

## President's Message

By: Barbara Kilborn

I am excited and honored to serve you as I begin my term as your AAFCS California affiliate president. Some of you know me, as I served as president of the San Diego district 24 years ago, and for the North Central district in the Sacramento region 8 years ago. I also was VP programs twice, working with Bay district for two of the state conferences in San Mateo and Emeryville, and most recently as tri-chair for the conference in Sacramento this past March (which, by the way, netted the state \$782). My last day of teaching nutrition for Sierra College was May 12, so now that I have retired I should have time to devote to our association and being a new grandmother as of June 5th.

My first official duty as your president was to attend the national AAFCS conference in Cleveland for the governance meetings. This was undoubtedly the most enjoyable and productive conference I have attended. The speakers for every session I attended had excellent information to enlighten us with. I have asked some of the 15 people from California who were there to write an article for the *Contempo*, so that you can share in this wonderful educational experience.

The highlight of any conference for me is meeting old friends and developing new ones. This face to face contact helps me to foster a feeling of connection,

which is so important as we work with people across the country.

The big news from AAFCS is that we have a **new logo, tag line, professional messages and website.**



The marketing strategies that have been developed over the last couple of years are ready to go, and we should receive the media kits soon. The logo and affiliate name are above for *Contempo*, and you can use them also for your local district newsletters. Educational seminars (to help us keep up to date with specifics in our field) are going to be held in the form of WEBINARS that you can view through your computer LIVE, or through the website archives. This technology will help save all of us money for attending sessions, as well as the travel expenses.

Marilyn Swierk, president for 2009-10, instituted the concept of "Taking it to the Streets" as a way of disseminating important information to our communities that is timely and not easily understood by the general public.

This year she coordinated with the American Cleaning Institute (ACI) for sharing hand washing materials and teaching aids to teachers in 40 states. ACI gave away over 25,000 class sets of

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ISSUE

03

JUL. AUG. SEP

2010

## New Logo and Design!

As you can see, this issue of the *Contempo* has a new look! This is in line with the AAFCS' new branding initiative. The new logos and colors are intended to help create a recognizable look for the AAFCS and its affiliates.

If you would like more information and copies of the new logos and design requirements, log in to the new AAFCS website. Username is your e-mail and your password is your member number (unless you had signed in before).



## Notes from Cleveland



Back: Sharyl Heavin, Amber Bradley, Kay Wilder, Caryl Gonzales

Front: Sharon Kleinschmidt, Sharon McKenzie, Barbara Kilborn, Sue Walters

### Members Attending the National Conference June 23-26

- Amber Bradley—Sales Queen for California
- Mary Gilliland
- Caryl Gonzales
- Sharyl Heavin
- Barbara Kilborn
- Jongeun Kim
- Sharon Kleinschmidt
- Allen Martin

- Sharon McKenzie
- Mary Miller
- Jody Roubanis—Speaker for several sessions
- Patti Swanson
- Karen Varcoe
- Sue Walters
- Kay Wilder

### 50-Year Members Recognized at the Pace Setter Dinner

- Sue Bauer
- Carol Harsha
- Peggy Olivier
- Polly Womack



# Basic Health Literacy

By: Barbara Kilborn

AAFCS passed a resolution at the Senate meeting June 26, 2010 to support initiatives, programs and community based educational programs to improve basic health literacy.

Health literacy is complex and impacted by culture and society, health systems, and the educational systems, all of which affect health outcomes. Healthy literacy as a new concept. Consequently, definitions and conceptual framework are in flux. Health literacy emerged from the medical field in response to changes in the population demographics and resulting communications challenges. The Institute of Medicine (2004) defined health literacy as: "the degree to which individuals have the capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions."

The world Health Organization uses this description: "Health literacy represents the cognitive and social skills which determine the motivation and ability of individuals to gain access to, understand, and use the information in ways which promote and maintain good health." The federal policy arena has developed the *Healthy People 2010*, which uses these definitions to help improve the health of all people in the United States.

The first assessment of health literacy found that only 10% of American adults

are health literacy proficient. Adults most at increased risk for low health literacy include the elderly, minority groups, and those with less than a high school education. Low health literacy predicts a person's health better than age income, employment status, education level and race.

Recent studies estimate the annual cost of low health literacy ranges between \$106 billion and \$238 billion. Individuals with low health literacy have increased use of emergency service, are less likely to be able to control chronic disease such as diabetes, and have lower use of preventive procedures such as early childhood immunizations and mammograms.

