



# TAKING IT TO THE STREETS

2012-2013



# TAKING IT TO THE STREETS

**An exciting initiative sponsored by AAFCS to respond to critical issues utilizing family and consumer sciences research and expertise**

**We are....**

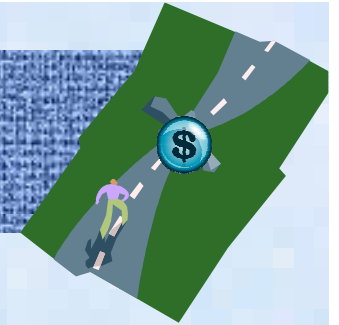




**Touching lives...  
Through YOU!**



# TIS Leadership Team

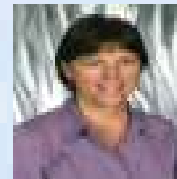


- **Marilyn Swierk, CFCS, RI & FL**



**Co-Chair**

- **Mary Behrendt, MT**



**Co-Chair**

- **Faye Griffiths-Smith, CT**



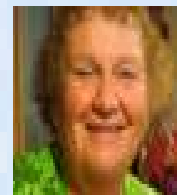
**FERM Community  
Chair**

- **Barbara O'Neill, Ph.D., CFP,  
CRPC, AFC, CHC, CFEd, CFCS**



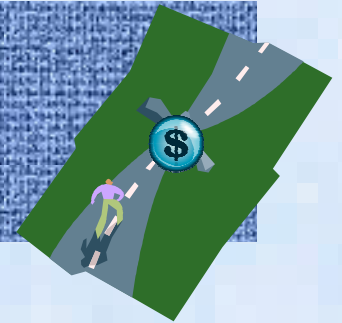
**FERM Community  
Chair-Elect**

- **Ida Marie Snorteland, SD,  
CFCS**



**Public Policy  
Representative**

# Taking It to The Street Initiatives:



**2009-2010** The Campaign's first initiative was H1N1.

**2010-11** That year's initiative focused on the prevention of obesity, especially as it relates to children.

**2011-12** The Impact of Obesity on Life

**2013**.....a new community was formed...

# Obesity Prevention Community



**And if you wish to continue your  
work to assist with the prevention of  
obesity**

**Contact Ingrid Adams, TIS Team Member**  
*[Ingrid.adams@uky.edu](mailto:Ingrid.adams@uky.edu)*

**to join the newly formed  
Obesity Prevention Community.**

And beginning in 2013



**Taking It to the  
Streets began a new  
campaign.....**

THE  
IMPACT OF THE  
ECONOMY ON THE  
FAMILY:  
Strategies & Solutions





# Why this topic?



## The Great Recession

- 73% either lost a job themselves or had a household member, close relative, or friend lose a job
- 56% reported having less money in savings after recession
- 6 in 10 believe that U.S. economy has undergone a permanent change

<http://news.rutgers.edu/medrel/news-releases/2013/february-2013/rutgers-heldrich-cen-20130207>

# Responses to Tough Economic Times



- Work longer until retirement (if possible)
- Move to downsize housing costs
- “Moonlight” for extra income
- Access public benefits
- Increase human capital
- Save less or save more
- Sell possessions
- Resourcefulness\$

# Link to Public Policy



**The goal of the AAFCS Public policy committee is to educate members in family and community public policy so they can assist in increasing citizen engagement on various issues of concern.**

***They believe in action and results so the connection to Taking It to the Streets is a natural fit!***

# Previous TIS Related Actions



- Reviewed resolutions-in regard to BPA
- Financial Fitness...It's Priceless: *Public Policy Deliberation Guide*
- Sizing up America:  
*Public Policy Deliberation Guide*
- Obesity Prevention and Healthy Weight Initiative

# 2012-13 TIS ACTIONS



- **Collaborating with the FERM Community**
- **Continuing formation of Partnerships**
- **Ongoing communication and updates to provide support, resources, ideas, encouragement, via *FACS & e-mail***
- **Gathering resources for members on the AAFCS website**

# TIS Website Information



**For Ongoing Updates and Information**

**Go To:**

**[www.aafcs.org/TIS](http://www.aafcs.org/TIS)**

# Also Included on the website:

- Sample letters for editorials and officials
- Press releases, photo release forms for member use
- AAFCS labels/logos to identify our organization when we order or disseminate items-this is a must!

