

PIMA COUNTY, ARIZONA

ANNUAL REPORT

BARBARA W. JOENSON

Assistant Home Agent

**April 6, 1959
to
August 15, 1960**

Barbara W. Johnson
Pima County
Arizona
1960

This Annual Report covers the period of December 1, 1959 to August 15, 1960 and is prepared by Mrs. Barbara W. Johnson, Home Agent-at-large, temporarily assigned to Pima County.

The Agent worked primarily with the adult Homemaker groups and the Metropolitan Homemakers program during the first six months covered by this report and then worked with the 4-H Club program in June, July, and August.

The Agent thoroughly enjoyed her association with the leaders and members of Pima County. She found this to be a very challenging job and tried her best to meet the challenges encountered.

ORGANIZATION AND PLANNING

Metropolitan Homemaker Program

There were three groups of homemakers in the Metropolitan area of Tucson who previously had been served in only a very limited way by the Extension Service.

These included:

- 1) Many new homemakers moving into Tucson all the time (i.e. wives of Davis-Monthan servicemen, wives of University of Arizona students, new residents, etc.
- 2) Groups of young working girls (usually living at home with their parents) who need to receive general homemaking information.
- 3) Mothers who have joined the working force.
- 4) Young married homemakers, many of whom are teenagers with little knowledge of homemaking.

The needs and interests of these groups were being previously met by:

- 1) Answers to phone calls.
- 2) Distribution of pamphlets received at County office.
- 3) Limited numbers were members of the organized homemakers clubs.

Methods for better reaching these groups were experimented within Pima County during the Spring months of 1960. There was a series of six open meetings offered to all women of Pima County. The dates and subjects were:

March 2, 1960 - "Better Methods for the Use of Time."
March 28, 1960 - "Let's Eat Vegetables Every Day."
April 13, 1960 - "What's New in Laundering?"
May 11, 1960 - "Freezing I."
May 18, 1960 - "Freezing II."
June 22, 1960 - "New Fiber Identification Law."

ORGANIZATION AND PLANNING (continued)

Metropolitan Homemaker Program (continued)

These meetings were primarily publicized through the following methods:

- 1) Television interviews and demonstrations.
- 2) Radio interviews and announcements.
- 3) Circular letter to women attending previous meetings.
- 4) Circular letters to club presidents of 70 clubs and organizations in Tucson.

The first meeting had an attendance of 150 people. This seemed to indicate a great interest in the subject of "Better Management for the Use of Time." An information sheet was handed out and each person attending was asked where they first heard of the meeting. Of the 96 answers turned in, the breakdown was as follows:

- | | | | |
|-----------------------------------|---|----|---------|
| 1) Tucson Daily Citizen newspaper | - | 33 | persons |
| 2) KQLD Television program | - | 15 | " |
| 3) KCEE Radio interview | - | 13 | " |
| 4) L.D.S. Organization (letter) | - | 9 | " |
| 5) Asked by neighbor | - | 8 | " |
| 6) KVOA Television program | - | 5 | " |
| 7) Arizona Daily Star newspaper | - | 4 | " |
| 8) Invited by homemaker member | - | 4 | " |
| 9) Homemaker club member | - | 2 | " |
| 10) KTAN Radio announcement | - | 1 | person |
| 11) KMOP Radio announcement | - | 1 | " |
| 12) A.A.U.W. Organization | - | 1 | " |

The second and third meetings had much lower attendance - 40 and 17, respectively. This seemed to indicate that women did not recognize as much need for information on vegetables or laundering, as the same publicity methods were used.

The fourth and fifth meetings were scheduled as a continuous meeting on Freezing. Attendance was better at these meetings - 61 and 50, respectively. There were nineteen women who attended Freezing I that came back to Freezing II. The next highest number - eleven - was brought by friends who had attended one of the three previous meetings.

There was a small attendance of seventeen at the sixth meeting. This indicated that the women will come to meetings on subjects they are most interested in and will not come to those they do not feel a need for such as a discussion on the new Fiber Laws.

One hundred and seventy-six women were initially met by these meetings.