Interest in health literacy has moved into the public policy arena. The proposed National Health Literacy Act of 2007 may be addressed in the new 111th Congress and by the Obama administration.

Information on the act is available at [www.govtrack.us/congress/bill.xpd?bill=s110-2424](http://www.govtrack.us/congress/bill.xpd?bill=s110-2424).

AAFCS hopes that affiliates will sponsor awareness workshops and focus groups within their states. Orientation sessions on the issue are suggested for topics at state conferences and district meetings. Information on this subject should be shared with others who are concerned about this issue in our communities.

## Submit Articles!

Send them to our  
*Contempo Editor*  
at  
[articles@aafcs-ca.org](mailto:articles@aafcs-ca.org)

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# Millennials: Making a Difference through UN Millennium Development Goals

By Dr. Jody L. Roubanis, CFCS

In 2009, the AAFCS Senate voted to support the United Nations Millennium Development Goals. These goals provide an ideal juncture on which to engage students of the Millennial Generation. Through action research and civic engagement, Millennials are making a difference in the world by focusing on these goals in home economics secondary and post-secondary classrooms.



Describing the generation born between 1982 and 2004, Howe and Strauss (1987) coined the name Millennial to represent the class of 2000. Data that they collected shows this generation to be positive, optimistic, caring and healthier than previous generations. They also state that Millennials feel that they are important to the nation and their parents' sense of purpose. Tapscott (2009) supports their findings, and claims that this generation is smarter, quicker, and more tolerant of diversity. They care about justice and problems faced by society, and importantly, they are more likely to engage in civic activity that they perceive as meaningful.

As identified by AAFCS, the United Nations Millennium

Development Goals (UNMDG) provide an opportunity to engage this generation. In 2000, 189 nations affirmed the goals to significantly reduce global devastation caused by hunger and poverty to make the world safer and more stable by 2015. The UNMDGs follow:

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education.
3. Promote gender equality and empower women.
4. Reduce child mortality.
5. Improve maternal health.
6. Combat HIV/AIDS, malaria and other diseases.
7. Ensure environmental sustainability.
8. Develop a global partnership for development.

Students investigate the current status of the eight UNMDG and conduct an awareness campaign that targets one specific goal. They work with a community agency to address the issue locally, and contribute to the meeting of the goal globally. Additionally, they consider basic human needs using



[www.aafcs-ca.org](http://www.aafcs-ca.org)



a life course development approach. Objectives for the course follow:

- Analyze the needs of families from a global perspective;
- Examine families in various cultures using an interdisciplinary approach;
- Interpret major trends that affect families worldwide; and
- Address one of the UNMDGs both globally and locally.

Howe and Strauss contend that this is the generation that will quit talking and start doing. With the tools of the home economics classroom, the Millennial Generation can make a difference in the world by focusing on the UNMDGs. The information in this article was compiled by Dr. Deborah Tippett to be presented at the 2010 AAFCS annual meeting in Cleveland, Ohio.

For more information contact Dr. Jody L. Roubanis, CFCS at [jroubanis@social.rr.com](mailto:jroubanis@social.rr.com) and/or see

Tippett, D. T. & Roubanis, J. L. (2006). Required course gives Meredith College students global view. *Journal of Family & Consumer Sciences*, 98 (3), 45-47.

United Nations Millennium Development Goals: <http://www.un.org/millenniumgoals/>

## The Challenge of Hunger in America: A Solution for Today

By Sharon McKenzie

*Delivered by Mr. Robert Mohelnitzky, Instructor, University of Wisconsin School of Social Work*

The poverty rate in the United States has maintained itself at 11-15% since the War on Poverty began in 1964, though the current downturn in the economy has changed the statistic on hunger. One in five people today vs. one in ten in the past don't have enough food to eat each day. The majority of people experiencing hunger today will not be in that situation in two years. They are victims of hard luck, not lack of education or health related situations. By creating jobs, increasing food programs, food donations and locations of food pantries and distribution centers, we can help more of those in need. With the help of government and social food programs and pantries, many people can benefit from these

opportunities but the quantity available is being challenged by the current increase in demand.

