and economic well-being of individuals and families as they function in their daily living, work and global environment.”

B: “The Department of Family and Consumer Sciences provides Educational Programs and Experiences that develop Professional and Life Skills that help people function more effectively in their daily living and working environments.”

☐ Goal 1: Students in the FCS Major will acquire the academic knowledge base of the Family and Consumer Sciences Core. (Departmental Mission Statement)

☐ Goal 2: The Family and Consumer Education student will master a comprehensive and holistic knowledge base that will lead to employment in their specific area of study within Family and Consumer Sciences.

☐ Goal 3: The Family and Consumer Sciences student will demonstrate knowledge of and authentic application which will result in professional success in their future profession or related opportunities.

Does your program have a mission that you communicate to others? How well does it fit with the departmental mission or with the national mission for FCS?

Teacher Curriculum Resources

- Family and Consumer Sciences curriculum ideas: includes things under the headings of Occupational food service, Occupational clothing and textiles, and Occupational housing and interior design.
www.internet4classrooms.com/ct-fcs.htm
- Nutrition and Health Education Resource: <https://www.uwhealth.org/nutrition-wellness/nutrition-and-health-library/13737>
- Brigham and Woman’s Hospital Nutrition and Wellness Resources:
<https://www.brighamandwomens.org/patients-and-families/meals-and-nutrition/bwh-nutrition-and-wellness-hub/nutrition-and-wellness-resources>
- Health and Wellness Resources from the U.S. government:
http://www.asyouage.com/Health_And_Wellness_Resources_From_The_U.S._Government.html
- President’s Council on Sports, Fitness and Nutrition: <https://www.hhs.gov/fitness/index.html>

