

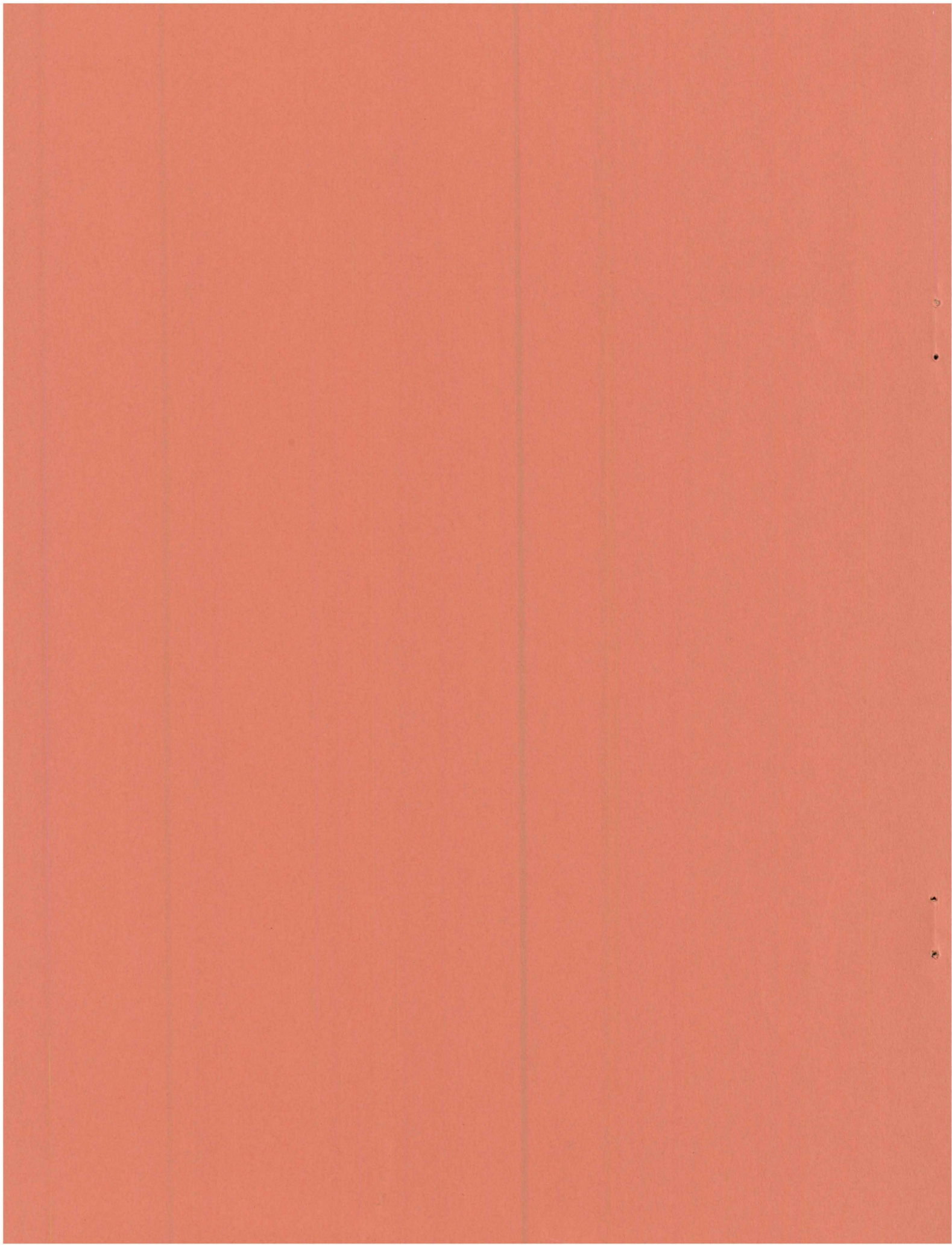
UA
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Extension Service

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Iowa Home Economics Extension

FOCUS

For Training Purposes Only



"Continuing education is the integration of subject matter into the rhythm and course of living."

Baker Brownell*

Education exists to "lead out." This is its fundamental meaning. Leading out anticipates change; it encourages and forces change and it helps people respond to change. The Cooperative Extension educational task was premised on this precept and out of this drew its unique responsibility to transfer knowledge from the minds of men to the lives of people.

It is a built-in responsibility of any form of education, then, that it unceasingly seek to lead out. In so doing, it must examine and re-examine and identify its reason for being, lest it lose the one quality that gives it life.

It is logical, therefore, to re-identify the educational contribution of home economics through the Cooperative Extension Service of Iowa State University.

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* "The College and the Community" (1952)

A TIME OF CHALLENGE

The leap into the space age via technology has had repercussion on the economic, social, political, physical and educational environment of Iowa's people. The culture of America's people is in dynamic transition. It is being triggered by awesome changes -- by the outburst of knowledge, the human rights revolution, the weaponry revolution, the cybernetic revolution.

Such dynamic change, both gradual and emergency in character, calls for enlightened adjustment by individuals and families in Iowa.

Families are strategic in this adjustment process as they are the traditionally accepted and legal link of the individual to the larger social structure. The urgent need of the family, then, is for that knowledge and experience which will (1) help it understand its environment and (2) perform its functions adequately as a family to shape that environment to the ultimate good of the individual and the society.

The role of Home Economics Extension is clear -- to help Iowa's families gain the understanding and skill to integrate new knowledge "into the rhythm and course of living" now and in the future.

The Task Ahead

The unique competencies of Home Economics Extension are apparent. The task ahead is to focus on new areas of educational challenge . . . to respond with meaningful educational programs . . . and to make such education possible with and through unified efforts with Iowa's influential and professional leaders, organizations and lay people.

A NEW FOCUS

Iowa Home Economics Extension will focus on five areas of state and national concern:

Family Stability . . . Consumer Competence . . . Family Health . . . Human Housing . . . Community Resource Development.

Educational needs are identified in each of these five areas. Also identified are major areas of program emphasis to which all subject matter disciplines may relate.

The clientele most critically affected and, therefore, to be the prime audience(s) is identified.

Educational Teamwork

Professional interaction of disciplines within home economics, and outside of home economics, is needed to provide the breadth and depth of education required.

Such educational teams, at the state, area or county level, will also interact with personnel of other agencies -- as health, welfare, libraries, art councils.

Extension home economists will take a leadership role to foster such contacts and cooperation -- to work closely with the decision-making forces which are shaping the destinies of families.

This type of leadership and teamwork leads to comprehensive programs directly related to pertinent problems.

Program Planning

The principles of involving those who receive educational assistance in program planning is a unique contribution of Cooperative Extension to educational philosophy. Lay people can indicate needs, desires, concerns. They can help determine priorities after alternatives are determined.

However, only the professional can provide the long look ahead and the new technologies and, from these, the realistic alternatives. Extension home economists will seek to secure the appropriate blend or balance of professional and lay people in program planning as well as a greater diversity of lay groups.

Iowa's People

Even though all Iowa families can benefit from Home Economics Extension programs, not all can be served at once. Home economics programs will be designed for specific clientele. The educational needs and interests of families differ widely according to socio-economic classes, stages in the family life cycle, public forces and other factors. Important Home Economics Extension clientele in Iowa are the rural and urban:

young families
disadvantaged families
community leaders
youth

LeadersInfluential:

Social change takes place through the action of influential or community leaders. The identification of rural and urban influential women provides a unique resource to Extension home economists. It is important that the interests, talents, knowledge and capabilities of these women and other community leaders be involved in educational leadership.