There is great frustration in trying to keep enough food items available. There are over 10 billion pounds of distributable food stuff sent to landfills every year while only 5 billion pounds are donated to hunger organizations yearly. It is cheaper and easier to dispose of the food that to redistribute. Where could all of the extra distributable food come from? Discontinued items, endorsement changes when stars fall out of favor such as Michael Phelps corn flakes or Tiger Woods Gator Aide, overproduction, packaging change, damaged labels and packaging, and past sell date are just some of the sources. By working with the food industry to capture these items for distribution to those in need, large amounts of food resources could be generated.

Two additional actions have been taken to help increase food supplies and increase awareness of food assistance. Good Samaritan Legislation has been passed which states that corporations are held harmless if a product has given in good faith and the federal government has stepped up its efforts to enroll people in the newly renamed Food Stamp Program now called SNAP (Supplemental Nutrition Assistance) Program. It issues a plastic card that allows for shopping without the stigma of the paper coupons and allows for a wider variety of allowable items.

By keeping the root causes of hunger in the forefront and maximizing sources of food and distribution, the percentage of those challenged by hunger can be reduced.

## California Sets the Pace!

By Dr. Jody L. Roubanis, CFCS

Several CA-AFCS members were honored at the Pacesetter event at the Renaissance Cleveland Hotel, in Cleveland Ohio on June 26, 2010. The 2010 California fifty-year members include: Sue Bauer of Westlake Village, Carol Harsha of Pasadena, Peggy Olivier of Davis, and Polly Womack of Los Alamitos. The conference program provided a history of Sue Bauer's career, who currently is the Director of Client Services/Information Systems and Services at California Lutheran University. Way to go CA-AFCS!



Some CA-AFCS members attending the Pacesetter event were Kay Wilder, Sue Walters, Sharon McKenzie, Jody Roubanis, and Sherry Kleinschmidt in the front.

## News from Bay District

By Mary Turner Gilliland

On 19 June 2010 Bay District members gathered at the San José Museum of Quilts and Textiles (SJMQT) for a short meeting and a tour of the museum's current exhibit, "Hawaii's Alfred Shaheen: Fabric to Fashion." Curator of SJMQT Deborah Corsini led us through the three galleries, which were packed with vintage garments, uncut lengths of fabric, and associated pieces, including South Pacific tapa cloth (called "kapa" in Hawaiian) from the museum's permanent collection. One gallery showcased a mock-up of a Shaheen boutique, circa 1980, as it would have been seen in Liberty House or other fine retailers.

Prior to our gallery tour, we enjoyed a presentation by Wendeanne Ke'aka Stitt, of Santa Cruz, who is a contemporary kapa



*Cereus Dress, Luau Dress, Monstera Dress*

*Photo courtesy of San Jose Museum of Quilts & Textiles*

artist. She demonstrated her handmade tools for pounding the fibers and for printing her textiles. The pieces on display were made for specific occasions; many were worn as ceremonial costumes by present day Hawaiians.

The SJMQT exhibits will be on display through 8 August; the

museum is located in downtown San José at 520 South First Street. Hours are Tuesday through Sunday 10am – 5pm, and First Friday of every month, also open 8pm – 11pm.

Website: [www.sjqmilmuseum.org](http://www.sjqmilmuseum.org)

## President's Message

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materials FREE to teachers who requested via AAFCS. Maybe that is why the N1H1 epidemic was not worse than it was, because we made a difference for thousands of people.

This year the efforts for "Taking it to the Streets" will be working with programs and initiatives to **CURB CHILDHOOD OBESITY**. This is an enormous problem and will require a "Supersized" effort with

us "Taking it to the Streets" here in California. WE know about families. WE know about children. WE know about cooking and nutrition. WE know about finances and shopping and WE CAN MAKE A DIFFERENCE!! It will be necessary for us as individuals to step out of the box and begin collaborating with community leaders, school administrators, business owners and government programs to show them we have the

expertise to help children and parents fight this epidemic.

These topics such as: diet and exercise; food choices and portion sizes; and home cooking are critical to educating the average person to stop obesity in its tracks. The problem may be because family consumer science courses have been reduced or eliminated in

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## President's Message

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schools and colleges. The epidemic of financial crisis and obesity in the country has caused headlines in the Washington Post "Where is Home Economics when you Need it most?" Michelle Singletary, a columnist there asked "Could You be a Home Economist in the 1950's?" This was about all the things we teach. People don't know about household finances, cooking, family relationships, child rearing

and home maintenance any more. From the LA Times, an article that was similar came out in May "The Color or Money - We are Flunking Personal Finance." Obviously smart people in this country know that we need to get back to basics. These are the values that we hold dear in family and consumer science. Today, our profession is needed more than ever. Let's show our communities that Family and

Consumer Sciences can help solve today's problems. This is the moment to show off our professional stuff.

