



# North Carolina Extension Association of Family & Consumer Sciences

## The Professional Association for North Carolina Cooperative Extension Family & Consumer Sciences Educators

### 2008 Public Affairs Annual Report

The goal of the Public Affairs Committee is to:

- provide opportunities for professional growth in the public affairs arena;
- strengthen alliances with other organizations;
- keep membership informed about public issues.

As the Vice President for Public Affairs, one of the first duties was to become a member of the NEAFCS Public Affairs Task Force, External Marketing Committee. Serving on the task force provides a link to on-going activities of the national association. The task force met via teleconference May 28<sup>th</sup> and July 25<sup>th</sup>. The Living Well Family and Consumer Sciences Marketing Campaign is a major focus of the Public Affairs Task Force. The 2008 Living Well Week was held March 9 – 15. In February District VP's of Public Affairs were emailed materials to share with members to help promote Living Well Week. Additionally the opportunity to apply for a Living Well Week Award was provided. Living Well Grant applications are now due Aug 15<sup>th</sup> (this date may change to Aug 1 in the future). Ten \$500 awards will be dispersed in two halves, the first portion to begin the project and the second upon completion and evaluation.

At the 2008 NCEAFCS Mid-Year Board Meeting it was recommended that NCEAFCS join the North Carolina Eat Smart Move More Leadership Team, the VP of Public Affairs was given the responsibility of joining. The purpose of the Leadership Team is to serve as the organization where partners across NC working in physical activity and nutrition collaborate to promote, support and provide guidance to the Eat Smart Move More NC movement. The Leadership Team works to change policies, practices and environments to make eating smart and moving more possible for all NC citizens. NCEAFCS became a member in Feb 2008 and was represented on June 9 at an ESMM Leadership Team meeting. A report of the opportunities and resources available to NCEAFCS members was sent to the membership on June 26<sup>th</sup>.

NEAFCS was represented at the 2008 Public Issues Leadership Development Conference, April 28-30, 2008 in Washington, DC. Participating from NCEAFCS were Debbie Stroud and Sue Counts.

The Web Master has done an excellent job making the NCEAFCS website as user friendly as possible. Members have been kept informed of due dates of reports and updated regarding the affairs of the association through the website and through email. All forms have been posted to the site as well.

2008 Public Affairs Committee Members:

Debbie Stroud, Chair

Kelly Canupp, SE

Amanda Hubbard, NE

Sandra Compton, SW

Donna Edsel, NW

Jean Burton, W

Carolyn McCain, SC

Margaret Bullock, NC

Submitted by:

Debbie Stroud

NCEAFCS VP, Public Affairs

Aug 4, 2008