Key Brand Messages for Our Field

Family and Consumer Sciences/Human Ecology/Human Sciences/
Health and Human Sciences/Home Economics

**Message #1 (Definition):** Field of study focused on the science and the art of living and working well in our complex world

**Message #2 (Content Areas):** Our primary areas of focus include:

- Culinary arts, hospitality, and tourism,
- Education and training,
- Food science and nutrition,
- Health management and wellness,
- Housing and interior design,
- Human/child development and family relations,
- Personal and family finance, and
- Textiles, apparel, and retailing.

Sustainable practices, consumerism, and leadership principles are woven throughout the content areas.

**Message #3 (Value):** Through research, experiential education, and technology, our professionals help people develop the essential knowledge and skills to

- lead better lives,
- be work and career ready,
- build strong families, and
- make meaningful contributions to our communities.

**Message #4 (Practice Settings):** You will find our professionals in

- academic education at the early childhood, elementary, secondary, and higher education levels,
- community education for adults and youth, including Cooperative Extension programs,
- business and industry,
- government, and
- health and human services.