



Ways to Promote National Extension Living Well Month (March)

Raising kids, Eating right, Spending smart



The former Chair of the External Marketing Committee shares tips for success for Living Well Month (formerly Week)

As a promoter of Living Well Week, Carolyn Gregov, the Chair of the External Marketing Task Force in 2005-06 shares, “Members don’t need to worry about engaging in the Living Well Campaign as just ‘one more job’ to add to an already over-full plate. Just use the programs that have already been planned as a Living Well event. Anything we can do to make it easier will be helpful to all.”

Carolyn continues: “In Florida we put together a big Plan of Work at the end of the year. This is the time to put Living Well activities into the Plan of Work. One year in Sarasota County, we identified *every FCS event in March as a Living Well event* by putting posters or placards out. We also distributed PSAs, which were to be aired on the government channel, and shared as possible with commercial channels. Our *Plans of Work* started with those basic activities and then we added others as do-able.”

Carolyn suggests that we need to make a strong effort to [plan ahead for Extension Living Well Week](#). “I encourage each state affiliate to engage every member and all counties in their state to submit plans for Living Well Week by a specific due date. Then submit a follow-up report on exactly what was accomplished by everyone in your state.

As of October, 2009 the NEAFCS board has declared [Living Well Month](#) the entire month of March instead of just one week.

Here are some ways that Extension staff around the U.S. have promoted and celebrated Extension Living Well Week in the past. These efforts can have a positive impact and create awareness of Extension’s family and consumer sciences programs. We hope this list may help you and your staff generate ideas for more ways to promote Extension Living Well Week in your area.

Please keep track of what you and your staff are doing to use the Living Well Marketing materials during national Extension Living Well Month and during the year to promote the family and consumer sciences programs to the public and to your legislators.

☺ **Provide small baskets of nutritious food** and some flyers to **University administrators, key legislators and local policymakers.**

☺ **Place small ads in major newspapers** promoting Extension Living Well Month.

☺ **Place table tents with Living Well logo and information in restaurants and Senior Centers** during Extension Living Well Month.

☺ **Distribute Living Well magnets and bookmarks** during Extension Living Well Month at workshops and community fairs throughout the state to introduce new clientele to Extension family and consumer science programs.

☺ **Have a day at the state capitol during Extension Living Well Month to visit with legislators** to make them aware of family and consumer sciences programs that Extension Service are providing in their communities. We will:

- set up the Living Well exhibit at the state capitol
- serve nutritious refreshments for the Legislature.
- provide a little survival “goodie bag” kit promoting Extension Programs and the Living Well information.

☺ **Implement a 12 week “Living Well” program** for county Extension employees that could be replicated by other county departments. The goal of the program was to increase staff awareness of fitness and nutrition that can help them reduce their risk of developing chronic diseases such as diabetes, heart disease, and cancer. The program encourages and supports healthy lifestyles among employees through educational, fun and cooperative activities. The program increases employee’s awareness of the Family and Consumer Science resources available through Extension. The program was publicized through posters, articles and ads in the monthly county employee newsletter; and weekly Living Well messages emailed to county employees during the 12-week program. PSAs and a feature story were provided on a county TV Network, and a “Living Well” web page was added to the County Extension website with nutrition & fitness information and links to other resources. Part of this program took place during Extension Living Well Month.

☺ **Launch a public service campaign** in collaboration with a strength training and nutrition program targeted to women ages 40 and older to reduce or reverse the effects of osteoporosis. Family Living Educators and training community volunteers in at least 25 counties in the state conducted the program. The program goal was to increase public awareness about the quality programs and how they impact the participants lives and their “Well Living” The “Living Well” program display, “Living Well” brochures and small water bottles with the “Living Well” were used.

☺ **Conduct Living Well outreach** to youth, their parents and seniors in group settings (such as nutrition classes, youth groups and after-school programs). Staff **promoted a healthy life style through increased physical activity**. We promoted turning off the TV and replacing that time with organized walks, both indoors and outdoors.