Volunteer:

Extension has pioneered in making effective use of volunteer leaders as teachers within their peer groups. These persons have added materially to the outreach of Extension education. This volunteer role should be continued and expanded. Bold new approaches in the use of volunteers need to be pursued with special audiences such as low-income homemakers and senior citizens.

Professional:

Three types of professionals dealing directly with family-centered problems are:

- (a) Home economists with schools, businesses, agencies.
- (b) Personnel without home economics training who work with public and private health and welfare agencies.
- (c) Business persons dealing in home and family commodities and services.

Extension, as the continuing educational arm of Iowa State University (the Land Grant University), should give priority to:

- (a) Fulfilling the retraining needs of professional home economists.
- (b) Providing appropriate training to other professionals who deal with families.

Youth:

The home environment and family relationships are major influences in developing well-adjusted, highly motivated youth who turn out to be good citizens. Home economics programs have a major impact on youth development. Extension home economists will continue to make significant contributions to youth programs by:

- (a) Providing assistance to youth-oriented staff through teaching home economics to youth and youth leaders within Extension and with other agencies and organizations.
- (b) Providing reinforcement to youth programs by improving the living conditions and relationships in homes from which youth come.

"If Iowa's families are to have an impact on the environment they want, they will need to have the benefit of continuing education -- for family stability, consumer competence, family health, human housing and community resource development."

Louise M. Rosenfeld
Assistant Director and
State Leader
Home Economics Programs

FAMILY STABILITY

Family stability, in the midst of today's changing society, is not the capacity to maintain the status quo but the on-going capability to cope with and adjust skills to new life requirements. It is a fluid process, a continuing one, by which the family moves from old patterns of living to new ones without disintegrating.

INDICATIONS OF
EDUCATIONAL NEED

Changing Roles of Family Members

Iowa women currently make up 35 percent of the labor force. The number of working mothers has nearly doubled in the last ten years.

There is growing concern that the role of the father has become more restricted in decision-making and providing a role model for children.

Leisure-time roles are becoming as significant as work roles but are not as clearly defined.

Changing Structure of Families

5,208 divorces in Iowa in 1965. 46.6 percent involved were under 30 years of age.

26.6 percent ended marriages of less than three years' duration; 54.6 percent ended marriages of less than seven years.

7,610 children under 18 years of age were affected by these divorces.

On September 1, 1965, there were 162 licensed day care centers and 1,065 licensed family day care homes in Iowa serving the needs of families -- many where the mother worked.

2,224 recorded illegitimate births to Iowa residents in 1965; an increase of 11.1 percent over 1964.

Changing Functions of Families

Evidence indicates that the social and psychological functions of the family are increasing in importance.

The physical and mechanical skills of providing and consuming become important now as they provide a base upon which the family builds its interaction.

Changing Values

Evidence indicates that class, race, and age lines have hardened; that communication is breaking down both within and outside the family unit in relation to value

INDICATIONS OF
EDUCATIONAL NEED

decisions. Lack of human communication, in this sense, is apparent at the immediate community level as well as the broad international level.

Families in Need

80,000 households (headed by persons under 60) in Iowa, in 1966, were estimated to be disadvantaged. This is nearly one-half million persons. (Dimensions of Welfare)

Of 340,000 Iowans age 65 or older, 144,000 live at low income level by government definition including 44,000 below poverty level.

A total of \$633 million dollars, or 8¢ of each family dollar in Iowa, in 1966, was spent for welfare.

FAMILY STABILITY -- THE VIABLE FAMILY

There is evidence that the family in modern society must react and adjust to new pressures and challenges. A changing technology and a changing social system have made obsolete some of the traditional functions and guidelines for the family institution.

The viable family -- one that is capable of growing and developing -- charts its future with resilience and on-going stability. It is not fixed in its patterns of living but is equipped to cope with and adjust skills to new life requirements.

Family stability in this sense is a fluid, not a static state. It is a process of "being" that allows families freedom to adapt to new patterns over time -- not a static pattern of life that is "best" for all families.

Iowa's three million families are caught up in a momentum of change that is bewildering -- confusing because such change chips away at old norms of stability. It is for this reason that education which provides a new quality of stability -- an undergirding to give viability -- is needed.

Education leading to this kind of stability calls for a new perspective -- a new "lens" -- through which to view future programs in home economics extension.

TWO BROAD VIEWPOINTS

Two broad viewpoints are suggested for viewing programs in family stability.

One deals with the internal processes of the family unit (parent-child relations, decision making, etc.) and focuses on individual members of the family for education and change. This is termed the associative dimension.

The second view deals with the family as one social unit interacting with others (economic, political, etc.) and would focus programs on broad social action and social change. This is termed the institutional dimension.

Three Dimensions for Education -- A New Framework

The focus is the individual; but the setting is the family.

The new perspective provides education in three dimensions:

The "establish" function: programs directed to those families whose past experience, resources, or community participation has not allowed them full rewards or opportunities.

The term "establish" does not refer to age, life cycle or economic state, but implies a renewal or awakening experience for family units by-passed or missed in the changing social structure.

Such families may be young, or elderly or those in economic deprivation. The emphasis, however, remains on the function to be performed by education -- not the eligibility of the clients.

The "maintenance" function: programs aimed at the broad representative families in Iowa. They have resources and opportunities, but require educational experiences to maintain and enhance their coping and adjustive skills.

The "challenge" function: programs directed to those families who are capable of their own maintenance but desire new experiences and more intensified education.

The resources needed to bring the challenge of new experiences and interests to family members, new strength and meaning to the family group and new means of developing interpersonal communication, call for new educational approaches, and a totality of subject matter interrelationship.

Education at the "establish" level is imperative. Education at the "maintenance" level accelerates family life. Equally vital is education at the "challenge" level for countless

Iowa families are now crossing the threshold to vastly increased leisure and affluence ill prepared to make use of these new riches in an effective or satisfying way. Programs of education to fulfill the "challenge" function are a matter of urgent necessity.

FAMILY STABILITY -- A RESULT OF TOTAL EDUCATION

Family stability -- the on-going capability to respond to change in meaningful ways -- encompasses not only that education related to human development and interpersonal relationship, but the totality of education for life's needs.

In this respect, the interrelationship of the focus areas of home economics extension education move toward a central purpose.

Family Life Education -- Its Scope

Meaningful content in most areas of family life education has, in the past, been taught various kinds of extension audiences. The approach has been a specific kind of subject matter for a specific kind of audience.

Such endeavors merge into a broad scope of education in family life. They encompass four orientations but seldom have been viewed in this light:

the individual . . . the family group . . . the family as an institution . . . community social structure.

the individual: education relating to the growth and understanding of the individual encompassing personality, self concept and developmental subject matter.

the family group: education built around understanding the family as a group encompassing communication, parent-child relations, etc.

the family as an institution: education focusing on changing roles, value systems and cultural patterns.

community social structure: education relating to social action and process leading to establishment of community social services such as day care centers, homemaker programs, etc.

All four orientations are relevant for specific topics and specific audiences. These content frameworks for programming should and can continue where they are appropriate to carry out the "establish" or "maintenance" or "challenge" function.

A Primary Focus -- the Individual

The new focus on family stability aims at all four areas -- but with emphasis on the individual. Such emphasis, in itself, poses an enlarged dimension of education. It also poses new processes by which such education takes place. It is "person centered," not "subject matter centered."

