

Distaff Side of Extension Finds, Meets New Challenges

By Jean M. Stewart

Extension programs have changed and must continue to do so to be of use in a changing world. We recognize that you must design a program to fit the needs and interests of Arizona families. There is no one program that would be effective for all the general public.

For instance, the number of young married girls as a group is growing in size. Many will complete high school, some won't. Their problems and needs differ from those of established families.

Tailoring programs to the groups which need help is a job specific to each county. In any given county a study of the population helps planners to identify groups. Such studies assist the Extension home economist to decide the groups which need the kind of help Extension can give, how the most people may be reached with

the staff available, and suggest the best ways of reaching each group.

Ways to Reach People

Once the selection is made, programs and methods are selected by the home economist. This means providing programs these groups want, as well as including information that experience and research show they need. The home economist may set up workshops for the public to attend, give radio talks, television shows, hold a series of special interest meetings, and/or set up exhibits to reach people where they are.

Helen Wissner, Extension home economist at Yuma has completed three TV short courses: "Fabrics in Apparel," "Home Furnishings" and "Market-O-Rama". Four hundred homemakers enrolled for the first. Each course had six lessons given at weekly intervals. This is learning in the new convenient way.

Then there is Audrey Davies of Kingman who conducted workshops on best ways to store foods in the home freezers.

In Tucson, June Gibbs, Extension nutritionist, conducted cooking



DURING YAVAPAI county's Beef Festival an attractive 4-H member demonstrates, in a local supermarket, preparation of a "Sloppy Joe."

schools which are increasing interest in proper family nutrition. These are but a few examples.

Groups Choose Programs

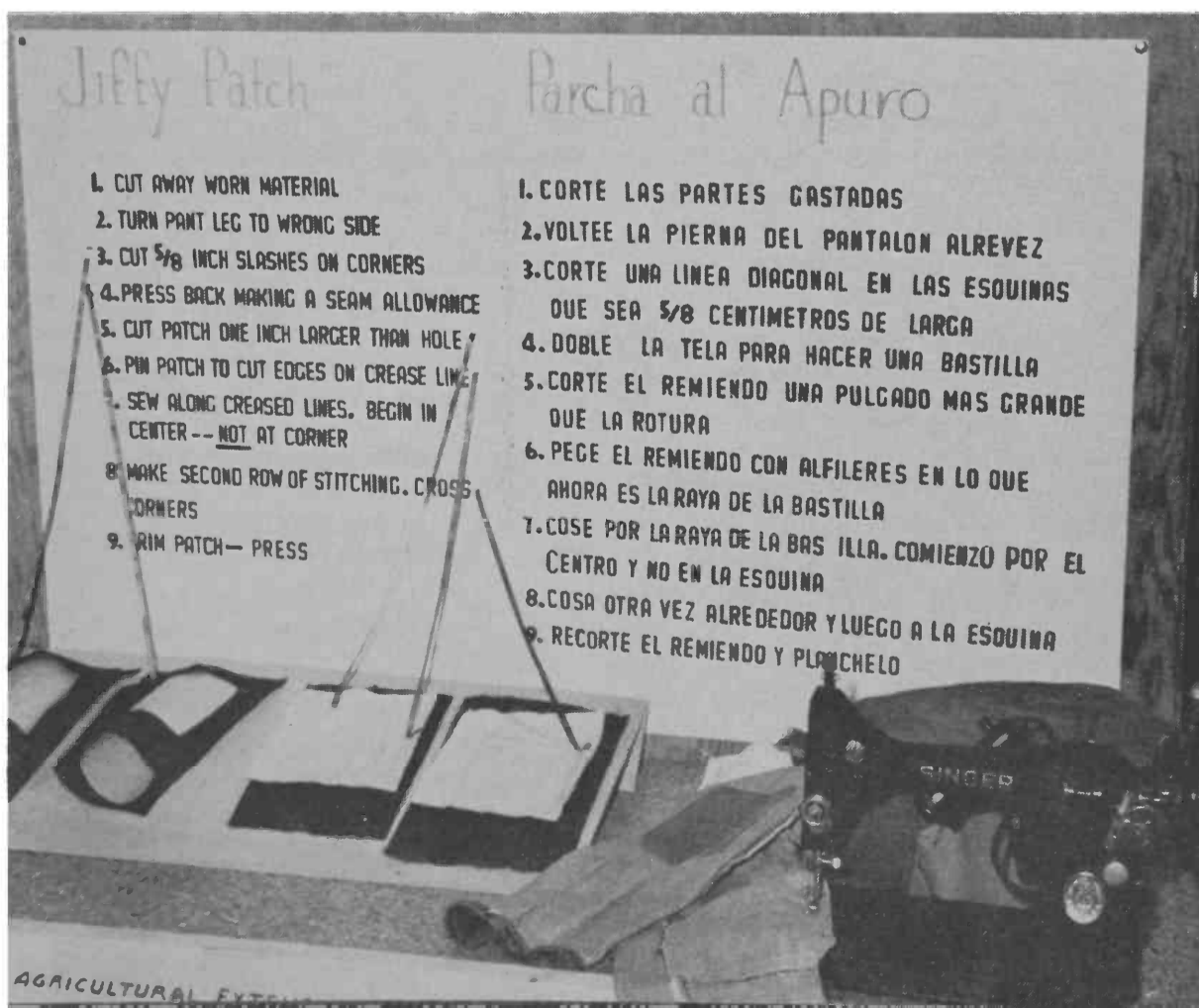
In the case of organized groups such as 4-H or homemaker clubs, members choose their own programs, selecting from the total county home economics Extension program.