☺ **Families** of 4th grade - 8th grade of youth **learned how to read food labels, learned how to plan and prepare healthy meals in minutes and learned about resources to incorporate fitness and nutrition into their busy lifestyles**. News releases, newsletters, news tips, and public service announcements were sent.

☺ **FCS Extension Educators used the Living Well message to promote Extension’s educational opportunities.** (This was a past program. Update it with Living Well Month language.) Living Well Week coincided with the kick off of a major program emphasizing physical activity in five counties. One event included a health fair with a booth promoting Living Well Week and Extension Family and Consumer Sciences programming. A Living Well tabletop display was used along with materials promoting Family and Consumer Sciences educational programs available through local Extension offices. Counties simultaneously implemented this program in their communities to provide a variety of opportunities for the promotion of Living Well Week during kick-off events. The tabletop displays and brochures were on display at local public facilities (i.e.: libraries, etc.) in at least three counties during Living Well Week.

☺ **University faculty and a local radio station staff produced a local two-minute daily program about family life.** This is free of charge to all public radio stations via the NPR Satellite system. The program is based on unbiased social science research and presents a balanced view of the many changes most families face over the course of their lives. Through the state affiliate, radio program producers have been informed about Living Well Week and Extension staff are working to have the daily programs for that week focus on Living Well. We are exploring the possibility of promoting Living Well week through his or her weekly podcast, available to anyone, anywhere with a computer or MP3 player.

☺ During Living Well Month, NEAFCS members will:

- **Showcase Cooperative Extension's programs statewide by featuring a Living Well display, handouts and promotional materials at a one-day event for state senators and representatives.**
- Provide a Cooperative Extension publication catalog to each visitor to the display and give a promotional item that features the Living Well logo, such as letter openers or stick-on note pads.
- Answer questions about our work as FCS Educators.
- Learn about pending legislature that will be impacting on families in this legislation session.
- Provide a listing of who's who in Cooperative Extension that could address questions or concerns about family issues that Legislators might seek out.
- Connect with our county Legislators with a letter announcing Cooperative Extension's activity in March and encouraging them to stop by for a visit.
- Have the display in county offices and in the Administration building on campus during the Extension Living Well Month. Set up a display at meetings and when Educators provide workshops for these agencies throughout the year. Use the display in county office's main lobbies, and feature the display in conference rooms where workshops are being held, and have the display visible at county annual meetings and at 4-H events such as county fairs.

☺ **Adults received information about Living Well programs through newspaper articles, face-to face encounters, and television interviews during Living Well Week.** (This was a past program. Update it with use of Living Well Month language.) During Extension Living Well Week in March, five educational programs, one presentation at an advisory committee meeting, two newspaper columns, and one television appearance were scheduled. A brochure describing Living Well programs were handed out at all events during Living Well Week. A weatherproof banner was created to display at each venue for Living Well programs during Living Well Week and throughout the year. The county Extension website will be updated to display the same logo and information included in the brochure. Pocket sized notepads with plastic covers and matching pen was produced for distribution and used as an incentive for people who signed up for future classes and participated in scheduled classes during Living Well Week.

☺ **Sought statewide recognition of the second full week in March as Extension Living Well Week via a proclamation signed by the Governor. Celebrate Extension Living Well Week in local communities by obtaining proclamations from county governments and hosting recognition/publicity events in the local community.** (This was a past program. Update it with use of Living Well Month language.)

- FACS educators personally delivered CD/DVDs to their local radio and television stations and requested that they run the public service announcements prior to and during Living

Well Week. FACS agents provided news articles to local newspapers, weekly magazines and other printed media.

Revised by NEAFCS Public Affairs Advocacy Subcommittee members and Glenda Hyde, NEAFCS Vice President for Public Affairs, 12/15/2016. NEAFCS is an equal opportunity/affirmative action association. NEAFCS values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of race, color, gender, age, religion, national origin, disability, veteran status, or sexual orientation. Membership is not by invitation. (Strategic Plan 1993-97)