To focus on the individual means --

the concern in the educational program is on the understanding, feelings and growth of the person.

it does not assume that individual growth and development come through the skill and discipline of external knowledge.

it does assume that external knowledge and skill come as a result of increased self-understanding.

This educational approach lies behind the areas of emphasis in family stability. It encourages new intensified use of the educational process -- rather than aiming at large-scale dissemination of content and data.

AREAS OF PROGRAM EMPHASIS

Communication

The understanding and use of communication that leads to a relationship. For parent or community leader, communication is a capacity needed to meet stress and bring about new adjustments. Industry and the academic world have made new breakthroughs in the techniques of, and education for, communicating. Small group processes are highly developed and appropriate for extension programming.

Dynamics of Interpersonal Relations

Communication opens the way to sound and positive consideration of the total relationship involved in various human interactions. Value patterns, cultural differences,

divergent attitude patterns, self-concept and more, are all part of the relationships we experience as persons. Mass media, art and drama, supported by personal educational opportunities are effective in exploring and developing new insights into our human relationships.

Conflict Resolution

Conflict resolution deals with differences, use of power, decision making, and the handling of crisis at both the individual (person to person) level as well as the broader social system level.

Racial and group conflict, and the spreading gap between age groups, are examples of issues to be dealt with.

Public Awareness for Social Action

The second level of concern in programming for family stability needs to involve broad social action. This is the "institutional dimension." If schools, youth programs, family services, and direct health or welfare support, are not creatively offered or readily available many families will not individually have the resources to establish "stability."

Such programs would create public awareness and support within the context of social action.

Development of Cultural Resources

Provide a broad program in the cultural arts whereby individuals and communities may have creative experiences in the visual arts, performing arts, literary arts, heritage arts.

To stimulate understanding, personal meanings and insights through experiences provided by the cultural arts.

CLIENTELE

Since all persons are in families, the assumption is sometimes made that family stability education will serve all people.

Priority will be given to:

Young families (establishing, maintaining, challenge)

Disadvantaged families (establishing, maintaining)

Those with limited resources as well as
those with limited capacities in communi-
cation, emotional relationships, etc.

"Challenge" families (those who need new experiences)

"Maintenance" families

Those families who, because of stage in
family life cycle, have specific educa-
tional needs.

Community leaders (influential, professional)

CONSUMER COMPETENCE

No Iowan lives unto himself in today's complex consumer-oriented society. The competence of Iowans as consumers depends upon their abilities to choose and use goods and services for their satisfaction and with skilled use of their resources.

Increased Spending

Consumer expenditures are the fastest growing sector of our economy currently accounting for over 70 percent of the Gross National Product and expected to reach 900 billion by 1975.

INDICATIONS OF
EDUCATIONAL NEED

Reasons: Higher incomes, technological advancements, more leisure time.

The portion of the dollar spent for basic needs has decreased; discretionary spending both for goods and services has increased.

This trend is evidenced in Iowa. From a consumer expenditure of 4.9 billion in 1964, 5.7 billion is expected to be spent by 1974 increasing the Iowa consumer market by 800 million dollars.

Personal incomes in Iowa rose ten percent in 1966 from 1965.

Amount of consumer credit has doubled in the last ten years. In 1966, 85 billion dollars of consumer credit in the United States; mortgages not included.

Choice-Making More Difficult

Choosing goods and services in today's complex market has become more difficult. There is a steady upsurge of services -- responding to and stimulating consumer demand.

The increase in choice emphasizes that former guides for making decisions based on well-known brands, tradition or past experience have become inadequate. Time costs involved in the product itself and the process of obtaining it are emerging more important than money costs for some consumers.

Optimum Use of Goods and Services Unrealized

Use of goods and services for ultimate satisfaction in the home is a consumer role often overlooked.

Increased expenditures for consumer goods and services implies increased need to achieve satisfactory use -- not only to fulfill the intended use of the product but to assist the individual to reach a higher level of growth and development.

Growing Need for Adequate Services

Iowa families do not depend upon themselves for all their consumer needs. Services provided by private, community, state and federal agencies also contribute to raise family levels of living.

INDICATIONS OF EDUCATIONAL NEED

Services are available in each community. Almost all communities have programs that contribute to the health, safety, recreation, economic, aesthetic and social needs of individuals. However, many of these services are inadequate for today's needs.

Knowing the community choices available and using services effectively becomes a two-way role of consumers; contributing to and establishing services, and using them.

THE COMPETENT CONSUMER

Being a competent consumer implies fitness for the responsibilities of being an intelligent consumer.

Several approaches could be used to describe consumer competence

A problem approach, focusing on solving current major consumer problems, would not be comprehensive and would be subject to constant variations.

The product approach would be based on "wise" selection and use of the various products and services. But overall consumer patterns could be easily overlooked or omitted.

The role approach is based on general functions or roles performed by consumers.*

These functions encompass the range of consumer needs and concerns evident in our complex society and have greater duration over time than either product or problem approaches.

The eight roles are earning, spending, saving and dissaving, allocation of resources, performing unpaid family services, socialization of family members, interacting with government, and interacting with the community.

These roles are used as a basic framework to view all consumer concerns and needs of particular audiences.

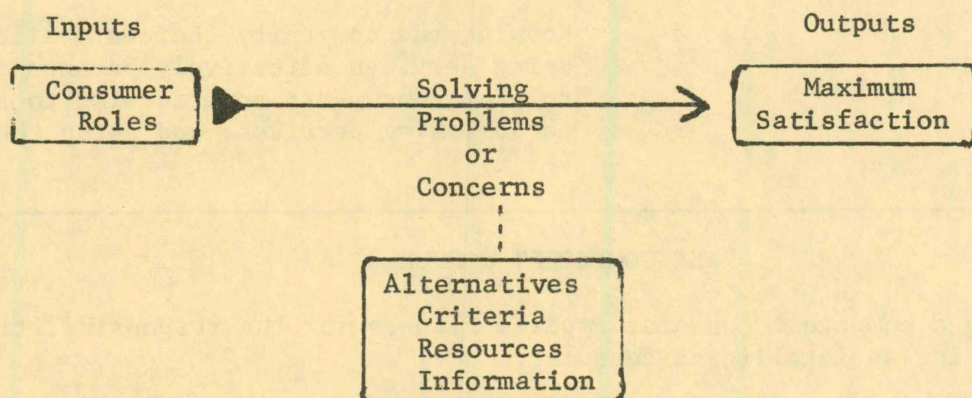
* This role classification is the work of Dr. Margaret Liston, Professor, Department of Family Environment, Iowa State University.

FRAMEWORK OF THE CONSUMER FOCUS

The principle of choice-making is the overall framework of the consumer focus.

The roles of the individual consumer of what he does are the inputs.

The current problems are what need to be solved in order for consumers to reach maximum satisfaction (outputs) for their goods and services. It can be viewed this way:



CONSUMER ROLES

A person is acting as a consumer when he is:

- a) earning -- the exchange of family resources for money income from the market economy.
- b) spending -- the use of money and other financial resources to obtain goods and services in the market system.
- c) saving and dissaving -- adding to or reducing the family's stock of durable goods and monetary assets.
- d) allocating resources -- the distribution of family resources (money, time, property, community opportunities and personal attributes) among alternatives to satisfy the needs of family members as effectively as possible.
- e) socialization of family members -- an educational process by which a person learns the habits, attitudes, ideas and techniques that prepare him for living in his particular culture.
- f) performing unpaid family services -- services performed by and for family members.