Seven women attended five of the meetings; three women attended four times; nine attended three times; 43 attended twice; and 121 attended just one meeting.

ORGANIZATION AND PLANNING (continued)

Metropolitan Homemaker Program (continued)

The subjects were chosen to make use of information previously prepared for the organized Homemaker Clubs, except for the last meeting on the new Fiber Law. This was new and pertinent information and it was believed that it should be offered to the women of Pima County.

Approximately two thousand and five hundred bulletins have been distributed as a result of these meetings. Of these, 1690 were handed out at the meetings themselves and the remainder were requested after the meetings or as a result of the radio and television broadcasts.

Evaluation

Constant requests for bulletins and telephone calls requesting information on all phases of Home economics have been received from the women attending these meetings.

One gentleman called and said he had been told about our bulletins by a woman who had attended one of our meetings and requested a copy of 67 of the bulletins. He was a salesman and wanted to have factual information before talking to women.

The radio, television, and newspaper people cooperated so well with the Agricultural Extension Service in publicizing the meetings. They were most enthusiastic about our programs.

KOLD Television station asked the Home Agent to appear weekly on one of their programs which she did until the National Network took over the program time.

The Tucson Daily Citizen requested additional information for the County Office to do a series on Freezing based on the information given at the two meetings on freezing.

Helen Miller of KCEE Radio Station was also most helpful and is willing to have the Home Agent or Assistant Home Agent interviewed on her program at any time.

The women's comments are always a good source of their evaluation of the meeting:

- (1) "This was so worth my time."
- (2) "I learned so much to help me, please have more meetings."
- (3) "How do I join a Homemaker Club--I want to get all the information I can!"
- (4) "Have just as many meetings as you possibly can!"
- (5) "This was a very interesting meeting; my time was well spent in attending it."

ORGANIZATION AND PLANNING (continued)

Evaluation (continued)

- (6) "I am interested in learning more about your programs."
- (7) "I wished I had known about your services seven years ago when I was first setting up housekeeping. But, I still have a lot to learn; so I plan to call you often!"
- (8) One of the women called the County Office after the first meeting on "Better Management for the Use of Time." She had been married six years and her husband had commented, "I don't know what happened to you after you attended the meeting, but I like it! You are so different and such a good housekeeper now." The day after the meeting, she completely rearranged all of her cupboards and drawers and her husband built many storage devices for her. She has now joined an organized Homemaker Club.
- (9) Each of the seventeen women who attended the last meeting went to the Home Agent separately and asked that the meetings be continued in the Fall. Each one also checked to be sure her name was on the mailing list so she would definitely know ~~where~~ the next meeting was to be held.

Ten of the women who attended these meetings have now become members of the organized Homemakers' Clubs.

The time required to do an adequate job of preparation and presentation of these meetings demands the full time of one Home Agent. The following is a breakdown of time required to prepare and present one of the meetings:

1. Acquiring background material (this often includes a two or three-day workshop conducted by Specialists).	6 days
2. Prepare and present radio program (for each one).	$\frac{1}{2}$ day
3. Prepare and present television program (for each one).	1 day
4. Prepare charts, posters, flannelgraphs, etc.	2 days
5. Prepare food (i.e.) freezing), or pick up supplies (i.e. laundry)	2 days
6. Practice demonstration or presentation	1 day
7. Prepare letters (to Homemakers and for radio, television and newspaper announcements).	1 day
8. Make arrangements for rental of school (Grant and Country Club Road) and make payment for it at office (Broadway and Park).	1 day
9. Conducting meeting itself (includes setting up and cleaning up.	$\frac{1}{2}$ day
10. Evaluating and writing reports	1 day
	<hr/>
	16 days
	per meeting

The first meeting required an additional three weeks. This time was used to make personal contacts with: Radio and television station managers, newspaper editors (Women's Page), Doolen Junior High School principal, office

ORGANIZATION AND PLANNING (continued)

Evaluation (continued)

staff and janitor, Tucson Public Schools Business Office, and in attending organized Homemaker Club meetings to see the reaction of club members to material presented (this was basically the same material to be presented at the Metropolitan meetings). It was believed that this amount of time was certainly justified in that after the personal contacts had once been made, each additional meeting required only a short letter or telephone call to these people to bring about the desired action.