A group of specialists serves on the state level. They develop programs complete with teaching outlines for use by the non-professional. These volunteer leaders then return to their own club or organization and present the information to the rest of the group.

The specialists, besides knowing their fields and developing programs, must keep current on what is happening to people. As people's lives and activities change, so do their needs and so should Extension programs change.

Another change in Extension programs places more emphasis on helping families with money problems. Many families are getting into deeper financial straits. They are going into debt too much, and business people are concerned.

Families receiving government aid
(Continued on Next Page)



HOW TO PATCH Levi's is taught bilingually in an exhibit set up in a self service laundry at Amado, in Santa Cruz county.

(Continued from Previous Page)

receive many kinds of help. Recipes are provided. Volunteer leaders prepare dishes made from donated foods, to show recipients how to use them in appetizing ways.

Audiences In New Areas

In recent years Extension home economics work is done in cities.

We also have an obligation to reach limited income families who are living in rural areas. Programs must be devised to reach them, even though they are scattered.

An expanding field for Extension workers has been the training of professional people.

More stress is being put on women, especially in later years of life, when they are likely to work outside the home, or at least have more leisure once children are gone. Older persons can find stimulating volunteer opportunities through Extension's educational work. They need more education of one form or another to lead a meaningful life in those 30 or 40 years remaining. Programs have to be very dynamic to keep up with people who have, need and want more education.

To Be a Better Shopper

Today one of the very important areas is consumer competence. More and more emphasis is being placed

on programs which teach consumers to do better at the job of buying and using goods and services. They need to know more about merchandising, selection, use, care of goods, costs, budgeting and their own needs. All subject matter areas are part of it. For instance, homemakers in Pima, Maricopa and Cochise Counties through their homemaker club programs are studying merchandising under the title "So You Bought It on Sale".

Another area of home economics has seen increased emphasis. There has been much expansion in housing because of the mobility of families and the problems they are getting into. Problems include the major one of selecting a home to fit one's income and financing. It is the first time in history that families spend more on housing than on anything else. It is only in the last few years that people have been spending more on housing than they do on food.

Housing in this sense means more than the house. Building, remodeling, home furnishings and equipment, home financing — all are included in this category. As a subject matter field in home economics, it also includes housing in relation to the community, such as housing for the aged. In this case the home economist might help work out what special needs the aged have, what details in their homes would ease their living conditions.

Congressional Record Reprints P.A. Article

An article by Dr. Roger Fox, Department of Agricultural Economics, regarding the National Commission on Food Marketing, which appeared in this magazine last November, has been reprinted in The Congressional Record, at the request of Senator Gale W. McGee of Wyoming.

Senator McGee called the work of Dr. Fox "An excellent paper on the commission's work."

An article from a previous issue of PROGRESSIVE AGRICULTURE IN ARIZONA, the editorial by Dean Harold E. Myers, also was reprinted in The Congressional Record. This was done, with favorable comments, at request of Rep. Morris K. Udall.

Another area receiving more attention is family life education. We are concerned about family stability, and mental health is one of these areas. The home economist's role is preventive rather than remedial. She helps people deal with tensions, establish good relations with others, and work out other problems which could cause mental illness.

The final change in Extension service programs is the expanding role personnel play in community development. Sometimes home economists serve on citizen committees studying needs of the community.

At other times they act as resource persons to give assistance, provide information and offer ideas in solving community problems. In certain cases they also do part of the job beyond the planning stage, taking it on as part of the Extension program and co-ordinating with other agencies for greater impact.

What Comes First!

Expansion of services brings more problems. With limited personnel you can't do everything. You must establish priorities. You must decide which groups need the most help of the kind you can give, how the most people can be reached with the staff you have, and what is the best way to reach each group.

PATIO COOKERY interests audience at a Beef Festival, as Miss June Gibbs, Extension Nutritionist, demonstrates how to spit a five pound chuck roast in its natural juices on an outdoor grill.