- g) interacting with government -- the giving of family resources
 - h) interacting with community to voluntary community and government efforts and receiving direct or indirect satisfaction in return.
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AREAS OF PROGRAM EMPHASIS

In a changing, dynamic society, many concerns face today's consumer. These concerns were not relevant five years ago and may not continue to be in the next ten years. However, to meet the demands of a changing society, it is necessary to focus on current concerns in order to accept tomorrow's challenges.

These concerns do not relate to a specific product, but rather to a complex of various problems. Current consumer concerns relate to --

consumer protection . . . the role of advertising . . .
sources of consumer information . . . basic understanding
of the economic system . . . basic understanding of market-
ing . . . choosing and using goods and services (including
maintenance and repair) . . . the role of credit.

Current concerns facing today's consumer are defined along with specific educational objectives.

Consumer Protection

Federal, state and local governmental agencies have as their aims the protection of consumers against frauds and deceptions. Private industry, organizations and councils within Iowa communities have similar aims. Specific educational objectives are:

- a. to help consumers know and evaluate sources of consumer protection on the various levels.
- b. to make consumers particularly aware of protection agencies in their local communities.
- c. to help consumers accept responsibilities for their own protection and their contribution to the protection of others.
- d. to help consumers recognize the issues relating to consumer protection and the need for legislation.

Role of Advertising

The role of advertising is unique to the American economy. It plays an important part in informing consumers of the availability and use of goods and services, persuading them to buy new products and creating competition between various producers within a given industry. Advertising also affects the family value system and family goals. Specific educational objectives in this area are:

- a. to help consumers evaluate and use information given by advertising and to separate information from persuasion factors.
- b. to help consumers become aware of the powerful effect of advertising on the family's allocation of resources, their value system and future goals.
- c. to help consumers evaluate current issues regarding advertising . . . such as "truth-in-advertising" legislation.
- d. to help consumers understand the function of advertising in the U.S. economy.
- e. to help consumers be aware of advertising claims and deceptions.

Sources of Consumer Information

The quality and accuracy of information is one of the major factors affecting the quality of family decision-making. With the increased number of choices in the marketplace and in the community, knowledge about various alternatives becomes overwhelming. All consumer choices cannot be made with a great store of information behind them. Knowing where information can be found is more helpful than trying to know all the facts. Specific educational objectives in this area are:

- a. to help consumers know, evaluate and use sources of information.
- b. to help consumers become aware of the importance of basing decisions on sound information.
- c. to help families recognize those decisions and alternatives that deserve intense consideration.

Economics and the Consumer

The interaction of the family with the economic system is a vital link. Understanding basic economic principles becomes essential for wise decision-making. Traditional emphasis in economics has been placed on economic analysis. However, personal competence in economics will be developed by interpreting the earning, spending, saving and allocation of family resources in light of economic principles. Specific educational objectives in this area are:

- a. to help families develop personal economic competence through an understanding of basic economic concepts.
- b. to help families develop personal competence in earnings, savings, spending and allocation of resources.
- c. to help families become aware of the economic forces that affect needed skill for future employment.
- d. to help families gain a greater understanding of the overall economic system.

Marketing and the Consumer

Marketing concerns itself with the distribution of the entire group of goods and services from the producer to the consumer. Understanding of the basic workings of the market system also contributes to the wise decision-making of the consumer. Consumers need to understand the problems of the producer in the buying and selling of merchandise. Specific educational objectives in this area are:

- a. to help consumers become aware of the role of marketing within the total economic structure.
- b. to help consumers recognize the problems and processes of the producer in relation to the distribution of goods and services.
- c. to help consumers become aware of the operation of retail and wholesale systems.
- d. to help consumers become aware of how consumer attitudes and behavior influence the marketing system.

Choosing and Using Goods and Services

Families are faced with an ever-increasing number of choices. Some choices more directly affect the quality of life than others. Understanding how to make choices is more crucial than trying to determine what choices to make. Choosing is only one aspect of gaining the greatest amount of satisfaction from goods and services; using is also important. Specific educational objectives in this area are:

- a. to help families determine what choices deserve their special consideration.
- b. to help families understand the principles of choice-making.
- c. to help families become aware of the many choices available to them.
- d. to help families gain greater satisfaction from the use of goods and services.
- e. to help families understand principles of buymanship.
- f. to help families understand the maintenance and care of property.

The Role of Credit

Families are increasingly turning to the use of credit to obtain the goods and services they desire. The privilege of living in a credit economy also implies responsibilities regarding its use and abuse. Specific educational objectives are:

- a. to help families understand the role of credit in our economy.
- b. to help families understand their rights and responsibilities regarding credit use.
- c. to help families understand the sources and costs of credit.
- d. to help families understand the meaning of credit ratings.
- e. to help families understand credit legislation.

CLIENTELE

All families would receive benefits from educational programs focused on consumer competence.

Priority will be given to:

- Young families
- Disadvantaged families
- Youth
- Community leadership
- Average middle class family
- Senior citizens

Intermediate clientele, through whom the ultimate consumer may be reached, would include appropriate agencies, organizations and businesses on state and local levels.

FAMILY HEALTH

The "good life" in Iowa depends in great measure on the good health of all of Iowa's people. Despite the fact Iowans take pride in the high food production of the state, and their increasing buying power, many Iowans have less than adequate diets. There is need to understand the relationship of nutrition to physical and mental health; the relationship of sanitation and food safety to family well-being, and the relationship of safety from accidents and poisonings to family security.

Inadequate Diets -- Poor Nutrition

Nutrition status studies in Iowa indicate that diets of children, young people and older adults are often poor.

INDICATIONS OF EDUCATIONAL NEED

Surveys indicate that Iowa homemakers do not understand enough about the nutrient composition of foods to use a meal planning guide effectively and to be able to distinguish reliable information about nutrition from misinformation.

Iowa studies indicate many Iowa teenagers do not have diets which meet the current standards (recommended daily allowances).

Studies conducted over the last 20 years in Iowa reveal a consistent trend toward increased weight for height and age for children and youth, especially teenage girls.

Almost 11 percent of the boys and 17 percent of the girls were classified as very heavy and obese. (Iowa study 1950) A subsample of the same teenage girls taken five years later showed 80 percent still obese as adults.

Of school children in Monroe County, (random sample, 1965) nearly 1/4th were classed as heavy weight for their age; nearly 1/6th as light weight. These were kindergarten through eighth-graders. Heavy children tended to be in the age group nine years and above; light weight children were younger.

Medical studies point up the many health risks associated with overweight, such as susceptibility to a number of diseases and increased surgical risk. Doctors report that the increase in degenerative diseases is partially a result of failure to develop sufficient vital capacity and health during youth.

Desire to control their weight prompts many teenagers to adopt nutritionally unsound or "fad" diets.

INDICATIONS OF EDUCATIONAL NEED

Desire to meet weight requirements, particularly in wrestling, often prompts high school athletes to follow weight control measures which are nutritionally unsound.

Poor breakfasts or no breakfast, excessive use of non-nutritious snacks, low milk consumption are among indicators of the poor food habits of many Iowa teenagers.

Teenagers comprise a high percentage of today's brides. In Iowa, the average age at time of marriage is below the national average. Many young brides do not have sufficient knowledge or skill to provide the proper nutrition for their family.

Many young mothers have shown a higher incidence of toxemias at child birth than among older women, according to medical studies. Such incidence is particularly high among teenagers in the lower socio-economic group.

70 percent of the non-farm families and 56 percent of the farm families with very low incomes had diets below the recommended nutrition level. (Nation-wide food consumption survey.)

