

*FCS Key Message  
Architecture Worksheet*



**Creating Healthy  
& Sustainable  
Families**

**KEY MESSAGES**

**Dedicated focus on  
individuals and  
families**

**Broad and diverse  
disciplines**

**Research-based  
knowledge**

**Educational programs  
and essential skills  
training**

**SUPPORT POINTS**

Community-based national  
and international network

FCS professionals are  
educators, administrators,  
managers, human service &  
business professionals,  
researchers, community  
volunteers, and consultants

FCS Professionals work in  
wide variety of content areas  
including human  
development, personal &  
family finance, housing &  
interior design, food science,  
nutrition & wellness, textiles  
& apparel, & consumer issues

Studies conducted by FCS  
professionals offer integrated  
solutions to key issues of  
today's world and are  
published in journals and  
research publications

Programs, courses,  
certifications and other  
resources provided by FCS  
enable individuals to apply  
critical thinking & problem  
solving to issues, and provide  
training to help individuals be  
better prepared to live, work  
& succeed in today's complex  
society

**DEMOS / EXAMPLES**

FCS utilizes an integrated,  
holistic approach that  
operates in a socio-ecological  
framework that examines the  
multiple effects and  
interrelatedness of social  
elements in our environment.

FCS Expert Survey identified  
subject matter experts in the  
following areas:

- Obesity=28
- Personal & Family Financial  
Education=27
- Economy's Impact on Families=18
- Emotionally Healthy Families=16
- Military Families=10

*Adolescent Life Satisfaction:  
The Unforeseen Impact of  
Indulgent Parenting*, research  
report; *LEAP- Love Eat and  
Play*, a longitudinal study on  
the effectiveness of preschool  
nutrition and physical activity

2011 programs and initiatives  
conducted by FCS  
organizations reached more  
than 7,888,000 individuals  
(FCS Programs Study).  
Examples include *Combat  
Boots to Cowboy Boots*, *Fuel  
Up to Play 60*, *Jump \$tart  
Coalition*, AAFCS financial  
education webinars, Pre-PAC,  
and many more