One recommendation for next Fall would be to ask two or three of the seven women who attended five meetings to become members of the Advisory Committee. They could help the Home Agent to plan future meetings for this Metropolitan Homemakers Group. A second recommendation would be to divide the audience into small groups at the end of each meeting--ask them to discuss what they know and what they want to know about the subject for the next scheduled meeting. This would help the Home Agent to develop subject matter the women specially felt a need for and also would act as an incentive for the women to attend the next meeting.

In-Service Training

The Annual Extension Conference Took place in January, 1960. It was attended by all the Agricultural County Agents, Assistant County Agents, Home Agents and Assistant Home Agent of all Counties in Arizona.

This Home Agent was an active member of the committee to organize a "Get-Acquainted Party" to be presented the first evening. This was a new activity for the Conference and was originated for the purpose of helping Extension Service members to become better acquainted with each other and especially with the newer Agents.

Gaily colored paper hats, a surprise "breakfast" menu for refreshments, and square dances all combined together to make an informal atmosphere and let to an enjoyable evening for all.

It was a successful party and should be continued in future years. It is important to keep it as informal as possible and to give free time for the Agents to circulate and become better acquainted.

HOME FURNISHINGS

Kitchen Planning

Three Pima County homemakers (two of them members of organized Homemakers Clubs) sought assistance from this Home Agent to help them develop workable kitchen plans. Two of them were building new homes and the third was having her home remodeled.

HOME FURNISHINGS (continued)

Kitchen Plans (continued)

The homemakers were asked to bring a floor plan of the proposed kitchen and a list of her family's ideas on the kitchen itself. A great deal of time was spent helping the homemaker to crystalize the ideas she and her family have for this new room. These ideas were measured up against the yardstick established for evaluating an efficient working kitchen. This seemed to interest the homemakers very much.

These kitchens will be joys to the whole families of these three homemakers, it is believed, as they were planned cooperatively with all members of the families.

It is impossible to give concrete results in any of these three cases, because, due to personal problems such as a job lay-off, a death in the family, and a slight financial set-up, none of the families have been able to start their building as expected. It is suggested that these families be contacted in the Fall and further assistance and encouragement be offered to them then and a more complete evaluation be made.

HOME MANAGEMENT

Davis-Monahan Wives Group

The Transportation Squadron Wives Group consists of wives of just the members of the Transportation Squadron. Their basic purpose, as stated by one of their members, is to help these women become acquainted with each other, as all their husbands work together. It also helps the newer ones (who are moving in all the time) to feel more "at home" with a group of women whose basic interests they share.

One of their members had had previously experience with the Home Agent in her home state. She called the County Office and asked for a Home Agent to demonstrate at their monthly club meeting. The "Better Methods for the Use of Time" lesson was suggested and enthusiastically accepted. This lesson, presented to sixteen women, followed the same objectives and methods as used in the Metropolitan Homemakers Meeting on this subject (see discussion under "Organization and Planning" in this report).

Bulletins were handed out in the meeting and several additional ones were requested. The total number distributed to this group was 148.

The women indicated that this material had been extremely helpful to them and requested that further meetings - on all different phases of homemaking - be presented by the Home Agent, during the Fall months of 1960.

HOME MANAGEMENT (continued)

Davis-Monthan Wives Group (continued)

It is believed that this group is not ready to develop leaders to participate in the Extension Service leader training meetings. The group has a changing membership, due to husbands' transfers. It appears to be best to present individual subject matter meetings, at times the club members express their needs and interests for these meetings.

The Y.W.C.A. Wives Group

This is a group of young women (most of them between 20 and 40) who meet monthly for the purpose of developing themselves physically, socially, and religiously and to obtain the latest information on subjects relating either directly or indirectly to home and family life. They have one community speaker each month. These speakers represent the fields of politics, medicine, social work, floral shops, beauty counselors, Home Economics and so forth.

The County Office was contacted and was asked to present a program on some phase of homemaking. The "Better Management for the Use of Time" was discussed and quickly accepted.