Lack Physical Fitness

The Iowa Situation report (1966-67) for the President's Council on Physical Fitness estimated that daily physical education for all children was offered to only three percent of the elementary children, five percent of junior high and seven percent of the senior high school pupils in Iowa.

Based on physical fitness tests, Iowa's children have not compared favorably with the fitness of children in other states.

High incidence of overweight coupled with poor muscle tone is evident, based on studies of the nutritional status of Iowa women.

Studies show that men out of school tend to decrease their physical activity or confine it to weekends.

The Governor's Council on Physical Fitness for Iowa is non-operative due to lack of funds.

Sanitation -- Food Safety Imperative

INDICATIONS OF EDUCATIONAL NEED

Iowa's expenditure per capita for total food inspection, in 1963, ranked Iowa 6th from the bottom in state rankings. (Congressional Committee report on "Consumer Protection Activities of State Governments")

Comparatively Iowa spent 9¢ per capita in 1963 for total food inspection as related to \$1 per capita spent by Florida. Passage of the Iowa meat inspection law in 1966 has increased the amount now spent.

About 10,000 cases of food-borne disease are reported in the United States annually. Public health authorities indicate that unreported cases may be conservatively estimated at least 10 to 20 times larger.

Public food service has increased. Approximately 20 percent of money spent for food is now spent on meals away from home. (1967 U.S.D.A. report on food expenditures)

Thousands of Iowans are employed full-time in public food handling work; additional thousands temporarily assist with food handling at community functions. Few Iowans understand the importance of safe food handling techniques.

Accident Prevention

Accidents are the major cause of death in the United States for people from 1 to 35 years of age; they are the leading cause of permanent physical impairment.

Most accidents of all age groups occur in the home area. Of the 45 million injuries estimated to occur annually, about 20 million happen in and about the home.

Farm accidents are down due to safety programs; however, recreational accidents (boating, swimming) have increased.

Chemical Safety Needed

INDICATIONS OF EDUCATIONAL NEED

Approximately 150 agricultural chemicals are commonly used in Iowa homes and in plant and animal industries. Deaths and tragedies have resulted because of improper, thoughtless and careless use and handling.

In 1963, nearly 47,000 children under age 5 were victims of accidental poisoning. (Report from 355 Poison Control Centers in 40 states). Three-fourths of these poisonings resulted from the ingestion of medicines, household cleaners, polishes, pesticides. Cases of aspirin poisoning among children are increasing.

Poison cases treated in Iowa, in 1966, totaled 3,247; an increase of 1,333 cases in Iowa in two year's time.

International Health

In 1965-66, worldwide per capita food products fell by 2 percent. In Latin America, Africa and the Far East, it fell approximately 5 percent. By 1980, there may not be enough food anywhere in the world to prevent famine. Iowa's educational resources in food and nutrition places responsibility for assisting with International food programs.

FAMILY HEALTH -- AN INGREDIENT OF "GOOD LIVING"

Nutrition

The serious effects of undernutrition on physical growth and development have been recognized for many years; but the realization that malnutrition in early childhood also affects brain development and function has been much more recent. This damage may occur in the preschool years and appears to be irreversible regardless of the subsequent state of nutrition.

Countless studies continue to reveal the nutritional inadequacy of the diets of many Iowans -- Iowa's young people, Iowa's preschool and elementary school children, Iowa's elderly citizens, and many of Iowa's men and women in the peak working years of their lives.

Such studies, medical and nutritional, bear out the close relationship of nutrition to the physical and mental health of each and every individual. Iowa's capacity as a high food production state, and the capability of most of Iowa's families to purchase full market-baskets, stand in stark contrast to the nutritional findings among the people of the state.

Nutritional ignorance and apathy, not income level, are main factors. Poor nutrition in childhood, accentuated poor nutrition in the teen years, lack of nutrition knowledge to carry over into marriage and the establishment of sound nutritional practices for the family -- are evidence.

Physical Fitness

Physical fitness is not endowed; it is acquired through continuing effort. It involves muscular strength and endurance, muscle tone, heart action and response to agility, balance and coordination.

To be physically fit, one must not only be well-nourished, but he must be also physically developed.

The physically fit person is able to withstand fatigue for longer periods than the unfit, and is better equipped to tolerate physical stress, and has a stronger, more efficient heart. Research indicates that there is a relationship between good mental alertness, absence of nervous tension and physical fitness.

Iowa has strengthened its regulations governing school physical education requirements, but more needs to be done. Three cities -- Des Moines, Cedar Rapids and Sioux City -- have municipal programs.

Improvement of physical fitness programs at the school level, however, is insufficient. Programs which will encourage Iowa's people of all ages to become more physically fit are needed. Daily programs, (jogging, swimming, walking) which can become habitual, are being encouraged. Community recreation programs need to be viewed in terms of physical fitness for all members of the family as well as in terms of leisure time recreation.

Lack of knowledge by Iowa's families regarding the importance of physical fitness may account for the lack of funding to enable Iowa to have a state-wide physical fitness program under the direction of the Governor's Council on Physical Fitness.

Sanitation and Food Safety

The care and handling of the food supply is of utmost importance to the family... at home, at public eating places, or in the movement of foods to the marketplace from the processing point.

High incidence of food-borne disease (reported and unreported) coupled with increased dependence of families on the handling of foods by thousands in Iowa's processing, marketing, and retail establishments, indicates growing need for public attention on food safety and sanitation.

Increasing concern regarding food inspection and sanitation verifies the fact that Iowa families do not know what kind of food protection now is offered, what quality of food protection they would desire, and what its cost might be. In 1963, Iowa ranked 6th from the bottom in state rankings in terms of funds allocated for food inspection -- approximately 9¢ per capita. Florida spent \$1 per capita. Passage of the Iowa meat inspection law in 1966 has increased the amount of money now allocated.

Persons most severely affected by food poisoning are infants and older persons. Most poisonings are due to the contamination of foods with pathogenic bacteria, toxins or chemicals.

New population settlements and changes in living patterns have given rise to new public health hazards. The suburban developments in rural areas pose serious menaces to health, such as contaminated water supplies and inadequate sewage disposal facilities.

Safety -- Accident Prevention

Human factors play a critical role in accidents. Many of these factors reflect the individual's life situation, his problems, his personal limitations, his emotions and the way he reacts to his environment.

Iowa's accident rate among its farm families is declining. However, in 1966, there were 161,000 accidents on farms and 80,500 lost-time accidents. Accidents, in the past, were often precipitated by the job; today's accidents, safety experts indicate, are the result of carelessness.

Annually about 25,000 citizens over 65 die as the result of accidents. The Iowa farm population in 1966 had 67 fatal accidents in the home of which 42 resulted from falls and 38 of these involved persons 65 years of age or older.

That fact that most accidents for all age groups occur in the home area (approximately 20 million injuries annually in and about the home) poses the challenge of mounting meaningful education to offset this costly toll in human misery.

Safety -- Chemical

The use of chemicals has expanded at a fast pace. Few families have kept up in terms of knowing how to use these chemicals wisely and safely. Many such chemicals are stored in and about the home, the garage or the farm premises.

Accessibility of such chemicals prompts carelessness; the result poisonings. In 1966, the Poison Treatment Centers in Iowa treated 3,247 cases which included 1239 cases due to aspirin, 981 to medication, 122 to cosmetics, 352 to household products, 195 to petroleum products, 134 to insecticides (pesticides) and 224 from miscellaneous products. This was a gain of 1,333 cases in two years' time in Iowa.