# 2013 Resources Provided to Members



- **Resource Framework**
- **Online Directory**
- **Annual Conference Sessions**



# THE RESOURCE FRAMEWORK



# 2013 Resource Framework and Online Resources:

- Ready to use...
- Need input from members-  
Please submit ideas at:

<https://docs.google.com/spreadsheet/ccc?key=0AvaNaMWTmXJ2dFNRRXp5bjVTRVdpMkFTb2NLNnVTMEE>

# The Categories



- **ALL IN ONE RESOURCES**
- **CURRICULUM**
- **GRANTS**
- **PROFESSIONAL DEVELOPMENT**
- **RESEARCH**
- **TRAINING**
- **WEBINARS**
- **POWER POINT PRESENTATIONS**
- **OTHER RESOURCES**

# The Organization



- **CATEGORY/TITLE/DESCRIPTION**
- **AUTHOR**
- **YEAR DEVELOPED**
- **WEBSITE**
- **SOURCE AND CONTACT PERSON**
- ***SPECIAL FEATURES, ETC.***
- **TARGET AUDIENCE**
- **COST AND QUANTITY LIMITS (IF APPLICABLE):**
- **IMPLICATIONS/ADDITIONAL IDEAS, TIPS, SUGGESTIONS FOR FCS:**

## Taking It to the Streets/Impact of Economy: Strategies and Solutions Resources

CATEGORY	TITLE/ DESCRIPTION AUTHOR YEAR DEVELOPED	WEBSITE	SOURCE AND CONTACT PERSON	SPECIAL FEATURES, ETC.	TARGET AUDIENCE	COST AND QUANTITY LIMITS (IF APPLICABLE):	IMPLICATI S ADDITION IDEAS, TIF SUGGEST S FOR FC:
<b>All in one resources</b>	eXtension	<a href="http://www.extension.org/personal_finance">http://www.extension.org/personal_finance</a> .			eXtension Go to* resource for unbiased research-based personal finance information	Most are free	Higher and Secondary Education are encouraged to work with extension agencies for classroom assistance and valuable resources
	<b>MONEY SKILL</b> Online reality based personal finance course for young adults developed by the AFSA Education Foundation.	<a href="http://www.moneySKILL.org">www.moneySKILL.org</a>	Susie Irvine <a href="mailto:Susie@afsamail.org">Susie@afsamail.org</a>	* interactive curriculum *tablet compatible, * offers a life simulation *online grading built in.	Junior & Senior High version	Free See demo on website	Enhances classwork on topics such as income, expenses, assets, liability and risk management
<b>Curriculum</b>	<b>FAMILY ECONOMICS &amp; FINANCIAL EDUCATION (FEFE)</b>  All materials updated on an ongoing basis	<a href="http://www.fefe.arizona.edu">www.fefe.arizona.edu</a>	Nicole Wanago <a href="mailto:chinade@email.arizona.edu">chinade@email.arizona.edu</a>	All in one resources. <ul style="list-style-type: none"> <li>Lesson plans – over 100 activity based, ready-to-teach lesson plans (includes PowerPoint, Note Taking Guide, reading, activity pieces, etc)</li> <li>FEFE Forum – online community for educators to connect and discuss best practices in the</li> </ul>	Educators teaching young adults (grades 7-12 or early college)  Classroom educators, community and extension	Free	

				financial literacy classroom <ul style="list-style-type: none"> <li>Professional development – video library, in-person training, webinars, newsletters.</li> <li>Competitions – ongoing contests to engage and excite young adults offered via our partner site <a href="http://www.consumerjungle.org">www.consumerjungle.org</a></li> </ul>	professionals		
nts	<b>THE FINANCIAL EDUCATION FOR COLLEGE ACCESS AND SUCCESS PROGRAM</b>  FDA Number: 84.215W Program Type: Discretionary/Competitive Grants	<a href="http://www2.ed.gov/programs/financialeducation/index.html">http://www2.ed.gov/programs/financialeducation/index.html</a>		Will support State-led efforts to develop, implement, and evaluate the effectiveness of personal finance instructional materials and corresponding teacher training with the express purpose of providing with knowledge and skills to make sound financial aid and other personal finance decisions, particularly in relation to obtaining access to, persisting in, and completing postsecondary education.	High school students and teachers		Look to states have received grant as mentors or models.
Professional development	<b>TITLE/ DESCRIPTION</b> <b>AUTHOR</b> <b>YEAR DEVELOPED</b>	<b>WEBSITE (if applicable)</b>	<b>SOURCE AND CONTACT PERSON</b>	<b>SPECIAL FEATURES, ETC.</b>	<b>TARGET AUDIENCE</b>	<b>COST AND QUANTITY LIMITS</b> How to access:	<b>IMPLICATIONS</b> <b>ADDITIONAL IDEAS, TIPS/ SUGGESTIONS FOR FCS</b>
Webinars	<a href="#">Understanding the Behavioral Side of Finances</a>  <a href="#">20 Steps to Becoming a Millionaire: A Research-Based</a>	<a href="http://aafcs.org">aafcs.org</a>					