The meeting (objectives and methods were the same as for the group reported above) was presented to eighteen women. Many bulletins were distributed and additional copies were requested. A total of 128 bulletins were received by this group.

The women were extremely enthusiastic about the meeting and several inquired about the organized Homemaker Club program in Pima County. They also mentioned their need for future meetings to be presented by the Home Agent.

This group is a stable one with elected officers. It might be possible to encourage them to elect or appoint leaders, who could attend the different subject matter leader training meetings and then present the material to their club at a future date.

COMMUNITY DEVELOPMENT

Dedication of Home Economics Building

The University of Arizona has a proud new building to add to its campus--the School of Home Economics. The dedication took place on February 5 and 6. All Home Agents participated in this program.

This Home Agent was in charge of arranging for music for the banquet, member of the decoration committee for the banquet, and a hostess the evening of the banquet.

These assignments brought her into closer contact with the members of the Residence and Experimental Station staff and offered her a chance to become

COMMUNITY DEVELOPMENT (continued)

Dedication of Home Economics Building (continued)

acquainted with these people. This is always a rewarding experience--to meet new people and develop new friendships.

4-H CLUB WORK

During the months of June, July and August, this Agent assisted with the 4-H Club Program after Assistant Home Agent, Carol Nelson, resigned.

4-H Camp

Two camp planning meetings were attended by this Agent. The members attending were from both Pima and Santa Cruz Counties, as these Counties held a combined camp in 1960.

A one-week camp was planned, due to insufficient enrollment of 4-H members to warrant a two-weeks camp, as originally mentioned for these Counties.

The final attendance included 22 members from Santa Cruz and 33 members from Pima County. Eight adult counselors, including a nurse, were present.

Four speakers presented talks to this Camp. Mr. Benson, Park Ranger, spoke on the history of the Chiricahuas and showed slides (two different evenings) on the National Parks of the United States. Mrs. Cibo, of Nogales, Arizona, spoke on the Ranch language we had acquired through the Spanish Language. Mr. Barry Freeman, Watershed Management Specialist, presented a most interesting and informative talk on Desert Survival. Miss Sarah Harman, Assistant State Leader, 4-H Club Work, spoke on the 4-H programs in Arizona and the United States. She also presented slides.

Miss Jean Stewart, State Leader of Home Economics Extension, visited the camp and contributed much to the success of the cook-out. The campers enjoyed her visit so much.

The campers showed a great deal of development throughout the week. On the first day, they appeared as 55 boys and girls going in 55 different directions, all opposing each other. The closing night showed them to be a close knit group, pulling together as a unit for the good of all. This camping experience was a rewarding one for all present.

It is sincerely hoped that a much larger number of members will attend next year.

COMMUNITY DEVELOPMENT (continued)

4-H Annual Roundup

An exciting time was spent by all Pima County delegates at the Annual 4-H Roundup.

This Agent had the privilege of staying in the dormitory with the girls and assisting them in preparing for their numerous competitions and activities.

The greatest thrill was when three of the girls won State Awards (Shield and Clover). Carmen Roberts won one for her Dairy Foods Demonstration, and Margaret Doty and Judy Riley each received the Award for their team Food Preparation Demonstration. The highest honor came to Judy Riley when she was awarded a second Shield and Clover--this one for Foods Judging.

Five girls participated in the Dress Revue, and all did very nicely. There were four demonstrations--three Foods and one Clothing. Two judging teams participated--one in Foods and one in Clothing.

These Pima County girls did their very best to follow the 4-H motto, "To Make The Best Better" and the Home Agent was extremely proud to be associated with them.

One suggestion for the future is that the Home Agent should visit the girls who are to give demonstrations at least five or six times, starting immediately after they become County winners on Activity Day. This would give the girls more time to improve their demonstrations and also would give the Agent time to help the girls eliminate as many problems as she can foresee. It would also help if these girls could present their demonstrations in front of groups such as Service Clubs, P.T.A. other 4-H Clubs, and so forth. This would help them to develop poise when performing before a large number of people.

This was an excellent Roundup and the Pima County delegates did a splended job!