AREAS OF PROGRAM EMPHASIS IN FAMILY HEALTH

Adequate Nutrition

Help families understand the nutritional needs for good health throughout the life cycle and how to meet the needs.

- a. Assist young homemakers to understand how to feed young children to help them develop good food habits and to avoid feeding problems.
- b. Assist homemakers to develop the ability to use a meal planning guide.
- c. Motivate all teenagers to adopt food habits which meet their nutritional needs.

Help families to recognize reliable sources of nutrition information and to be aware of misinformation.

Motivate families and individuals to understand the nutritionally sound measures of weight control.

Physical Fitness

Assist families and individuals to gain an understanding of the need for physical fitness.

Motivate families to understand that, in addition to nutrition needs, they need regular physical exercise.

Assist in the development of people's attitudes that lead to the practice of sound measures of weight control.

Sanitation and Food Safety

Assist people to understand the importance of food and water sanitation and safety.

Motivate and assist all family members to develop practices of sanitary measures in the home.

Help acquaint families and food handlers of needs for sanitation in the food industry.

Safety

Stimulate motivation for individual responsibility in accident prevention.

Motivate family members to eliminate hazards about the home, yard and family business to reduce accidents.

Motivate all family members to learn to use, handle and store household chemicals and medicines safely.

International Health

To help train international students and visitors in the many phases of family health including the skills of food production, food preservation, and sanitation.

CLIENTELE

All families will receive benefits from expanded programs on family health. Such programs to be facilitated in cooperation with health authorities, school authorities, and others.

Priority will be given to:

All family members	Food Handlers
Homemakers - young, pregnant	Meat cutters
Children and Youth	Locker plant operators
Teenagers	Restaurent managers
Senior Citizens	
	Coaches, physical education
Disadvantaged families	teachers

HUMAN HOUSING

Housing for people, if it is achieving its objective, provides not only shelter from the elements, but also an environment for the optimum development of those who live in it.

High Incidence of Obsolete Housing

67.8 percent of all housing units in Iowa were built in 1929 or earlier. (1960 census)

83.6 percent of occupied rural farm housing units were built before 1929. (1960 census)

Only 16.5 percent of all housing units in Iowa were built after 1950. (1960 census)

INDICATIONS OF
EDUCATIONAL NEED

Housing Expenditures Significant

Overall housing costs for a city worker (family of 4) in Cedar Rapids at moderate living standard takes 19.3 percent of the family budget. (Renters: 16 percent; owners 20.4 percent) U.S. Dept. of Labor.

Account keeping farm families in Iowa in used 21 percent of their income for house operations, building and repair. (1966 census)

Iowa consumers, in 1966, spent \$185 million for furnishings; \$150 million for equipment. (Dept. of Labor report, June 1967). This is a little over 7 percent of total retail sales in Iowa. (Report on Iowa Sales Tax Collections)

Valuation of new homes constructed in Iowa was \$105.5 million in 1961; \$172 million in 1965 and \$144 million in 1966. (U.S. Bureau of Census report)

Special Housing Needs Apparent

Iowa has 340,000 senior citizens with special housing needs to be met. Of this number, 144,00 live at low income level by government definition. One-fourth of Iowa's elderly people live alone or with non-relatives. (Dimensions of Welfare)

New households (first marriage) are established at the rate of approximately 17,000 annually. This implies expenditures, often with limited means, for housing.

Continued mobility of Iowa's families into heavily populated areas of Iowa engenders problems of sufficient housing, higher cost of housing, controlled zoning, building codes.

INDICATIONS OF EDUCATIONAL NEED

Maintenance of adequate housing in depopulating areas tends to intensify as a problem related to income level and services available.

Thousands of Iowa families at low income levels not only occupy substandard housing units, deteriorating housing or overcrowded housing but lack sufficient means or skills to maintain or improve such structures.

HOUSING -- A MAJOR FACTOR IN FAMILY ENVIRONMENT

Close to 3 million families live in Iowa. The largest single family expenditure they make is for housing.

For shelter, maintenance, and the accompanying necessities of furnishings and equipment, they annually allocate from 1/5th to close to 1/3rd of the family income.

Though family environment encompasses more than the physical surroundings of the home, it is enlarged or limited to the degree that housing meets the needs of the individual family. The commitment of a sizable portion of the family income for housing verifies not only the urgent need for the minimum of structural shelter but the desire for a living environment that is personally satisfying.

Diversity of Problems

Many Iowa families reside in houses built before 1929. Many families, due to income circumstances, cannot achieve the quality of housing they desire. Many families, more fortunate economically, annually make decisions regarding home buying, building or remodeling with limited information to aid their decision-making.

Countless families, regardless of income level, seek to make their homes more attractive and livable with little knowledge of how to achieve this as they shop in the consumer market.

Iowa's shift of population prompts increased attention on the acute housing problems of families both in densely populated and sparsely populated communities.

Breadth of Education Needed

Assisting Iowa's families to achieve satisfying housing involves providing information and understanding about:

the real estate market, including the going costs of homes, buying versus renting, buying versus building, fluctuations in the market.

sources and costs of financing.

the availability of good builders and others engaged in business related to housing.

the availability and cost of professional help such as architects, planners, decorators.

factors influencing site selection, including land values, zoning, transportation, public utilities, schools, recreation facilities among others.

new building materials and building methods made possible by modern technology. This would include also those products for finishing and decorating the interior of the home.

space planning, location and types of utilities, features which must be planned into the house for the safety of the occupants.

maintenance. With more elaborate equipment there is more that can go wrong. Service men are not in great supply; service charges are high. People who will do general maintenance and cleaning of the house are also very scarce. They are greatly needed by older people in our population and by persons who do not have time to do such maintenance for themselves.

HOUSE FUNCTION HAS CHANGED

The home has changed from a production center to a consumption center.

More and more of the work still done within the home is being automated as technological developments are perfected.

The modern family has many possessions and many pieces of equipment which must be stored.

Because of increasing complexity of business affairs which must be carried on by the family, more of this is carried on in the home.

The home is increasingly a learning center with electronic equipment.

Greater leisure time is reflected in the popularity of family rooms, patios, swimming pools and other features which make the home a recreation center. Many families seek "second homes" for recreation uses -- a factor in the housing picture. This is estimated to be 10 percent of the total market at present.

SPECIAL NEEDS OF IOWA PEOPLE

Because of the general high level of income in the state, more families can afford to have better housing than ever before. This is due not only to personal income but to the financial structure of the economy and government policy which has made money available to most people for home buying.

The high post-war birth rate resulted in a large number of persons now in their late teens and early twenties who are now establishing homes. (17,000 first marriages annually) This is reflected in the building of more structures to house them suitably (houses, apartments and mobile homes) and increased sales in equipment and furnishings for the home. Great quantities of this building is occurring in new developments of the expanding urban areas.

These two factors point up the need for an expanded housing program to serve the general public, both rural and urban. However, there are some groups which have special needs in housing.

The Beginning Family

This group has little experience in making decisions relative to these major expenditures. They have income, but must plan carefully if it is to cover all their needs -- both immediate and long time.

The Young Single Person

This group lacks experience in making decisions about housing, and they are often forced to make these decisions in an environment far different from the one to which they have been accustomed. They desire independence in housing have the money to pay for it (even if by sharing with other young people).

Older People

One out of every 8 Iowans is age 65 or older. These people have special housing needs which have not been realistically met. They desire independent living, but many must be housed in institutional or group facilities.