	<p><a href="#"><u>Approach to Building Wealth</u></a></p> <p><a href="#"><u>Budgeting and Debt Management: An FCS Approach</u></a></p> <p><a href="#"><u>Cracking the Millionaire Code: Financial Education for Teachers and Students</u></a></p> <p><a href="#"><u>Deciding When to Retire: What You Need to Know</u></a></p> <p><a href="#"><u>IRAs and Mutual Funds: How to Build Wealth for a Secure Future</u></a></p> <p><a href="#"><u>Health and Financial Literacy: Gearing up for New Health Insurance Law</u></a></p> <p><a href="#"><u>Broken Promises: 10 Strategies to Achieve Financial Security When Benefits Are Reduced</u></a></p>							
	<p>Extension Webinars</p>	<p><a href="http://www.extension.org/pages/67907/personal-finance-webinars"><u>http://www.extension.org/pages/67907/personal-finance-webinars</u></a></p>						

PowerPoint presentations							
Planning							
Research	TITLE//AUTHOR YEAR CONDUCTED	WEBSITE	RELATED RESEARCH EFFORTS	KEY FINDINGS		IMPLICATIONS FOR FCS	SUGGESTED ACTIVITIES
	Extension Research Briefs	<a href="http://www.extension.org/pages/18203/financial-security-for-all-research">http://www.extension.org/pages/18203/financial-security-for-all-research</a>					
	New and Influential Shopper University of Arizona and Demandware	<a href="http://finance.yahoo.com/news/research-university-arizona-demandware-uncovers-120000985.html">http://finance.yahoo.com/news/research-university-arizona-demandware-uncovers-120000985.html</a>		Research shows that this segment, coined Digital Divas, are digitally engaged and fashionable consumers that leverage an average of 3.7 technologies while shopping (versus an average of less than one technology by non-divas). While they comprise only 22 percent of fashion buyers, Digital Divas represent 69 percent of all fashion spending.		The Digital Divas, a small group of consumers, have significant purchasing power and are extremely influential within their social networks – both online and in person. They are both sophisticated and vocal shoppers, so it's important that retailers attend to them and that FCS educators create an awareness of the power of their influence and implication.	Discuss the influence of social media on one's purchases.  Create a survey to determine frequency of occurrence and impact of this influence.



er sources	TITLE/ DESCRIPTION AUTHOR YEAR DEVELOPED	WEBSITE  (IF APPLICABLE):	SOURCE AND CONTACT PERSON	<i>SPECIAL FEATURES, ETC.</i>	TARGET AUDIENCE	COST AND QUANTITY LIMITS  (IF APPLICABLE):	IMPLICATIO S ADDITIONA IDEAS, TIPS SUGGESTIO S FOR FCS
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**We will be looking for  
your activity ideas in  
the coming year!**

# All in One Resources



## eXtension

[http://www.extension.org/personal\\_finance](http://www.extension.org/personal_finance)

- **Your Go to" resource for unbiased research-based personal finance information**
- **Most are free**
- **Higher and Secondary Education are encouraged to work with extension agents for classroom assistance and valuable resources**

# All in One Resources



## Money Skill

[www.moneySKILL.org](http://www.moneySKILL.org)

- **Online reality based personal finance course for young adults developed by the AFSA Education Foundation**

# All in One Resources



## **FAMILY ECONOMICS & FINANCIAL EDUCATION (FEFE)**

[www.fefe.arizona.edu](http://www.fefe.arizona.edu)-All materials updated on an ongoing basis

- **Ready-to-Teach Lesson plans** – over 100, activity based- PowerPoint, Note Taking Guide, reading, activity pieces, etc)
- **FEFE Forum** – online community to connect and discuss best practices in the financial literacy classroom
- Professional development – video library, in-person training, webinars, newsletters.
- **Competitions** – ongoing contests to engage and excite young adults offered via our partner site [www.consumerjungle.org](http://www.consumerjungle.org)

- **Educators** teaching young adults (grades 7-12 or early college)
- **Classroom educators, community and extension professionals**
- **Free workshops** at affiliate conferences
- **Free online support** to implement financial education
- **Aligned to state and national standards**

# Professional Development



- **Training workshops**
- **Webinars**
- **Power Point Presentations**

# THE ONLINE DIRECTORY



# Online Resources for Financial Education Examples



- **Savings Calculator**
- **How to Balance Your Checkbook (video)**
- **Practical Money Skills for Life**
- **Financial Fitness Quiz**
- **360 degrees of Financial Literacy**
- **StopFraud.gov**



TIS needs YOU for our current focus



## Input & involvement needed from:

- AAFCS Partners
- AAFCS Communities
- AAFCS Affiliates
- FCS Professionals...and

***New TIS team members  
are always welcome!***

# Implications for FCS



**FAMILY AND CONSUMER SCIENCES: We all have a connection to this topic:**

- **AAFCS COMMUNITIES (in addition to FERM):**  
The effect of the economy on clothing, housing, foods and nutrition, education and more!
- **FCS PROFESSIONALS and EDUCATORS:**  
How are you including this topic in your work?