We have the knowledge and skills to serve our communities, schools and families. We have a lot to be proud of and now let's show it off. I want to leave you with the new AAFCS tag line that really says who we are: **"Connecting Professionals, Touching Lives."**

## Keynote Address

By Sharyl Heavin

Dr. Michael F. Roizen, Chief Wellness Officer and Chairman of the Wellness Institute, Cleveland Clinic spoke at our third session on "Real Age and You".

He said, "Aging is a process that you can control. Research has demonstrated that lifestyle choices and behavior have a far greater impact on longevity and health than heredity. There are literally hundreds of steps you can take that will enable you to live every day to the fullest for the rest of your life."

It's important not to eat foods that are processed. Eat whole grains, vegetables, fruit, soy, & nuts. Processed foods take out all the wonderful nutrients and minerals. It doesn't help you very much with food values, to eat processed foods.

Have natural sugars that are found in fruits and vegetables.

A person with diabetes going on

a vegetarian or vegan eating program in 4 to 6 weeks can eliminate taking insulin and their medications, because they have lost belly-fat weight and their body can start functioning and eliminate type two diabetes. This is wonderful news. They will live longer & healthier because they are eating right. How many processed foods did you eat today? Heart and Cancer rates are also being eliminated following their guidelines.

Here are some steps on aging your body: 1. High Blood Sugar, 2. High Blood Pressure, 3. Chronic Diseases, like smoking, food choices, no exercise and stress, 4. High Cholesterol.

If you are a smoker, you will die 8 years earlier on the average than the non-smoker. The Cleveland Clinic has 46 different clinics in Cleveland. They will not hire anyone that smokes. If you are a

smoker and caught, you get a warning, the second warning is: Your Fired.

All vending machines in the Cleveland Clinic have only fresh fruits, nuts & vegetables. No soft or diet drinks are available, but plenty of water, tea & coffee. Their cafeterias serve healthy vegetarian foods. Because of this new style of eating at the clinic, people are reversing Diabetes, Heart disease and Cancer. Vegetarians can eat 280 more calories a day and still lose weight.

Childhood obesity has tripled, from 6.9 to 27%. We are a nation of fat people, and still growing. We need to teach how to eat healthier.

Suggestions: No saturated fat or trans-fats, No fried foods. Ban all sugar soft drinks & diet. (Chemicals),, Buy at a farmers market, No breads, Exercise 30  
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## North Central District: Cruise for Education!

By Nancy Porter

Start the New Year with a Cruise **AND** Help Support the Educational Activities  
of NCD-CA-AAFCS!



### Double Cabo Baja Mexico Cruise

**7 days – 6 nights**

Depart on Monday – Jan. 3rd, 2011 - Return on Sunday – Jan. 9th  
Departs from San Diego, CA

Ports of Call Include:

San Diego – 2 Days in Cabo San Lucas, Mexico – Ensenada – San Diego

**\$100 per cabin will be donated to NCD-CA-AAFCS\* PLUS**

**Each cabin receives \$100 - On-Board Cabin Credit\***

*\* minimum of 5 cabins sailing in this group is required*

Interior Cabins From – \$530.78pp | Balcony Cabins from \$730.78pp  
Some Oceanview Cabins available – call for rates

Price includes: Cruise fare, government fees and taxes, meals & most activities on board

**Refundable Deposit of \$250/person due by August 1**

**For reservations and information contact:**

Nancy\*\* (530) 391-5650 / Nancy@GoWithTTG.com or

Melanie (916) 801-8254/EMPrice@GoWithTTG.com

Or contact us at [www.GoWithTTG.com](http://www.GoWithTTG.com)

**Invite your family and friends to join you on this fun winter getaway!**

*\*\* NCD Member – led Placerville tour & coordinated auction for 2010 Western Region Convention*

## Keynote Address

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minutes a day, like yoga, walking, swimming or a gym. Do it with a buddy, its lots more fun.

Dr. Michael F. Roizen and Dr. Oz have written the book “You, The Owners Manual”.

The China Study book:  
National best seller ... “findings from the most comprehensive large

study ever undertaken of the relationship between diet and the risk of developing disease are challenging much of American dietary dogma”, wrote the New York Times. This book was written by T. Colin Campbell PhD and Thomas M Campbell II. It really is a must read and the Cleveland clinic has put all their

information to use.