The question of where and how they should be housed has not been answered to their satisfaction nor to the satisfaction of society. Their special space, equipment, safety and service needs of many kinds have not been answered. The financial problems of providing housing for this group also call for educational study and action.

Rural and Urban Dwellers

Rural housing in Iowa deserves special consideration. There has been considerable lag in quality of housing in rural areas. With improved income, and the consolidation of farms which has taken place over the last 20 years, has come increased interest in upgrading housing. There is need to provide farm homes which serve the functions of the family as well as an expanded farm business.

Housing has also lagged in the small towns over the state. Often these towns have a higher proportion of older citizens than usual. However, the greater availability of money to provide sanitary services, etc., and the accessibility of many of these small towns to larger urban centers where jobs are available, make many of them desirable home locations. This could give impetus to much remodeling and building.

The trend toward urbanization has created some special needs in the state. As the cities expand, there is need for an orderly growth of the area around the central city. These are the places where many of the rural slums exist. Here also come the junk yards and industries which might be undesirable because of refuse, odor, etc., and who seek unregulated locations to save expense of proper waste disposal, etc.

This general situation points up the need for rural zoning to insure a more orderly growth in the developing rural and small town areas.

The Disadvantaged

Many of this group of citizens live in substandard housing which should be replaced or should have major repairs. Development of maintenance and repair skills would help them make the most of what they have.

However, many of their housing problems are beyond their ability to solve.

The social issues in housing are rapidly coming to the forefront. The question of the role of government providing a certain quality of housing through various subsidies has not been faced in Iowa. Iowa does have some public housing projects primarily for older citizens. However, little has been done in the cities where the great need for low cost housing exists, and where large sections of substandard housing prevail.

Iowa has recently passed the open housing law. The effects of this are yet to be seen. Adequate housing for migrants is also a problem in the state.

EXTENSION HOUSING PROGRAMS

Housing has two aspects -- the internal and the external.

The internal aspects of housing are those over which the family or the individual have direct control. This includes those things about which decisions can be made by those concerned, such as style or architecture, space division of rooms, colors to be used in decorating, etc.

The external aspects of housing are those which are involved in the community and are not controlled by those desiring a home except as they enter into community action. This includes zoning, building codes, the real estate market, legal aspects of housing, sources of money for borrowing, utilities available, transportation and many other things.

Extension has traditionally concerned itself with internal housing. However, the increased urbanization of our society and the interdependence of its many parts have demanded that the external aspects have added emphasis.

The following areas of emphasis are clearly indicated for extension education in housing --

AREAS OF PROGRAM EMPHASIS

Internal Aspects of Housing

1. To help Iowa families analyze family needs in housing and evaluate ways in which these needs may be met

 buying, building, remodeling, renting
 temporary versus permanent housing
 needs in relation to family size, age, health,
 and activity
2. To help Iowa families become able to make wise decisions regarding allocation of resources (both material and human) for the structure and its furnishings.
3. To help Iowa families understand principles of space planning and design, and to know where resource help is available

 to understand utility needs within the home
 to know building materials and their use
4. To help Iowa families gain understanding and skill necessary to furnish the home tastefully, comfortably, and in line with family needs.
5. To help Iowa families gain the understanding and skill necessary for the care and maintenance of the home.
6. To help Iowa families gain an awareness of essentials for safety in the home and surroundings, and provide the knowledge necessary to make it achievable.

External Aspects of Housing

1. To help Iowa families gain understanding of factors affecting site location such as zoning, utilities, transportation, building codes.
2. To help Iowa families gain knowledge of sources and costs of credit.
3. To help Iowa families gain understanding of the legal aspects of housing.

4. To help Iowa families gain knowledge of the markets within which they must obtain housing -- the real estate market, the furnishing market, the building market, etc.
5. To help Iowa families gain knowledge of professional help available -- architects, builders, decorators.
6. To help Iowa families become aware of public issues in housing and understand what is involved in them:

the role of government in housing
zoning
housing for minorities

CLIENTELE

Any family, rural or urban, may receive benefits from expanded extension housing programs.

Priority will be given to:

Young families
Youth
Disadvantaged
Senior citizens
Rural, small town and urban fringe families

Special programs will be designed to reach the ultimate clientele through:

Contractors and home builders
Architects
Public officials
Developers and realtors
Retailers of home furnishings and equipment

COMMUNITY RESOURCE DEVELOPMENT

The lives of Iowa's people and the vitality of the communities within which they live are dependent one upon the other. The progress of family living can only parallel the progress made also by the community as it enhances the resources it offers.

Informed Leadership Essential

Many Iowa communities need to maintain and develop the economic, social, aesthetic, physical and government services for optimum individual and family living.

INDICATIONS OF EDUCATIONAL NEED

Dynamic leadership is essential at the community level if these services are attained and maintained.

Community leadership implies informed and influential women and men as well as a concerned public.

Development of Human Resources Vital

Iowa's industrial development has increased demand for women in the labor force. Iowa women currently make up thirty-five percent of the labor force.

Demands for community volunteer services as well as paid services have increased indicating need for training or retraining persons who can and will contribute their efforts to their communities.

Economic and social changes affecting families and communities necessitates continuing education for personal improvement, employment opportunities and participation in public issues decision-making.

Social Resources in Increased Demand

Substitute care for children through 180 licensed full-time day care centers is now available in Iowa. However, the number of working mothers in the Iowa labor force has nearly doubled in the last ten years.

One out of every eight Iowans is age 65 or older (11.7 percent). Community services to provide housing, recreation, adequate nutrition (Meals on Wheels) and to meet other needs are insufficient.

INDICATIONS OF
EDUCATIONAL NEED

Only 49 of Iowa's 99 counties have appointed health directors. Less than one-half of Iowa's 99 counties can provide public health nursing services to their citizens. Only 6 of 99 counties in Iowa have public health sanitarians.

The 1966-67 Iowa legislature provided the foundation for local health services. However, few communities have implemented action to attain such services.

Care and treatment of the mentally retarded is now becoming a community rather than institutional responsibility.

With the increase in leisure time for Iowans, recreation facilities and natural resources are being developed rapidly, accompanied by a need for community planning groups.

Cultural Resources Enhance Community Life

Iowa communities now provide a variety of cultural programs and activities for people of the community. However there is need to amplify such programs -- to encourage understanding and appreciation of the arts, the understanding of other cultures and Iowa's cultural heritage.

COMMUNITY ACTION -- KEY TO COMMUNITY RESOURCE DEVELOPMENT

Forces affecting the living environment of Iowa families are evident in increased mobility, more urbanization and other economic and social changes.

The quality of family life is affected not only by the totality of its surroundings, but in turn the individuals within the family help determine what these surroundings shall be.

Each individual, each family and each community has certain resources available. These resources must be cultivated, developed and used if communities in Iowa are to meet today's changes.

Community action is the key to community and human resource development. The community holds the key to its future -- the development of its people and their resources to their fullest potential. The two go hand in hand. Without the development of individual abilities and group leadership

present and potential economic resources cannot be developed and, as a result, human resources are wasted.

GENERAL STRUCTURE OF IOWA'S COMMUNITIES

Administrative or governmental services:	government services public safety miscellaneous community services
Economic environment:	production distribution public services
Social environment:	educational services recreational services health services welfare services religious services correctional services associational services
Aesthetic environment:	natural resources historic resources institutional and organizational resources the home
Physical environment:	man-made and natural community planning and housing

Although continuing education and action are needed in all five areas of community life, two of these are particularly relevant to home economics -- the social and the aesthetic.

