



North Carolina Extension Association of Family & Consumer Sciences

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

2014 Public Affairs Annual Report

Objective: To increase NCEAFCS outreach and marketing efforts of the National Living Well Campaign encouraging North Carolina Families to eat healthy and increase physical activity.

To increase the number of members who encourage the use of the NCEAFCS Health Food Initiative of the association signed in 2013 within the membership and their work environments

To increase our public voice through writing one letter to the editor of the local paper on topics within Family and Consumer Sciences interests.

Plan of Action: State Chair will provide the District Chairs with marketing materials for the Living Well Campaign at the annual meeting.

State Chair will model the Healthy Food Initiative at District meetings and encourage the District Chairs to follow suit.

State Chair will report at the annual meeting or through the mid- year report those members who have completed a letter to the editor or wrote an article for their local newspapers.

Committee Work: The South Central District held a District Wide Project to implement their personal Healthy Foods Initiative and will report to their district their collective results at their fall meeting. The West District discussed the initiative at their district meeting and will no doubt utilize those principals at the 2015 State meeting. No Living Well Campaign materials were used. North East District: Living Well campaign materials shared with all of the membership. Their focus has been working hard to learn to take better care of themselves as they work so hard to care for others in their community. Many in the membership write regular news articles but did not send letters to the editor specifically. North Central District Chair Nekeidria Morrison has taken a position with the EFNEP program and did not submit a report however, at the spring meeting healthy beverage choices and plenty of fruit was served. No letters to the editor were reported. No report from the South East

Committee:

Hayley Napier
Stacey Midgett

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Nekeidra Morrison

Submitted by

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2014 NCEAFCS VP for Public Affairs