# Examples of Involvement



## Kappa Omicron Nu

Seven Wonders of the  
Socially Responsible World.

**This is an opportunity for chapters to work with local partners, Cooperative Extension personnel at the university or county levels and family resource management faculty to plan activities to enhance individual and family resource management.**

# **KON TIS Activity for Demonstrating Social Responsibility Related to Prosperity**

*The Chapters worked in small groups to list 2 to 3 needs regarding the impact of the economy on families on their campus or in the community*

- **Determined priorities**
- **Identified potential partners**
- 3. Developed an action plan**
  - What**
  - How**
  - Partner(s)WhoWhen**
- 4. Determined how to evaluate achievement of the plan**
- 5. Determined how to celebrate success and publicize efforts**

# Southern University at New Orleans



- Students developed a **SUNO Student Savings Cookbook** of healthy recipes with a cost of only \$10 per meal designed to feed a family of four.
- Each student also developed a savings tip that accompanied their recipe in the cookbook.
- The **SUNO Savings Cookbook** was distributed to students on campus at the commemoration of America Saves Week (Feb. 24-Mar 2, 2013)

Note: *Students also continued work on obesity prevention*

# Affiliate Role



- **Assign a TIS contact for your affiliate**
- **Include TIS related activities at your meetings and conferences**
- **Utilize the TIS resources and share your ideas with TIS**

- **Submit Yearly Reports in the spring to help us measure involvement and impact.**
- **Showcase your affiliate's activities as a whole.**
- **Encourage individual members to report their activities as well.**

# What can YOU do?



- **Access updates and resources at:**  
[www.aafcs.org/TIS](http://www.aafcs.org/TIS)
- **Include Taking It to the Streets in your affiliate activities and professional work**
- **Form partnerships with agencies in your state and community**



# What else can YOU do?



- **Share your information with the public**
- **Label all information you distribute with the FCS labels at the TIS link**
- **Publicize your work!**
- **Report your work/share your ideas with us**

# Bottom Line....



## **BE INVOLVED**

- **Check website** information often,
- **Share** with other FCS professionals and partners,
- **Label** whatever you order or disseminate, get recognition through the media,
- **Keep us informed** and share your ideas and report on your work!

# Next Steps...TIS 2013-14



**Continue to collaborate with FERM & expand our topic further to include:**

## **The social & emotional impact on the family:**

- Loss of home, relocation
- Loss of jobs
- Change in standard of living, change in leisure activities & healthcare
- Effect on family and personal relationships
- Effect on one's mental health

# Resources



**Increase our resources on the topic to:**

- **Add to what is currently there**
- **Provide information on the social and emotional impact on the family**
- **Provide more examples of research**
- **Provide more suggested activities for teachers, affiliates, extension, and more!**

**We need your help...please contact us if you have ideas to share**

**Grow with us today!**



## **Contact Team Leaders:**

**Marilyn R. Swierk, CFCS**  
**AAFCS President 2009-10**  
**[msinnovate@aol.com](mailto:msinnovate@aol.com)**



**Mary Behrendt**  
**[bkehece@sd6.12.mt.us](mailto:bkehece@sd6.12.mt.us)**



## FERM Contacts:

**Faye Griffiths-Smith:**

faye.griffiths-smith@uconn.edu



**Barbara O' Neill:**

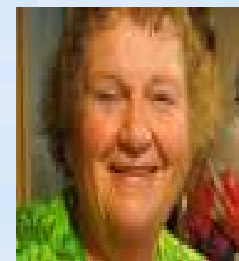
oneill@aesop.rutgers.edu



## PUBLIC POLICY Contact:

**Ida Marie Snorteland:**

snorteland@blackhills.com



# Taking It to the Streets Sessions In Houston 2013:



**Thursday: Communities Showcase & Networking** 10:30 am-11:45 pm

**Friday: Resourcefulness\$: Embracing the New Frugality in Tough Times** 11am to 12pm

**ESAE Curriculum Showcase**-2:30-4:30 pm

**Saturday: Taking It to the Streets Updates**  
11am to 12pm

*Check your program for many other related sessions*