Social Environment

- Education -- schools, nursery schools, day care centers,
 adult and continuing education
- youth organizations
- vocational technical education
- mass media
- Recreation -- family recreational facilities
- leisure time
- vocations
- active sports facilities

- Health -- medical, dental, nursing,
-- public health, mental health
- Welfare -- social welfare activities and programs
- Religion -- religious organizations
- Correctional -- juvenile and adult courts
-- parole boards
-- half-way houses
- Associational -- professional, fraternal, social and
institutional organizations through
which community functions.

Aesthetic

- Natural -- local government units
-- community planning
-- recreational organizations
-- area development
- Historical -- civic groups
-- concerned lay public (historical societies)
- Institutions and organizations -- government
-- concerned lay people
-- civic groups
(Relates to cultural centers as
art centers, museums, libraries;
also establishment of drama, art,
music and literary groups.)
- Home -- personal activity leading to aesthetic appreciation
and individual creativity

AREAS OF PROGRAM EMPHASIS

Leadership Training for Community Leaders

To enable community leaders, as they function individually, in group action and through structured organizations, to --

evaluate the needs of a particular community, county or area.

to know the processes of social action to bring about community decisions.

to assist existing agencies and organizations in evaluating their programs so such programs relate closely to the needs of the particular community.

to enable such leadership to know how to bring about the understanding and support of those in the community so that community action may be realized.

to enable such leadership to know how to involve specialist and professional assistance in development and guidance of community programs.

Leadership Training Related to Community Health Services

to provide particular training to women leaders as related to improvement of health services in their communities.

to provide such training through seminars to increase awareness of public health needs including health needs of young children, senior citizens, the mentally retarded; leading to establishment of day care centers and mental health facilities.

through such training, to enable community action groups including parents, organized labor, industry, business, voluntary and public agencies and citizen's groups to bring about needed health facilities in the local community.

Training Leading to Improved Community Services for the Elderly

to assist personnel and organizations (churches, volunteer groups) working with senior citizens to provide adequate living facilities, recreational opportunities, nutritious meals for the elderly citizens of the community.

to assist such personnel to know how to ascertain the particular needs of their senior citizens and how to meet these needs with community support.

Strengthen Community Resources Related to Personal Development, Family Life, Recreational Facilities

to enable family-oriented organizations, particularly churches, to serve the personal development, family life and recreational needs of the families of their communities in larger measure.

to provide workshops for church personnel in human development, family relationships, music, recreation, drama.

Counseling Programs for Women as Related to Education or Training Opportunities, Employment Opportunities, Management of Time and Money

to provide such assistance in view of the increased demand for women workers by industry and the increasing numbers of women seeking employment.

to establish such counseling programs in appropriate areas of the state and with assistance of interested organizations.

Programs of Cooperation with Area and Vocational Schools

to provide such home economics subject matter assistance as is determined desirable in training programs for young men and women leading to skills and proficiency for employment and personal living.

Educational Assistance to Enable Communities to Enlarge Recreational Facilities

to enable recreational and/or community leaders to study the community's needs, what facilities can meet these needs and the social action needed to bring public support for programs and personnel (paid or volunteer) needed.

to give resource help in the development of Iowa farm vacation association and camp ground facilities.

Educational Assistance to Enable Communities to Enlarge the Cultural Opportunities for Iowans

to develop appreciation and awareness of Iowa's cultural heritage as reflected by its historic places; its architecture, its ethnic groups, and the contributions of sculpture, painting, literature and music made possible through Iowa's people.

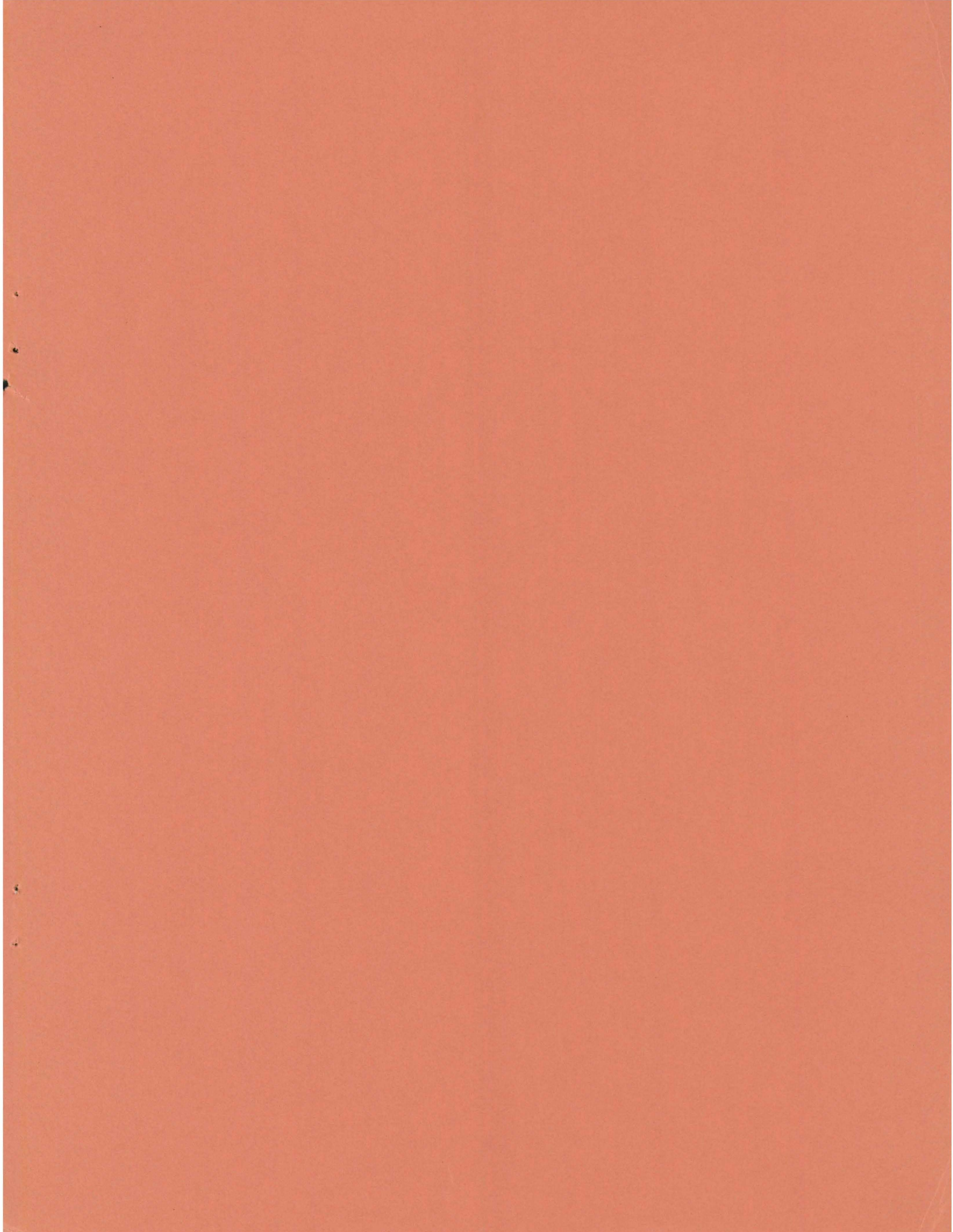
CLIENTELE

Priority will be given to:

Influential community leaders
Groups, organizations, agencies involved
in health, recreation, welfare and youth programs.

Working women (mothers)
Women seeking employment or retraining

Senior citizens



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