We can make a difference by teaching people how to eat for a healthy life.



# Finance Report for June 1, 2009 - May 31, 2010

By Shirley Vernon

	09/10 Actual	09/10 BUDGET	10/11 BUDGET
<b>INCOME</b>			
Dues from Nat'l	\$ 8,571.25	\$ 7,000.00	\$ 4,800.00
Interest		\$ 675.00	\$ 60.00
Ways & Means	\$ 1,600.00	\$ 500.00	\$ 500.00
Conference	\$ 2,782.00	\$ 2,000.00	
Restricted Donation			
Misc. Income	\$ 1,245.12	\$ 625.00	\$ 625.00
From Reserves			\$ 1,970.00
<b>TOTAL INCOME</b>	<b>\$ 14,198.83</b>	<b>\$ 10,800.00</b>	<b>\$ 7,955.00</b>
<b>EXPENDITURES</b>			
Restricted Donation	\$ 500.00	\$ 1,000.00	\$ 500.00
Web Site	\$ 55.00	\$ 55.00	\$ 80.00
Awards	\$ 208.20		
Contempo	\$ 400.00	\$ 500.00	\$ 400.00
Labels	\$ 21.94		
Printing	\$ 368.00	\$ 410.00	\$ 400.00
Postage	\$ 256.79	\$ 370.00	\$ 200.00
Ways & Means Exp	\$ 69.20	\$ 100.00	\$ 50.00
Pres Operations			
Past President			
Sec/Membership			
Pres to Nat'l Mt.	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
State Governance	\$ 1,135.38	\$ 1,000.00	\$ 1,500.00
Leadership Conf	\$ 500.00	\$ 500.00	
Finance Oper	\$ 135.00	\$ 100.00	\$ 125.00
Tax Prep	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00
Finance Comm			\$ 50.00
Dues to Districts	\$ 2,117.12	\$ 500.00	\$ 500.00
Insurance	\$ 1,884.31	\$ 1,900.00	\$ 1,900.00
Misc	\$ 650.39	\$ 2,115.00	
<b>TOTAL EXPENSES</b>	<b>\$ 10,551.33</b>	<b>\$ 10,800.00</b>	<b>\$ 7,955.00</b>
Net Total	\$ 3,647.50		
Balance in Checking 5/31/2010	<b>\$ 13,427.06</b>		
Certificate of Deposit 5/11/2010	\$ 25,948.62		
Total Assets as of 5/31/2010	\$ 39,375.68		

## Comments:

Interest from CD - \$223.22; reinvested

Ways & Means: Note Cards - \$495; Cookbooks - \$130; Centurion Campaign - \$975

Conference: Return of seed money - \$2,000 and Profit of \$782.46

Misc Income: EEF pays one half on tax preparation fee - \$675; Urban Institute - \$500; Fee Refund - \$10.12

Restricted Donation to be used for Program Only/Conference Speaker

Late payments from National so Districts paid \$1,159.48 for 08-09

Over Budget Items were approved at March 11, 2010 Board Meeting

10/11 Budget Approved March 11, 2010



## California Affiliate—AAFCS

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San Diego, CA 92107-3914  
www.aafcs-ca.org

Place Stamp  
Here

*Address Correction Requested*

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## Calendar

### **August 1, 2010**

Deadline to sign up for North Central District Cruise

### **September 30, 2010**

*Contempo* Submission Deadline

### **October 8-10, 2010**

AAFCS Leadership Conference

*View our complete calendar online at [www.aafcs-ca.org/ca/calendar/](http://www.aafcs-ca.org/ca/calendar/)*

*Ask district leaders for more information on activities specific to your district!*

Visit us online at  
[www.aafcs-ca.org](http://www.aafcs-ca.org)

## Students

Do you love writing? Have you done research in an area you would like others to know about? Do you love Family and Consumer Sciences? Want to spread the word?

Then consider being a guest writer on our Student Blog! Contact Corinne Thomas at [cthomas@aafcs-ca.org](mailto:cthomas@aafcs-ca.org) for more information! Represent your school/discipline today!

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### **New AAFCS Website!**

The student section of the AAFCS website has received a makeover! Visit them at: <http://www.aafcs.org/Membership/Students.asp> to find resources, read the *In the Know* newsletter, and find ways to be involved.